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Youthful, Beautiful Skin Easy to Have

Girl's Nerves

**Fully Restored** 

FINEST OF THE KIND EVER SEEN IN ST. JOHN

Tragic End of Deer Hunt in the Woods Near Salmon River

### GREAT SUFFERE

Tells How She Was Restored To Health by Lydia E. Pinkham's Vegeta-ble Compound.



## The Straight Line in Creating Demand

"A Straight Line is the Shortest Distance between Two Points"

Whatever troubles old Euclid gave us in our schooldays his axioms were simple enough. In our business life to-day we show a lively appreciation of the truth of this axiom in cutting out superfluous efforts—in the saving of time and labor.

In making goods the straight line is "efficiency." It is the shortest distance between raw material and finished

In Selling Goods, the straight line is Newspaper Advertising.

It is the shortest distance between the seller and the buyer. Some manufacturers are applying the straight line in the making of their goods, but neglecting it in the selling of them. Some have no line of communication with the consumer at all—many let their message meander along bypaths of "chance acquaintanceship" instead of telegraphing it along the straight line of Newspaper Advertising.

Newspaper Advertising is the Shortest Distance between the two points of "Supply" and "Demand."

## Applications for Telephone Service

must be received on or before November 15th, to be inserted in

### THE NEW TELEPHONE DIRECTORY

Subscribers who wish any changes or corrections should forward them at once.

A representative of the Company will call for your order. Phone Main 1600 and ask for Exchange Manager.

St. John, N. B. ocer for 4 Main Street Mouldings,

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