



# Реклама – двигатель торговли



**SHREK THE MUSICAL**

TNT

**"THE CROWD GOES WILD!"**  
**JERSEY BOYS**  
BEST MUSICAL  
2009 TONY AWARD WINNER

WINNER! BEST MUSICAL REVIVAL  
2009 TONY AWARD  
**HAIR**

SO MUCH HAPPENING BEFORE DISCOVERY DROPPED  
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Tonight belongs to...  
**PHANTOM**  
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**ROCK OF AGES**  
A NEW MUSICAL  
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DIRECTED BY BARTLETT SHER  
**LINCOLN CENTER THEATRE**  
TAKE THE SUBWAY TO THE PLAY

**GUEST SUITES**

**DoubleTree GUEST SUITES**







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ПОДАРОК —  
ВКУСНЫЙ  
ПОДАРОК!





**Volkswagen up!**  
C'est grand d'être petit.



**Das Auto.**

Volkswagen recommande **Castrol EDGE Professional**  
Modèle présenté : take up! 1.0 60 ch avec option peinture résage tornado. Cycle mixte (l/100 km) : 4,5. Rejets de CO<sub>2</sub> (g/km) : 105. Das Auto. La Voiture.

Volkswagen Group France s.a.  
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*Готовим с любовью!*

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*Моя Домашняя Кухня*

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Лук

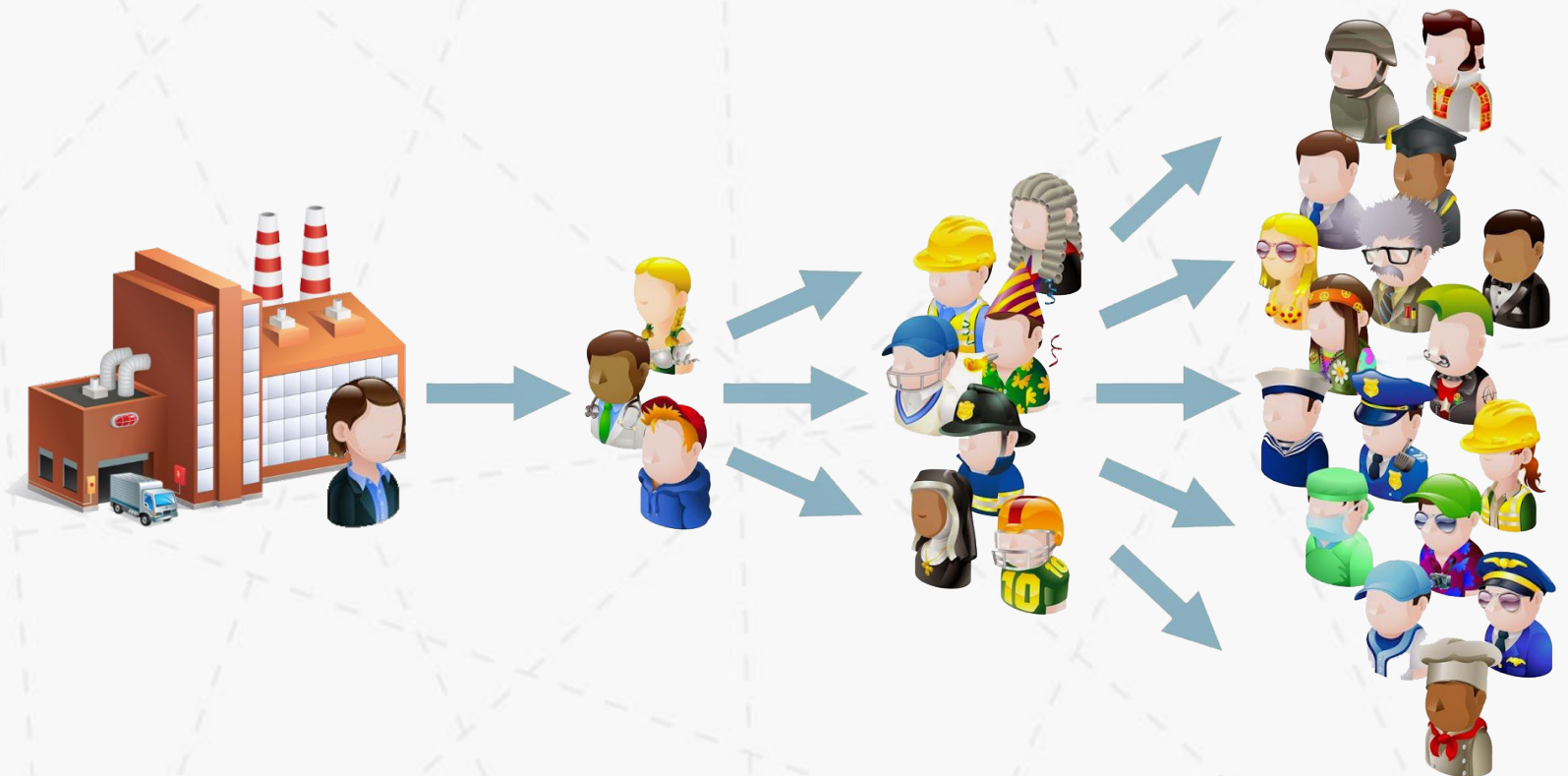
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**2 000 000**  
рекламных роликов









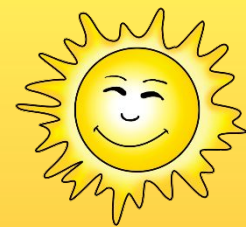
# ПРОДАМ РАБА



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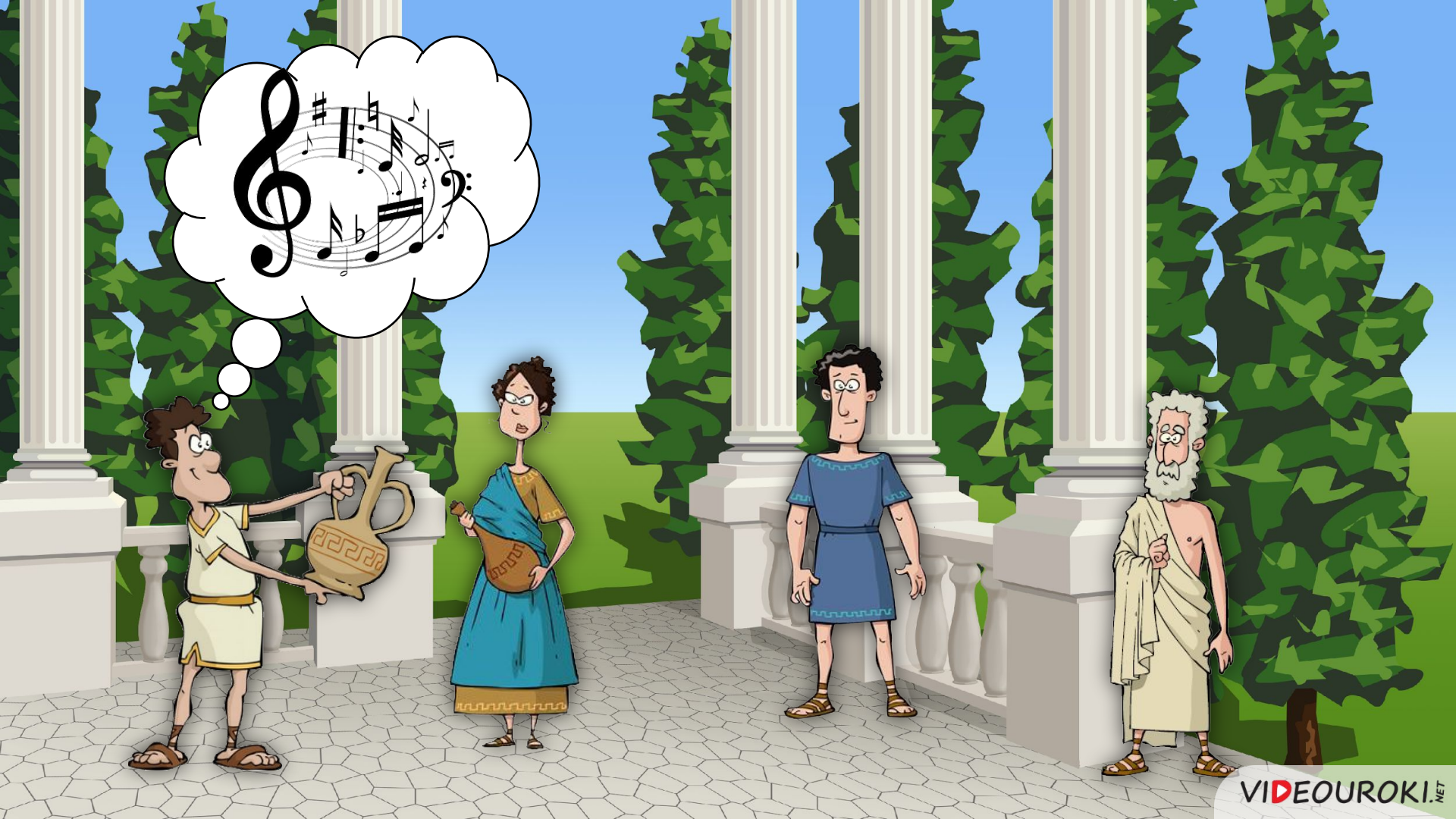
РАСКОПКИ



«Я РИНО  
ПО  
ПОВЕЛЕН  
ИЮ  
БОГОВ  
ТОЛКУЮ  
СНЫ»

МЕМФІ  
С





СЕГОДНЯ В КОЛИЗЕЕ  
ГЛАДИАТОРСКИЕ БОИ

КУПИ К СЕЗОНУ  
НОВОГО РАБА

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СВЕЖИЕ  
ОВОЦИ

РЫНОК

Только у нас!  
Самые вкусные и  
свежие овощи!

СУПЕР  
ВЫГОДНО!!!

СКИДКА  
5%



**Реклама** (от лат. *reclamare*) – выкрикивать.

A detailed engraving of a man with a full beard and curly hair, wearing a dark, buttoned-up garment with a white collar. The background consists of draped fabric. The style is characteristic of 17th-century book illustrations.

Геофраст Ренодо  
(1586-1653 гг.)

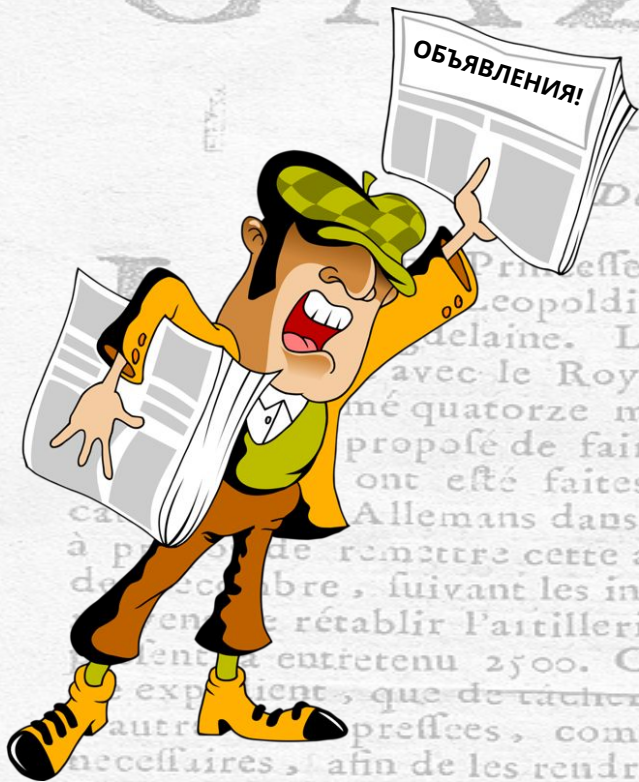
# GAZETTE

Du 8. Aoust 1693.

*De Vvarsovie, le 11. Juillet 1693.*

**L**A jeune Princesse fille du Prince Jacques a esté baptisée. & nommée Marie, Leopoldine, Eleonor, Jeanne, Charlotte, Petronille Claude & Magdelaine. L'Empereur & l'Imperatrice qui ont esté parain & marraine avec le Roy & la Reyne, luy ont envoyé un present de pierreries estimé quatorze mille richedales. Le Roy a assemblé plusieurs fois le Senat : & il a proposé de faire reflexion sur la réponse de l'Empereur aux propositions qui luy ont esté faites de la part de cette Cour, touchant les dommages causez par les Allemans dans le Comté de Sepuse. Une partie des Senateurs a jugé à propos de remettre cette affaire à la Diète generale qui sera convoquée au mois de Decembre, suivant les instances de tous les Palatinats. On a delibéré sur les moyens de rétablir l'artillerie, & d'indemniser le Prince Lubomirski, qui jusqu'à présent a entretenu 2500. Cosaques à ses dépens. Mais il ne s'est trouvé d'autre expedient, que de ~~tâcher d'emprunter~~ de l'argent pour cette dépense & pour d'autres aussi pressées, comme pour le payement des troupes & pour les recrues nécessaires, afin de les rendre completes, en cas que les propositions du Kan des Tartares ne soient pas acceptées, & qu'on soit ainsi obligé à continuer la guerre contre les Turcs. Le Grand Chancelier a eu une conference sur ce sujet, avec les Ambassadeurs Tartares. Il a esté mis en deliberation, si le Roy & la Republique

# GAZETTE



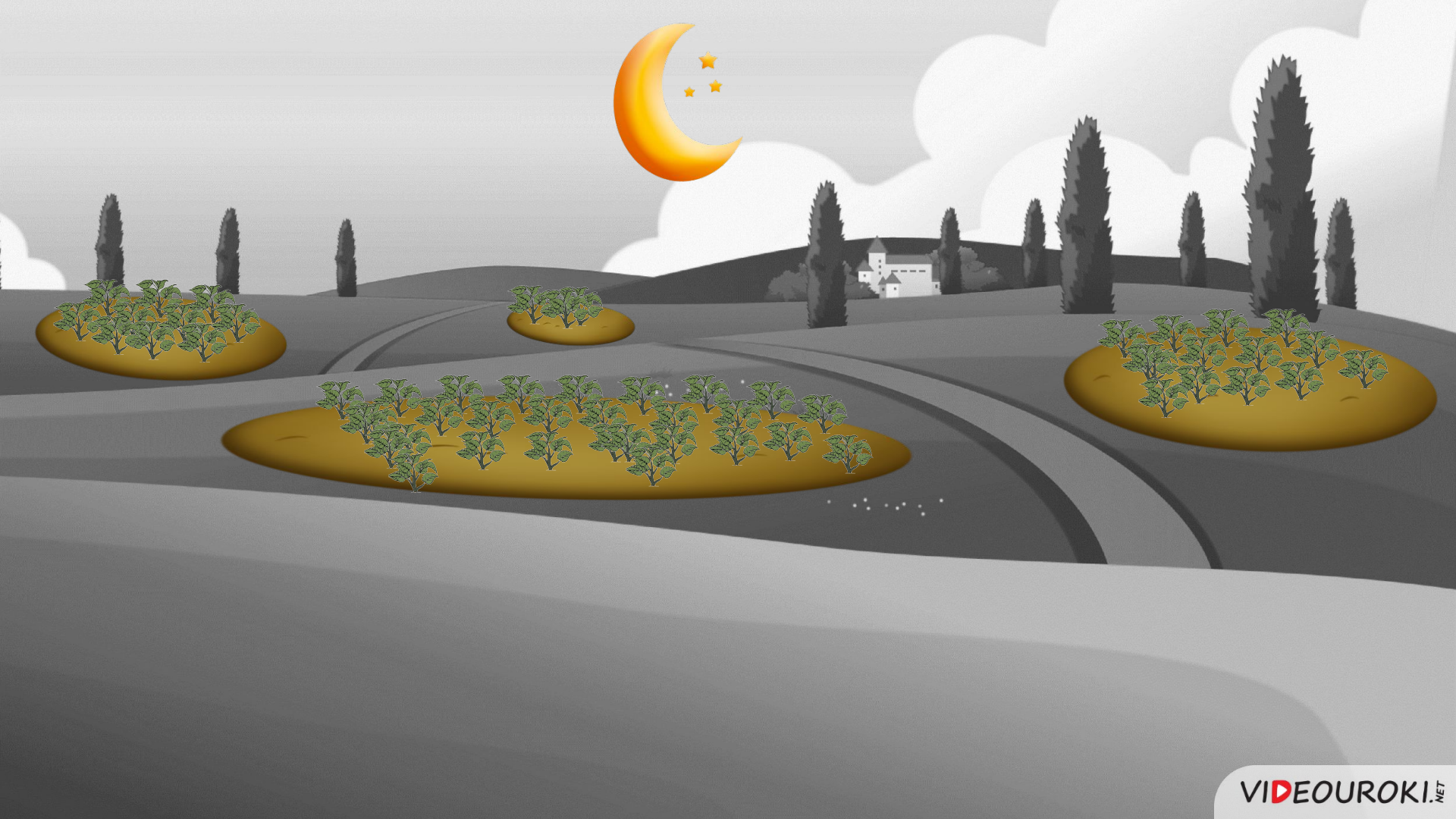
У господина Бонасье пропали три лошади.  
Знающих о месте нахождения или судьбе  
животинки просьба сообщить лично.  
Вознаграждение гарантируется.



ЧАСТНАЯ  
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—  
ТЕРРИТОРИЯ  
ОХРАНЯЕТСЯ

ПРОХОД  
ЗАКРЫТ

Я ДОБЕГУ  
ДО ЗАБОРА  
ЗА 2 СЕКУНДЫ, А ТЫ?



Printed and Sold by J. B. ...  
No. 1.  
**The Boston News-Letter.**

Published by Authority.

From Monday April 27. to Monday April 24. 1794.

London, Flying-Post from Decemb. 24. to 26. 1793.

Letters from Scotland bring us the Copy of a Sheet lately Printed there, Intituled, *A reasonable Alarm for Scotland. In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the present Danger of the Kingdom and of the Protestant Religion.* This Letter takes Notice, That Papists swarm in that Nation, that they traffick more awfully than formerly, & that of late many Scores of Priests and Jesuits are come thither from France, and gone to the North, to the Highlands & other places of the Country. That the Ministers of the Highlands and North give in large Lists of them to the Committee of the General Assembly, to be laid before the Assembly-Council.

He likewise observes, that a great Number of his ill-affect'd persons are come over from France, under pretence of accepting her Majesty's Gracious Indemnity; but, in reality, to increase Divisions in the Nation, and to entertain a Correspondence with France; That their ill Intentions are evident from their talking of, their owning the Interest of the pretended King James VIII. their secret Cabals, and their buying up of Arms and Ammunition, wherever they can find them.

To this he adds the late Writings and Adings of some dissidated persons, many of whom are for the Pretender, that several of them have declared they had rather embrace Popery than conform to the present Government; that they refuse to pray for the Queen, but use the ambiguous word Sovereign, and some of them pray in express Words for the King and Royal Family; and the charitable and generous Prince who has they'd them to make good his Words. He likewise takes notice of Letters not long ago found in Cyprus, and directed to a Person lately come thither from St. Germain.

He says that the greatest Jacobites, who will not quarrel themselves by taking the Oaths to Her Majesty, do now with the Papists and their Companions from St. Germain set up for the Liberty of the Subject, contrary to their own Principles, but merely to keep up a Division in the Nation. He adds, that they aggravate those things which the People complain of, as to England's refusing to allow them a freedom of Trade, &c. and do all they can to foment Divisions betwixt the Nations, and to obstruct a Redress of those things complain'd of.

The Jacobites, he says, do all they can to persuade the Nation that their pretended King is a Protestant in his Heart, tho' he dare not declare it while under the Power of France; that he is acquainted with the Mistakes of his Father's Government, will govern us more according to Law, and endeavor himself to his Subjects.

They magnifie the Strength of their own Party, and the Weakness and Divisions of the other, in order to facilitate and hasten their Undertaking; they argue themselves out of their Fears, and into the highest assurance of accomplishing their purpose.

From all this he infers, That they have hopes of Assistance from France, otherwise they would never be so impudent; and he gives Reasons for his Apprehensions, that the French King may send Troops thither this Winter, 1. Because the English & Dutch will not then be at Sea to oppose them. 2. He can then best spare them the Season of Action beyond Sea being over. 3. The Expectation given him of a considerable number to join them, may encourage him to the undertaking with fewer Men if he can but find over a sufficient number of Officers with Arms and Ammunition.

He endeavors in the rest of his Letters, to answer the foolish Pretences of the Pretender's being a Protestant, and that he will govern us according to Law. He says, that being bred up in the Religion and Politicks of France, he is by Education a rated Enemy to our Liberty and Religion. That the Obligations which he and his Family owe to the French King, make necessarily make him to be wholly at his Devotion, and to follow his Example; that if he sit upon the Throne, the three Nations, must be oblig'd to pay the Debt which he owes the French King for the Education of himself, and for Entertaining his supposed Father and his Family. And since the King must restore him by his Troops, if ever he be restored, he will see to secure his own Debt before those Troops leave Britain. The Pretender being a good Protestant in the French and British Schools, he will never think himself sufficiently aveng'd, but by the utter Ruin of his Protestant Subjects, both at Henricks and Frattors. The late Queen, his pretended Mother, who he could Blood when she was Queen of Britain, advised to turn the Well of Scotland into a barren Field. Nation; and, no doubt, as she fails to have her pretended Son educated to her own Mind, therefore, he says, it were a great Madnes in the Nation to take a Prince bred up in the horrid School of Ingratitude, Persecution and Cruelty, and filled with Rage and Envy. The Jacobites, he says, both in Scotland and at St. Germain, are impatient under their present Straits, and knowing they Civilians, France cannot be much worse than they are, at present, are the more inclinable to the Undertaking. He adds, That the French King's to say there cannot be a more effectual way for himself to arrive at the British Monarchy, and to assume the Protestant Interest, than by setting up the Pretender upon the Throne of Great Britain, he will in all probability attempt it; and tho' he should be persuaded that the Design would miscarry if the design yet he does not but reap some Advantage by imbruing the three Nations.

From all this the Author concludes it to be the Interest of the Nation, to provide for said debt; and says, that as many have already taken the Alarm, and are furnishing themselves with Arms and Ammunition, he hopes the Government will not only allow it, but endeavor it, since the Nation is on ought all to appear as one Man in the Defence of the three Nations.

Charlestown, July 24th, 1769.

TO BE SOLD,

ON THURSDAY the third Day

of AUGUST next,

A CARGO

OF

NINETY-FOUR

PRIME, HEALTHY

NEGROES,

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Thirty-nine MEN, Fifteen BOYS,  
Twenty-four WOMEN, and  
Sixteen GIRLS.

JUST ARRIVED,  
In the Brigantine DEMBIA, Francis  
Bare, Master, from SIERRA-  
LEON, by

DAVID & JOHN DEAS.





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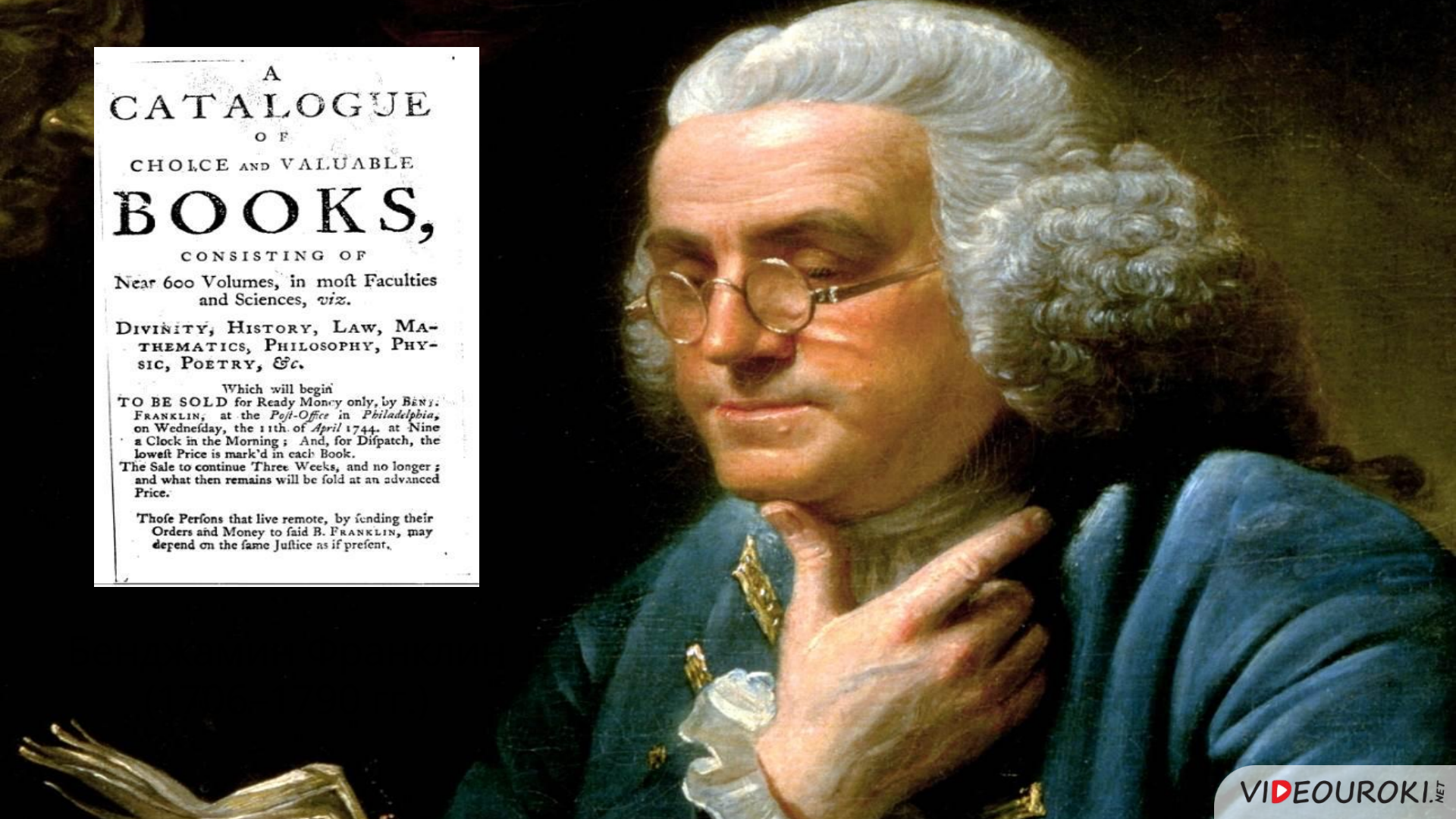
DIVINITY, HISTORY, LAW, MA-  
THEMATICS, PHILOSOPHY, PHY-  
SIC, POETRY, &c.

Which will begin

TO BE SOLD for Ready Money only, by B<sup>n</sup>:  
FRANKLIN, at the Post-Office in Philadelphia,  
on Wednesday, the 11th of April 1744. at Nine  
a Clock in the Morning; And, for Dispatch, the  
lowest Price is mark'd in each Book.

The Sale to continue Three Weeks, and no longer;  
and what then remains will be sold at an advanced  
Price.

Those Persons that live remote, by sending their  
Orders and Money to said B. FRANKLIN, may  
depend on the same Justice as if present.



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Искусственные барабанные перепонки „Здравый Смысль“ улучшают слухъ, собирая звуковыя волны къ уху, совершенно такъ же, какъ оптическіе инструменты улучшаютъ зрѣніе, приближая отдаленные предметы.

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№ 23197 (3)

Адресъ: Всеобщая Экспортная Контора, С.-Петербургъ, Невскій 55, кв. 24—А Г.



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**ИЗМЦНИЙ СЮРПРИЗЪ**

въ футлярѣ-яйцѣ. Последняя  
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Брошь, браслетъ и пара серегъ  
накладного золота съ поддѣлными  
бриллиантами, не мѣняющие  
своего вида и имѣющие блестя-  
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съ положеннымъ платежомъ на сум-  
му 5 р. и 10 р. Тоже золото 56 пробы  
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Измайловскій проспектъ, № 27.  
**ЗОЛОТАЯ МЕДАЛЬ**, Парижъ, 1889 года.

**ПАСХАЛЬНЫЯ ЯЙЦА**  
съ флакономъ духовъ.  
**ЯЙЦА ИЗЪ МЫЛА**

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Большой выборъ деревянныхъ, шелковыхъ  
и бронзовыхъ яицъ

ДЛЯ  
**ПОДАРКОВЪ КЪ ПАСХѢ.**

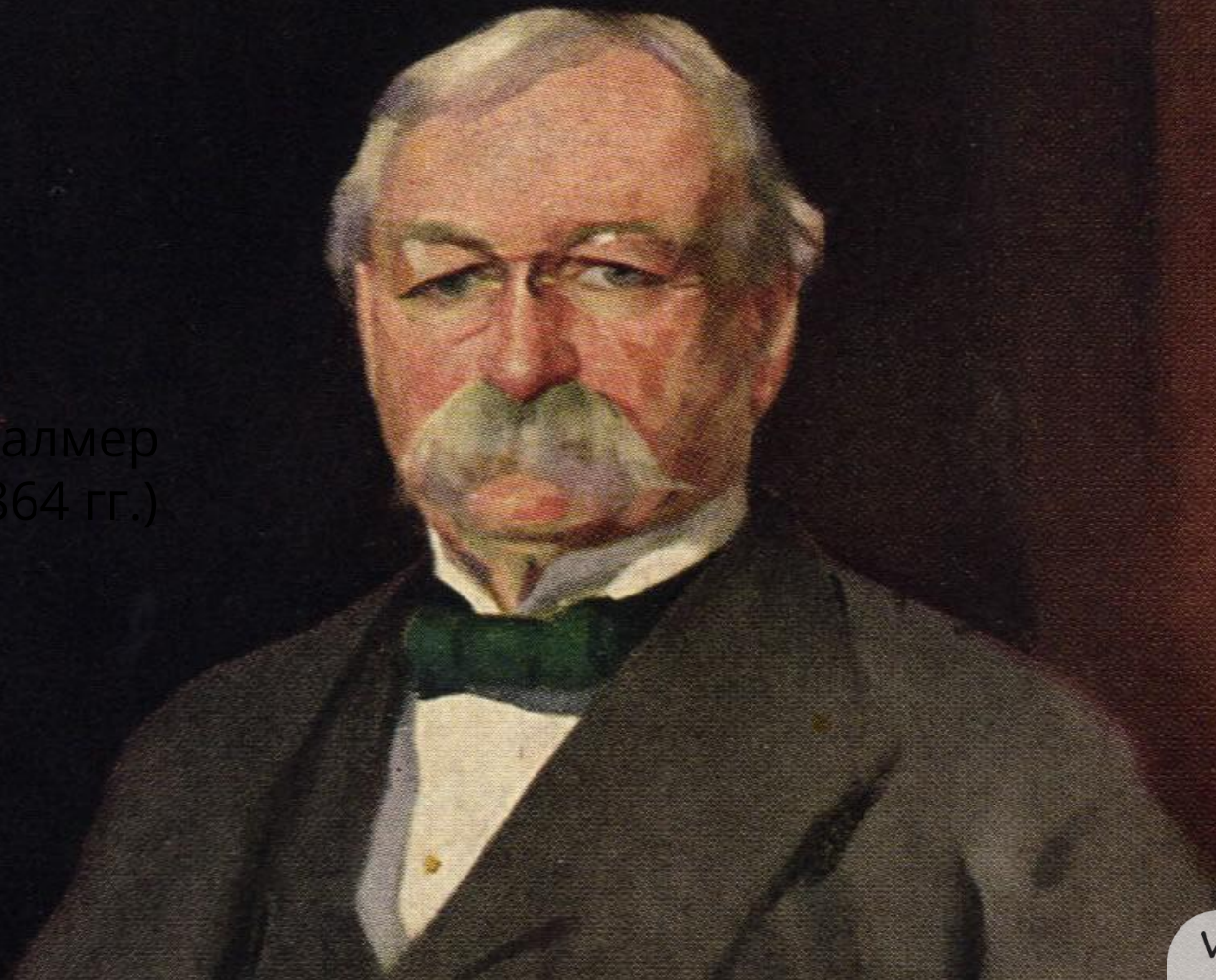


**БЕЗВРЕДНАЯ КРАСКА**  
**ДЛЯ ЯИЦЪ.**

**ЕДИНСТВЕНН. МАГАЗ. ВЪ С.-ПЕТЕРБУРГѢ:**

- 1) Невскій проспектъ, № 32, домъ Католической церкви. РЛ. № 5619
- 2) Невскій проспектъ, № 60, у Анчинова моста.
- 3) Вознесенскій пр., уг. Исаковской ул., д. Шредера, № 24 — 52. (Оптовая и розничная продажа).  
Магазинъ въ Москвѣ: На Куликовомъ мосту, домъ Третьяковскихъ.

Волни Палмер  
(1799–1864 гг.)



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**COAL.**

# THE DAILY GLEANER

DE CORDOVA'S ADVERTISING SHEET.

KINGSTON, JAMAICA, SATURDAY, MAY 12, 1900.

## PREMIER BOOT & SHOE WAREHOUSE

16 CHURCH STREET, KINGSTON.

### Austrian Shoes.

Ladies' Doll Kid Court Shoes	58, 58 6d.
do Glass do do	58, 58 6d.
do Morocco do do	58, 58 6d.
do Glazed do do do	48 6d.
do White Canvas Court	38 6d.
do do Kid do	78
do do Canvas Oxfords	58, 58 6d.
do Ten Court Shoes	68, 68 6d.
do Black Cashmere E.S. Boots	58, 58 6d.
do do do Oxford Shoes	58, 58 6d.

### American Lines.

Children's Glazed Button Boots	3s 6d, 4s.
do Tan do do	3s 6d, 4s.
Boys' Calf Lace Boots	5s 6d, 11 to 12.
do do do do	5s 6d, 2 to 3.
Women's Heavy Lace Boots	5s, 5s 6d.
do Button Boots	4s 6d.
do do do low heels, round toes	4s 6d.
do White Canvas Shoes	5s.
do do do Kid top	5s.
Men's White Summer Shoes white Strap	2s 6d.
do Brown do do brown do	2s 6d.

Prompt attention to Post Orders.

A. LOUIS JOSEPH.

S. I. J.

The Modern Drug & Grocery Store

## My Supplies

THE TICKET SYSTEM.

Make your purchases at the Modern Drug & Grocery Store.

### DR. LALORS' PHOSPHODYNE

THE GREAT NERVOUS TONIC



DR. LALORS' PHOSPHODYNE is a powerful and reliable remedy for all cases of nervous debility, loss of appetite, sleep, vigour and all the ills pertaining to hot or warm climates. It is recommended by Physicians.

## Supre Cure



## AYER'S Sarsaparilla

Just Received

Mapes Fruit

Vine Manure.

## THE BEE HIVE STORES

HARBOUR AND CHURCH STREETS.

WE OFFER THIS WEEK ONE HUNDRED & SIXTY DOZEN PLAIN AND FRILLED PILLOW CASES

All sewn by Lockstitch Sewing Machines, perfect Goods, and marked fully 25 per cent less than present market value.

Quantities and sizes of each number as follows:—

- 20 doz No. 1, 19 x 30 inch plain buttoned ends 8s per doz
- 20 doz No. 2, 20 x 30 inch, plain buttoned ends, heavy make 10s per doz
- 25 doz No. 3, 21 x 31 inch, with tin n falls 10s 6d per doz (the best value ever offered by us)
- 20 doz No. 4, 20 x 30 inch, Double Warp Cases, plain ends 12s per doz
- 25 doz No. 5, 21 x 31 inch, beautifully finished Hemstitched work 14s per doz
- 25 doz No. 6, 21 x 31 inch, with frilled and lace edges 15s per doz (very pretty and splendid value)
- 25 doz No. 7, 19 x 30 inch soft Double Warp Cloth with hem falls 16s 6d

The above Goods are part purchase by our Mr. Nathan, of a Manufacturer's Stock previous to the very big ADVANCE of Manufactured Cotton Goods.

Send early to prevent disappointment

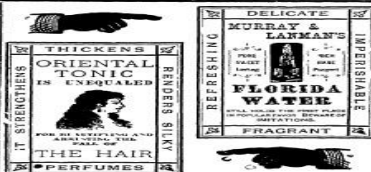
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ESTABLISHED IN 1822



THICKENS ORIENTAL TONIC IS UNEQUALLED

REFRESHING FLORIDA WATER

DELICATE MURRAY & LANMAN'S

## New Suitings

FOR GENTLEMEN'S WEAR.

DOUBLE WIDTH.

2s 6d, 4s, 5s, 8s, 10s YARD.

Samples Free.

HURCOMB & CO, 120 Harbour St

CORNER KING STREET.

PETER F. HEERING'S COPENHAGEN CHERRY BRANDY

(KIRSCHER LIQUOR)

is the Best and most Wholesome Liqueur

## The Daily Gleaner.

SATURDAY MAY 12 1900

The Spice Egg Criticism.

THE SPICE EGGS are a very popular article of food, and are sold in large quantities in all parts of the island. They are made of a mixture of spices and eggs, and are very nourishing and palatable. They are sold in small packets, and are very convenient for carrying about.

## Mellin's Food

Mellin's Food is a very nutritious and palatable food for infants and young children. It is made of a mixture of wheat, barley, and milk, and is very easy to digest. It is sold in small packets, and is very convenient for carrying about.

# RIKER'S TONIC WINE OF COCOA.

An infallible remedy for nervous debility, loss of appetite, sleep, vigour and all the ills pertaining to hot or warm climates. Recommended by Physicians.

VIDEOUROKI.NET





Реклама – двигатель торговли.



Место для  
рекламы





GREEN  
CROSS  
A PARTNERSHIP TO  
HELP PROTECT OUR PLANET

50 YEARS OF  
CARRERA  
TAG HEUER



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NO DANDRUFF<sup>1</sup>.  
NO ITCH<sup>2</sup>.  
NO GREASE<sup>3</sup>.

3 SCALP LAYERS<sup>1</sup>  
DEEP NOURISHMENT







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**3.50%**  
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**7 AVE**  
**← TURN LEFT**

**W 45**

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**CITIZENS**  
**IN AL HINSHED**  
**THEATRE**



**Реклама** – это любая информация о товаре или услуге, способная повысить их привлекательность для потребителей.

# Цели рекламы

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- 1 Распространение информации
- 2 Формирование предпочтения
- 3 Напоминание

## Главная цель:

Подтолкнуть потребителя к приобретению конкретного товара или услуги из множества подобных, которые присутствуют на рынке.





500 000 000 \$





**РЕКЛАМА ДОЛЖНА  
ПРИВЛЕКАТЬ  
ВНИМАНИЕ**





**РЕКЛАМА ДОЛЖНА  
ВЫЗЫВАТЬ  
ПОЛОЖИТЕЛЬНЫЕ  
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**ТОЛЬКО У НАС**

**СУПЕР  
ЦЕНА!**



**2899  
руб.**

ИМЕЮТСЯ ПРОТИВОПОКАЗАНИЯ! ОЗНАКОМЬТЕСЬ С ИНСТРУКЦИЕЙ!

**ВСЕГДА БОРИСЬ  
СО СВОЕЙ  
ЛЕНЬЮ**



**РЕКЛАМА ДОЛЖНА  
ОБЛАДАТЬ СИЛОЙ  
ВОЗДЕЙСТВИЯ НА  
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**ТОЛЬКО  
У НАС  
СКИДКИ**

до

**50%**



до повышения цен  
ОСТАЛОСЬ ВСЕГО  
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Открыты продажи квартир  
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КРУГЛОСУТОЧНО

КВАРТИРЫ,  
КОММЕРЧЕСКАЯ  
НЕДВИЖИМОСТЬ,  
ПАРКИНГИ  
в построенных домах

Предложение распространено на следующие объекты в Советском районе:  
ЖК "Улыбка" ул. Кавказская, 3 (строительство ООО "ПТ-С" разрешено на строительство №18-19020-20-007 от 27.12.2010 г.)  
ЖК "Космос" ул. Горького, дом 4 (строительство ООО "ПТ-С" разрешено на строительство №18-19020-20-007 от 27.12.2010 г.)  
ЖК "Парус" пр. Пролетарская, дом 43, литера А (строительство "ПТ" разрешено на строительство №8 - 0391020 - 2012 от 03 августа 2012 года)  
ЖК "Милана" район Косовский, дом 2, литера А (строительство ООО "ПТ-С" разрешено на строительство №18-19020-20-007 от 27.12.2010 г.)

Внимание! Конкурс!  
РИАЛ - квартира-студия мечты!

# РЕКЛАМА ДОЛЖНА БЫТЬ ИНФОРМАТИВНА



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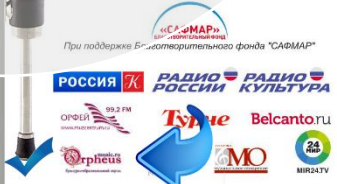
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КРАХМАЛА  
И САХАРА!

130 Г  
ЧИСТЕ

český sen





3+1 ZDARMA



63,-

Instantní káva extra silná 180 g



19,<sup>50</sup>

Slunečnicový olej 1 L



21,<sup>50</sup>

Zelené olivy

Kvalita



28,-

Pomeranče Španělsko I. jak., 1 kg

Kvalita



26,-

Jablka Gold I. jak., 1 kg



18,<sup>50</sup>

Banány 1 kg  
Panama, Columbie

31. 5.!



500,-

Barevná přenosná TV  
např. do stanu, uhlíprčka 11",  
solární baterie 180 min.

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Mobilní telefon  
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16,<sup>90</sup>

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VAŠE SNY POD JEDNOU STŘECHOU

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1690,-

PRVNÍ DEN PŘEKVAPENÍ  
PRO KAŽDÉHO!

Digitální fotoaparát  
2,0 megapixel  
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13,<sup>40</sup>

Pomerančový nektar 1 L



12,<sup>60</sup>

Tavený sýr 160 g



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Minerální voda 2 L  
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18,<sup>20</sup>

Mléčná  
čokoláda  
200 g



SLAVNOSTNÍ OTEVŘENÍ 31. KVĚTNA V 10:00  
První den překvapení pro každého!

Ti, kdo nemají auto, nepřijdou zkrátka: autobusová  
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Otevírací doba: denně od 6:00 do 24:00 hod.

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Nabídka platí pouze v hypermarketu ČESKÝ SEN Praha do vyprodání zásob. Za případné tiskové chyby nezodpovídáme.

KDE NÁS NAJDETE, TO SE BRZY DOZVÍTE  
OTEVÍRÁME V SOBOTU 31. KVĚTNA V 10:00

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# 1

## Что такое реклама?

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