## The Thening ©imeg \#star



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Times and Star Classified Pages
Ar Pid Circulation of The Times－Star for the 12 Months Ending
The Average Daily Net Paid Circuiation of Ine Tion；Cash in Advance．No Discoumt．Minimum Charge 25 Cente

TO LET


## FOR SALE


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## MOVEMENT FOR GOOD WILL AND UNDERSTANDING AMONG <br>  <br> $\pi_{0}$ or Friendship and Unity <br> （Hatistax Chronicle） <br>  <br> subbect wes whent Ameatean



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WANTED

## WANTED




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DIFFERENCE IN

## ROOFINGS




THE EVENING TIIES AND STAR, ST. JOHN, N. B., MONDAY, JULY 17,1922




Boy ! Page Mr. Einstein
THE shortest distance between a seller a and a buyer is a straight line. If
there if any shorter, ,le us page Mr.
Einstein and ask him about it.
In advertising, the Daily Newspaper
is the moost direct line possible and the is the niost direct tine possible end the
customer
oou seek $i t$ reeps the kinks out of it. He seses that he gets his newspaper
at the earliest opssibl moment.
His is
at not satisfed to wait until the postiman
delivers something that has been "dirceted" to him at his home address.
When the daily newspaper passes into the reader's hands, it is expected, wel-
comed and read. It has his interest befere it even gets to him. He will complain
loudly to the newsdealer if an issuc sscapes him He will stand in the heat and
the old while the newsboy fumbles for the cold while the newsboy fumbles for
change. When the delivery brings the change. When the delivery brings the
daily paper to a home, it is taken in eagerly by someone.
 complain that your circular of form leter had
not tarived? not anived ine for the postman to deliver your
prituted matter? Have you ever seen the daily
 family? Untilyou have, let us be honest and
distinguish between "direct" advertisisg and printed matter "directed" to your addrese.

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iTHE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, JULY 17, 1922


## EMMETT \& McAULIFF CO. presenting

THE FAMILY MIX-UP


| $P A$ | $A C E$ |
| :---: | :---: | :---: |
| MONDAY AND TUESDAY |  |




QUEEN SQUARE MONDAY and TUESDAY LOVE'S RORMA TALMADGE In



## MACDONALD'S Figaretfes

The Folacco :outh a heort
$10^{10015 c}$
[Also Packed in Tins of 50]

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