# **POOR DOCUMENT**

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, MARCH 3, 1923



ction of the property of syn rters of the Irish Free State Government, the rebels under de Valera made to raze the home of Sir Horace Plunkett. The attempt did not sufficient success to satisfy the rebels, so they re

### FARMER DROPS IN TO MAKE TREASURE HUNT A COMEDY

Six Serious Boys, Spurred by Tale of Tut-ankh-amen, Tunnel For Gold in New Jersey Until Cave-In Brings Constable.

(New York Tribune)

That's Why He Praises Dodd's Kidney Pills. Mr. Mason S. Battsford Wants Everyto Know His Views About dd's Kidney Pills.

**Past Experience** 

"The Torch of Verified **Girculation**"

## 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.

## RVANTS FOR THE HOME

Electricity is the friend of the housewife. Quietly and efficiently, if once given the opportunity, it will eliminate all drudgery from housekeeping. Hotpoint "Servants for the Home" are the medium through which electricity works in thousands of Canadian homes today.

#### For Example the Famous Hotpoint Iron-

It saves time—no walking—no lifting—no hot stuffy room, and the thumb rest, an exclusive Hotpoint feature, "rests the wrist."

#### The Hotpoint Reversible Toaster-

This appliance turns the bread without handling, keeps it hot, and gives you beautiful, golden-brown toast in less than a minute.

#### The Hotpoint Percolator-

Percolating commences almost as soon as the current is turned on. In 8 to 10 minutes the coffee is ready, sparkling and clear. No pumps, valves or floats. Equipped with (exclusive) automatic switch.

#### Other Hotpoint Devices Are-

Boudoir sets consisting of a three pound iron, a pair of curling tongs and a stand for converting the iron into a small stove. Heaters, immersion heaters, curling irons, table grills, chafing dishes, glow logs, etc.

Hotpoint "Servants for the Home" are for Sale by Local Dealers. "MADE IN CANADA" BY

Canadian General Electric Company, Limited Head Office, TORONTO, CANADA



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

Mr. Advertiser, Look at this

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 Droit.

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

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

World.

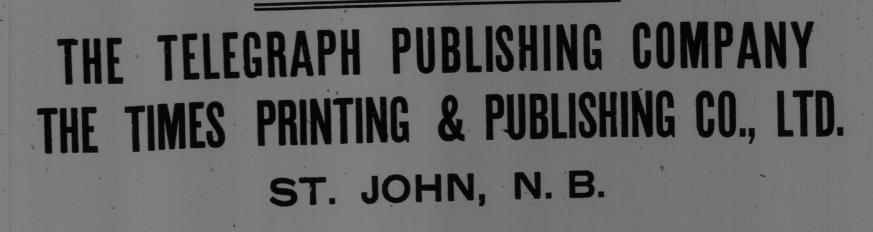
"Net Paid" circulation does not mean old lists of doubtful value. "Net Paid" means that every subscriber included in the figures is either paid in advance or does not owe for more than six months. The Telegraph and Times, remember, have a combined "net paid" daily circulation of more than 30,000 copies.

Figuring by circulation The Telegraph and Times rates are the lowest in the Mari-

#### time 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."





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