## POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, AUGUST 29,1921


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THE EVENING TIMIES AND STAR, ST. JOHN, N. B., MONDAY, AUGUST 29, 1921


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THE EVENING TIMES AND STAR, ST. JUHN, N. B., MUNDAY, AUGUST 29, 192


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THE EVENING TIMES AND STAR, ST. JOHiN, N. B, MONDAY, AUGUST 29,1921


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THE EVENING TINES AND STAR, ST. JOHN, N. B., MONDAY, AUGUST 29,1923

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## MACDONALD'S <br> tobaccos are plainly marked.

 the packages with the name MACDONALD'S, and the plugs with the well-known heart.The Thacoc wow a a heart


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SHIPPING



Make the Crowd Follow Your Path
Emetrson souictetrap than his neighbor
$\begin{aligned} & \text { better mousetrap than his neighb } \\ & \text { the epeople would beat a path to his } \\ & \text { door to buy it. He was wrong. }\end{aligned}$
Selling strategy must overcome con
man today must first make a
etter moussetrap-then take it to
$\begin{aligned} & \text { the public-tell them why it is bet- } \\ & \text { fer-what it costo-and where to }\end{aligned}$
buy it.
$\begin{aligned} & \text { Does your sales manager realize that } \\ & 10,000 \text { line campaign in every }\end{aligned}$
$\begin{aligned} & \text { than the three-ente } \\ & \text { letter to each family. }\end{aligned}$
Make the crowd

Issued by The Canadian Daily Newspap $\begin{gathered}\text { Head Office, Toronto. }\end{gathered}$


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THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, AUGUST 29, I92I


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THE EVENING TIMES AND STAR,ST. JOHN, N. B., MONDAY, AUGUST 29,1921


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An Unusual Collection Now on
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## Frilly Front Blouses

 In Many New Styles With the coming of Fall, we see many new styles in the Frilly Front Blouses, which are so effective for the new suits.We are showing these new styles in many pretty effects, and colors in Georgette, Crepe-de-Chene or Voile, and all are very moderately priced.


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 MUSKRAT COAT $\$ 112, \$ 135$ and $\$ 157$
For For $\$ 112$, , $\$ 135$ and $\$ 157$
With an excellent choice of models and trimmings.
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