

### A.B.C. AUDIT OF THE TELEGRAPH-TIMES HAS BEEN FINISHED

A. R. Charest, of Bureau of Circulation, Chicago, Completes Work Here

A. R. Charest, auditor of the Audit Bureau of Circulation, Chicago, who has been in the city since early in the week, has left here to continue his work in Nova Scotia. While here Mr. Charest was auditing the circulation figures of The Telegraph-Journal and The Evening Times-Star, the only members of the Audit Bureau of Circulation in New Brunswick.

The A. B. C., as it is commonly known amongst newspapers and advertising men, is a mutual association of publishers, advertising agencies and the purchasers of advertising space. It was started 19 years ago by the publishers as a service for advertisers, to provide for them data regarding the net paid circulation of the newspapers in which they might advertise their goods.

Up until that time circulation figures were based solely on the sworn affidavits of the publishers, which were not all to be depended on, and those who might be unscrupulous would reap the benefit of padded circulation state-

ments, while the honest publishers would suffer accordingly.

#### ARE VERIFIED.

Under the A. B. C. arrangement the publishers' figures are verified by a personal audit of his books and circulation accounts, and thus the newspapers pay a large share of the expenses yearly for the protection of their advertisers.

The newspapers never know when an auditor is coming to check up their books. He presents his credentials, takes complete charge of the circulation department books, and the staff of the paper is required to answer any questions which he may ask. Only paid circulation is counted and any subscriber owing more than six months' subscription immediately is dropped from the publishers' count of circulation. Thus an advertiser in using the papers belonging to the A. B. C. knows that his advertisement will go out to a definite number of paid up subscribers.

#### 4,000 MEMBERS.

There are about 4,000 newspaper members of the Audit Bureau of Circulation in the United States and Canada, who are providing this safeguard to the advertisers of both countries.

### BISHOP CAPTURED BY CHINESE BANDITS

SHANGHAI, Oct. 28.—Bishop T. A. Scott, of the Church of England Mission, was captured by bandits today near Wulshien, province of Shantung.

The Bishop was proceeding from his headquarters at Tainanfu for a survey of the Shantung diocese when he was set upon by the bandits and carried off. Bishop Scott had been a missionary in China since 1909.

### LINK EMPIRE BY AIR ROUTES, SAYS MINISTER

Sir Samuel Hoare Tells Imperial Delegates of Plans

LONDON, Oct. 28.—From London to Canada in two and a half days, to India in five days, to Capetown in six days, to Australia in 11 days and to New Zealand in 13 days; these are the possibilities of the air which Sir Samuel Hoare, British air minister, submitted to the Imperial Conference today.

"There is today no technical or operational reason," Sir Samuel declared, "why, by aeroplane or airship, London should not be brought within a fortnight of the farthest cities and territories of the Empire."

Sir Samuel devoted himself to civil aviation and proposed the organization of long-distance empire air routes beginning in the Far East, and from Australia to Cape Town on the Mosat-

plan. "We must," he said, "each of us insert our particular stone in the design."

#### CO-OPERATION INVOLVED.

His proposal, Sir Samuel said, involved no subsidy. It involved nothing more than co-operation between one government and another, and between military and service flying. Sir Samuel pressed that the dominions and dependencies should create and maintain landing grounds in good order.

He held that the airship would carry out the long-distance, non-stop air journeys of the future and indicated that two airships were now being built in England which should, with a normal load of freight and passengers, be able to fly without refuelling in good weather a distance of 4,000 miles. There would be promenade decks outside the cabins and ample smoking and dining rooms.

#### PLANE AND AIRSHIP USEFUL.

The aeroplane and airship were really complementary to each other, the British Air Minister said. It was necessary to organize both along the lines of long-distance flying, the aeroplane being invaluable for short stage traffic and practically needed at present when the airship program was still in the experimental stage.

Sir Samuel pressed that the dominions should co-operate in preparing for airship development. To this end two things were essential—highly efficient meteorological information and the creation of mooring masts.

#### READY IN YEAR'S TIME.

"In a year's time," Sir Samuel proceeded, "these two airships should be completed. It is then proposed to carry out adequate home trials and subsequently to fly one of these airships regularly to and from India for a full period of trial in tropical countries. "When these trials are completed, it is hoped, if the Dominions so desire to make demonstration flights to the capitals of the Empire."

Sir Samuel's wish was to see a commercial airship line started at the earliest possible moment between Great Britain and the various Dominions. He further suggested that before the next Imperial conference there should be an Imperial air conference to discuss developments.

#### FOR OBJECTS OF PEACE.

The British Air Minister pleaded that the aeroplane be used, not only for purposes of destruction, but also for the objects of peace and good will, concluding:

"With the horror of the last war in our memories and the limitless terror of any future war in our minds, let us make the air the highway of peace and the aeroplane the instrument, not for severing nations and destroying civilized life, but for making closer and more constant the unity of Im-

### LIBERAL LEADER ATTACKS FERGUSON

Sinclair Blames Record of Ontario Government in Manifesto

Canadian Press Despatch.

TORONTO, Oct. 28.—In a manifesto addressed "to the people of Ontario," and issued tonight, W. E. Sinclair, Ontario Liberal leader, whose platform in the present provincial election was endorsed by a majority of the delegates at the Liberal convention here yesterday, attacks the Ferguson government on its main election issue—permit sale of liquor—but to a greater length on its administration of public affairs.

The manifesto runs into 3,000 words and in it the government is scored for doing "all in its power to prevent an investigation of the toll gate charges," "for not filling the vacant seats in the legislature," "for disregard for the independence of parliament," for failing to balance the budget, for giving only "part time" attention to the Department of Education, for calling a fall election and for what Mr. Sinclair claims is an unfair redistribution of the constituencies.

#### Deaths

A. Wallace Perley

The many friends of A. Wallace Perley in this province will regret to learn of his death which took place at Portland, Oregon, October 27.

Mr. Perley was a native of New Brunswick but for many years has resided in Portland where he held a responsible position with the Oregon-Washington Railway and Navigation Co. He leaves one daughter, Mrs. F. W. Hoyt, of Puyallup, Washington, and one sister, Mrs. W. A. MacLachlan, of Saint John.

#### perial thought, imperial interests and imperial ideals."

In the subsequent discussion Premier Mackenzie King promised the closest possible co-operation from the Canadian Government in developing inter-imperial air communications and outlined what Canada had already done in the development of civil aviation. In surveying by aeroplane, forest fire control and aerial photography, the development in Canada was probably as high as in any country in the world, he said.

Premier Stanley Bruce observed that flying had developed so much in Australia that taking an aeroplane was now like taking a taxi-car.

### MARYSVILLE MAN BREAKS HIP IN FALL

MARYSVILLE, Oct. 22.—Hugh Titus, one of Marysville's oldest residents, broke his right hip yesterday morning when he fell as he was getting out of bed. Mr. Titus is 84 years old and following the accident he was taken to the hospital at Fredericton, where an X-ray was taken, revealing the broken bone. He was brought back to his home and the bone set.

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Made from pure sugar and pure flavoring



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THE CANDY MINT WITH THE HOLE



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Breakfast Cocoa  
The Result of 200 YEARS of Experience

**Fry's**  
Milk Chocolate  
Made where PURITY is the first consideration

**Fry's**  
Makers to His Majesty, the King

The Same Superior Quality in Two Famous Products

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Liquid & Plastic  
Asbestos Roof Coating

A Maritime Province Industry  
The Carrite Company  
St. John ----- Halifax

Red Label Combination of Silk, Suits and Drawers at \$1.50 per garment.

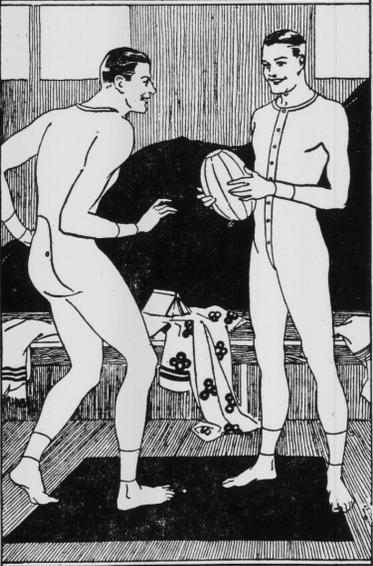
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— provides real warmth and comfort

STANFIELD'S has been made in Canada for nearly fifty years by men who know the kind of underwear best suited to provide snug warmth and comfort throughout the coldest weather.

Be comfortable this winter. Wear underwear that is designed on living models to fit as perfectly as a well-tailored suit of clothes, without binding or bulging.

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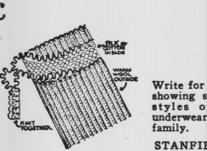
Stanfield's prices (from \$1 to \$10) bring the luxury of perfect underwear comfort within reach of all.



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A new, exclusive garment. TWIN FABRIC consists of TWO FABRICS woven together so that silk or cotton comes next the skin for comfort and warm wool outside for protection. Made and patented only by Stanfield's Limited.



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**Tip-Top Overcoats**

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