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POOR DOCUMENT



To combine durability in Tweeds with beauty, lightness with firmness,

is no easy task. But in Hewson Tweeds

it has been accomplished with entire satisfaction. Hewson Tweeds don't get shabby after a month or two. They're fine, soft wool to the last shredand when that last-shred time comes, after long and constant use, they look wool because they are wool.

There's a quality about them that commands respect even among people who never wear their clothes to anywhere near the last-shred time. Hewson "Bannockburn" Tweeds are an especially

strong weave-just the thing for work about the farm —or hunting, mining and other rough, outdoor use. Made by special machinery that turns out invincible cloth for hard wear and tear. With these Tweeds a man exposed to changing climatic conditions, to rain, frost, snow, dampness, finds a ready health-guard. Your dealer will be glad to show you Hewson

Tweeds. If, for any reason, he should not have

them in stock, send us his name, and we'll supply him, and send

you samples. Hewson Woolen Mills, Ltd.,

The Big New Mill, AMHERST, N.S.

URE WOO HEWSON, AMHERST

Advertising Merchants

Who fail to use the columns of THE TIMES are staying out of the homes of the great middle class of buyers who do not read any other evening paper.

THE EVENING TIMES delivers by carriers every afternoon, more papers than its two competitors combined. By using THE TIMES alone you can reach more homes direct than by the use of both of the other papers.

Why pay two papers to accomplish less results than can be given you by the sole use of the newspaper that has the largest circulation, as well as the largest house to house delivery in the city of St. John?

Any merchant who will call at the Circulation Department will be shown the homes on each street in the city where no evening paper but THE TIMES is read. Can you afford to stay out of these homes which cannot be reached through the two other evening papers?

