

PREMIER FOSTER EXPLAINS HOW GOVERNMENT SAVED \$1,000,000 FOR PEOPLE OF NEW BRUNSWICK

Mr. Foster Turns the Tables on Those Charging His Administration With Extravagance By Pointing Out That Not Only Did Government Not Waste Money But Actually Saved Vast Sums—A. F. Bentley, Dr. L. M. Curren, E. H. McAlpine and J. A. Barry Speakers at Beaconsfield Meeting.

How by skillful financing the provincial government had saved for the people of New Brunswick the sum of \$1,000,000 was described last evening by Hon. Dr. W. E. Foster, premier of the province, in an address at a campaign meeting in the Beaconsfield school in the interests of A. F. Bentley, the Liberal candidate in the by-election in the county on Saturday of this week.

There were a number of forty-year bonds of the province on the London market which were sold at par a few years ago, the Premier explained. With the drop in securities these bonds also decreased so that the prices ranged from \$60 to \$68 for a \$100 bond. The provincial government raised enough money

through another issue to buy up the former issue and at the same time they were able to take advantage of the low exchange rate which at that time was about \$3.75 or \$3.80 to the pound sterling.

"Why did not the old government do this?" asked Mr. Foster. "Like a good many other things in the interest of the people they let this go by the board too," he declared.

This was not the only instance of saving money which the premier quoted during the course of his address in which he riddled the charges of extravagance brought against his administration. He showed how it saved \$100,000 through a like transaction on a 1918 bond issue.

St. John's Ignition Expert And Sunoco



Mr. J. A. Cody, ignition expert and motor electrician, a man familiar for eleven years with motor cars, was asked about Sunoco Motor Oils at his garage, 160 City road.

"Sunoco goes into every car I repair. There are more expensive oils, but none better. It stands up, keeps up lubrication everywhere, cuts out carbon troubles and tends to minimize noise. I tried it out in my own boat first, Chevy and Ford; now it goes into those I tune up so they will run sweet in every respect."

Clean out your crankcase and fill up with the grade of Sunoco for your car, for Sunoco is the one straight-run, wholly distilled, non-compounded oil.

Sunoco Oil
The Carriage Co., Distributors

Mr. Advertiser:

Think for a minute about St. John and Ottawa, in connection with newspapers and advertising.

The population of Ottawa (according to Might's Directory) is 143,402.

The population of St. John according to the last census is 47,166 or, counting close suburban territory, say 55,000 to 60,000.

The Ottawa Journal, morning and evening, has a combined circulation of 27,717.

The Ottawa Citizen, morning and evening, has a combined circulation of 29,460.

The Ottawa Journal and Citizen have the A. B. C. audit, which is accepted as the standard authority on circulation by all the agencies and leading advertisers in Canada and the United States.

The Telegraph and Times (A. B. C. audit) for the six months ended March 31, 1922 had a combined net paid circulation of 30,461.

Mr. Advertiser: Does not this strike you as a significant comparison?

The Telegraph and Times cover the city of St. John and the province of New Brunswick like a blanket, from the advertising standpoint.

Their circle of readers exceeds 100,000 people, practically all the live buyers not only in New Brunswick, but as far east as Amherst and including the Nova Scotia counties across the Bay of Fundy.

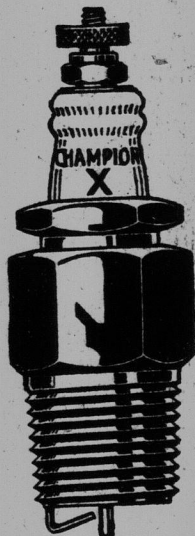
Please note that The Telegraph and Times are the only A. B. C. papers in New Brunswick. It is suggested to you that the Ottawa and St. John figures given above are worthy of a little study and productive of a little thought.

Advertising is the life blood of business. Circulation, particularly when it is well distributed among every class of buyers, gives advertising the pulling power that keeps the cash register and selling force busy. Advertising is a productive investment. It cuts your overhead by swelling your total sales.

The Telegraph Publishing Company
The Times Printing & Pub. Co., Ltd.

Dependable Champions For Every Engine Everywhere

Cost You Less



First price is low and two-piece construction allows replacement of ribbed core and patented gaskets at half the price of a new plug.

Ask your dealer for a full set, no matter what engine you have.

Champion Spark Plug Co.
of Canada, Limited
Windsor, Ontario

Type for Ford
Champion X
now 75 cents
Champion A-25
for Fordson
also 75 cents



Beautiful, richly colored rugs at small cost—

There's nothing like a beautiful, richly colored rug for making a room attractive. The popular Gold-Seal Congoleum Art-Rugs do this at amazingly small cost. In Congoleum patterns you'll find colors and designs suitable for every room in the house.

What a difference they make in your housework, too. Once and for all the drudgery of sweeping is ended. Dirt cannot grind into them as it does with woven rugs. A light mopping makes their smooth waterproof surface absolutely clean and as bright as new. No tacks or fastenings of any kind are needed to keep them flat on the floor.

And you are assured long, satisfactory service by the Gold-Seal Guarantee that's pasted on the face of all genuine Gold-Seal Congoleum.



Look for this Gold Seal

You run no risk when you buy genuine Gold-Seal Congoleum.

Low prices—popular sizes
9x3 ft. \$4.50 9x7 1/2 ft. \$11.25
9x4 1/2 ft. 6.75 9x9 ft. 13.50
9x6 ft. 9.00 9x10 1/2 ft. 15.75
9x12 ft. \$18.00

Gold-Seal Congoleum By-the-Yard
—in roll form, 2 yards wide, for use over the entire floor... 85 cents square yard.
Prices to Wholesalers and points West proportionately higher to cover extra freight.

If your dealer does not carry these economical Gold-Seal Art-Rugs we will gladly see that you are supplied. Write us for folder, "Modern Rugs for Modern Homes", showing all the beautiful patterns.

CONGOLEUM COMPANY
OF CANADA, LIMITED
1270 St. Patrick St., Montreal, Quebec

Gold Seal CONGOLEUM ART-RUGS
Made in Canada
by Canadians—for Canadians