

**"JUST A WORD
on Advertising"**

Is the title of a little book recently published. It is of vital interest to all business men. Gives useful pointers about advertising, proposes a way by which you can **logically test** the efficacy of general advertising, gives a thumb-nail outline of the place of the advertising agent in modern publicity, and so on.

I'll send it **FREE** to any business man interested enough to write for it on his letter-head.

Ronald S. Badger,
169 MANCHESTER ST. CHRISTCHURCH.

G. H. PRICE & CO.,

The Leading Hairdressers and Tobacconists,
HASTINGS STREET NAPIER.

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MEERSCHAUM LINED LOEWE PIPES, all shapes, from 10/6 to 14/6.
G. H. PRICE & Co.'s BRAND OF LONDON-MADE BRIARS, latest shapes, 3/6 and 4/6.
TOBACCOS—RAVEN MIXTURE, 10/6 lb.; ROYAL MIXTURE, 7/6 lb.; MOTOR MIXTURE, 8/- lb.
G. H. PRICE & Co.'s SPECIAL, IVORY HANDLE, HOLLOW-GROUND, MANDARIN RAZORS, each one set and guaranteed when sold. Price 10/6. Two gross of these razors have been sold in as many months with the greatest satisfaction. Prices quoted are post free to any part of New Zealand.

Goods of any description sent on approval. Direct importers of all tobacconists' sundries and sporting material.

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TECHNICAL BOOK DEPOT.**

Rea, "How to Estimate," full details for builders 9/6
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SEND FOR CATALOGUE.

WHITAKER BROS.
183 LAMBTON QUAY . . . WELLINGTON.
(BRANCH: GREYMOUTH.)



Bradley Bros.,

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Stained Windows
Leaded Lights
Glass Embossing

254 Colombo Street . . CHRISTCHURCH.
(Victoria Square)

Silver Medallists and recent London experience. All work artistically executed. The reputation of this well-known firm is second to none. A surprise in store—the only objectionable feature in leaded lights will be removed. Designs submitted, according to specified prices, for approval.

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Confine their attention to a few lines of Machines in order that they shall be **Most Perfect, Up-to-Date and Reliable.**

OUR LINES

CHAFF CUTTERS, all sizes for all purposes.
SEED CLEANERS, for all seeds, for Merchants and Farmers.
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MONEY.

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**"PATROL"
Fire Extinguisher.**

Why protect your factory and not your home?

"PATROL," best for the home.

WILL EXTINGUISH BLAZING OIL!

Forty times as effective as water.

Throws stream FIFTY FEET.

A child can use it.

WRITE US.

James Gilbert & Co.,
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PATENT SHOP WINDOW FRAMES**

LIGHT . . .
ECONOMICAL
DURABLE . . .
ARTISTIC . . .

These Shop window frames are adapted for plate or other glass, and any size pane is held securely by a simple contrivance without the aid of putty.

Used in Kennedy's Buildings, Hannah's Buildings, and the Economic, Wellington; and Everitt's, and also Buxton's Buildings, Nelson; and to be seen in Palmerston North and Masterton.

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Our CASTINGS will satisfy you.
Because they are Clean, True, and easy to Turn.

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IRON & BRASS FOUNDERS,
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