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The D.I.C. Summer Sale of Drapery, Clothing, China Ware, Ironmongery, and Furniture offers Exceptional Value in Every Department.

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Steamers are despatched as under (weather and other circumstances permitting):

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Tuesdays, Wednesdays, and Fridays.

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Tuesdays and Fridays.

SYDNEY, via WELLINGTON and COOK STRAIT—
Every Wednesday.

SYDNEY, via EAST COAST PORTS and AUCKLAND—
Every Tuesday.

MELBOURNE, via BLUFF and HOBART—
Every Sunday.

NELSON and NEW PLYMOUTH, via Oamaru, Timaru, Lyttelton, and Wellington—
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Regular Monthly Trips from Auckland.
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Cheapest Quick Route to Canada,
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All Kinds of Cemetery Work done at Reasonable Prices.

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NEW ZEALAND TABLET CO.,
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TAILORS' AWARD MAKES NO DIFFERENCE.

GEORGE DAVIES STILL SAVES YOU £2 ON YOUR SUIT.

An increase in the 'minimum wage' makes no difference in my price. Right along I have been paying higher wages than the minimum. That's because I wanted the best possible tailoring skill in the Dominion.

And I've got it.

When I mapped out my system, I figured that I couldn't save one penny on wages—nor did I want to.

Quality in tailoring skill demands its own price.

Where I save you money is in my colossal purchases, having my own warehouse, buying and selling strictly for cash, conducting my business without aid of an army of clerks sending out overdue accounts, and by reason of the immensity of my business, being able to ask a very small profit on every suit I turn out.

That's where the saving of 40s comes in.

For thousands of men I have made suits to measure for £3 3s, that they admit with delight they never bought under £5 5s, and never expected to at the credit and cash tailors.

My prices start at 55s and end at £4 4s. I have no higher prices, and for the latter sum I am making the finest of evening dress, frock and Beauport suits that 'exclusive' and 'merchant' tailors are asking as high as £7 7s and £8 8s for.

This message is to you—YOU individually.

It is a definite promise to make your next suit to order at a saving of 40s.

You can select your own patterns from the largest stock of materials in the Dominion.

Do it at home from patterns I send free—or if you can, call at my shop.

The cutting and tailoring will be done in the finest possible style—the fit will be perfect (I arrange with you for a try-on when the cloth is cut), and the linings and finish are such as are only met with in other tailors' best suits.

And on top of this I guarantee in writing that if the suit is not satisfactory in every respect, that the whole of your money will be returned at once. That guarantee is given over my signature with every suit I make.

Send for patterns now, and save the £2 that my offer makes possible.

GEORGE DAVIES, The Modern Tailor, 196 Colombo Street, Christchurch.

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A Word for Presbyteries and Convents.

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Will do what no other starch will do!

It gives linen a snow-white appearance, a perfect gloss, and keeps it stiff longer than any other.

Order it from your grocer, and accept no substitute.