## POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, JUNE 19, 1923

### PRIZE DAY AT THE COLLEGIATE

Headmaster Deals With the Rothesay Memorial Building

Pays Tribute to A. C. Skelton-A Word for the Old Boys-Year was a Good One-Prize Winners.

He's Back Again With Bags of Gold to Make Princess Out of Mabel



STEP WITH CONNE TALMADGE; AND MABEL WITHER

An Unfailing Way To Banish Hairs

# "The Torch of Verified Circulation"

# Lights up the way for the Advertiser

The Telegraph and The Evening Times, with a combined daily net paid circulation exceeding 30,000 copies, are the only A. B. C. (Audit Bureau of Circulation) papers in the province of New Brunswick. These newspapers alone give the advertiser a verified circulation whose extent is absolutely known and established beyond question.

Mr. Advertiser, do you realize what this means?

All of the principal Canadian dailies are members of the A. B. C. That is, they give their advertisers, present and prospective, circulation figures which are audited, certified and approved by an independent court whose standing is recognized in business circles throughout Canada and the United States.

### Mr. Advertiser, Look at this:

### The Following Canadian Newspapers are members of the A. B. C.:

St. John—The Telegraph and The Evening Times (the only A. B. C. papers in New Brunswick).

Halifax-The Chronicle and Echo, The Herald and Mail.

Charlottetown—The Guardian. Quebec City-LeSoliel, L'Evenement.

Montreal—The Gazette, The Star, The Herald, La Presse, La Patrie, Le Canada, Le Devoir, The Standard.

Ottawa-The Citizen, The Journal, Le

Toronto-The Globe, The Star, The Mail and Empire and Sunday World, The

London-The Advertiser, The Free Press. Brantford—The Expositor.

Brockville-The Recorder and Times. Fort William-The Times-Journal. Hamilton—The Spectator.

Kingston-The British Whig, The Standard.

Windsor-The Border Cities' Star. Winnipeg—The Manitoba Free Press, The

Saskatoon—The Star, The Phoenix. Regina—The Leader, The Post. Calgary-The Morning Albertan, The

Edmonton—The Bulletin, The Journal. Vancouver—The Province, The Sun, The

Victoria—The Colonist, The Times.

Mr. Advertiser, in that list you have the chief newspapers of Canada. They give you an independent audit of their circulation by a universally recognized authority.

"Net Paid" circulation does not mean old lists of doubtful value. "Net Paid" means that every subscriber included in the figures is either paid in advance or does not owe for more than six months. The Telegraph and Times, remember, have a combined "net paid" daily circulation of more than 30,000 copies.

Figuring by circulation The Telegraph and Times rates are the lowest in the Maritime Provinces.

By putting the same ad in both papers you cover the city of St. John and the province of New Brunswick as with a blanket, so far as prospective buyers of your goods are concerned, for these two papers reach to a really wonderful extent the people in this city and this province who are in a position to purchase the goods that local or national advertisers offer for sale, be these goods bonds or toothpicks, razors or mowing machines, diamonds or medicines, shoes or silks.

Think over the facts, Mr. Advertiser. Just ask yourself quietly and thoughtfully what that chain of leading Canadian newspapers means. Their verified circulation is their greatest advertising solicitor. Think about "the torch of verified circulation."

THE TELEGRAPH PUBLISHING COMPANY THE TIMES PRINTING & PUBLISHING CO., LTD.

ST. JOHN, N. B.

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