

THE EVENING TIMES-STAR, SAINT JOHN, N. B., THURSDAY, MARCH 25, 1926

LISTS CANADA'S PUBLICATIONS

McKim's Valuable Directory, Issue of 1926, Now Is Available

Full of Information of Value to Advertisers and Others—19th Number

The 1926 edition of McKim's Directory of Canadian publications with its complete list of newspapers and periodicals, published in the Dominion of Canada and in Newfoundland, has just been received from the printers, and that volume of about 550 pages is one of the most valuable reference books an advertiser can possess as well as one of the most handy gazetteers of newspaper towns and cities that can be procured.

RUB PAIN OUT OF RHEUMATIC JOINTS

For 65 years, millions have rubbed nothing, penetrating St. Jacobs Oil right on the tender spot, and by the time they say Jack Robinson—out comes the rheumatic pain and distress. St. Jacobs Oil is a harmless rheumatism and pain liniment which never disappoints and doesn't turn the skin. It takes pain, soreness and stiffness from aching joints, muscles and bones; stops sciatica, lumbago, backache and neuralgia. 35 cent bottle guaranteed by all druggists.

since 1892, and the 1926 edition is the nineteenth. Each year brings changes in the Canadian publishing field, and the directory is kept thoroughly up-to-date in every particular. In 1925, when the first directory was published, there was 1,033 newspapers and periodicals published in Canada. In 1925 that number had been increased to 1,340, and in the current year there are 1,554 being published. Of these 119 are dailies, 516 are tri-weeklies; 32 are semi-weeklies; 948 are weeklies; 24 are semi-monthlies; 337 are monthlies and 58 are in the miscellaneous class.

DAILIES SHOW INCREASE

The dailies in 1926 show an increase of eight over the number issued last year, the tri-weeklies have decreased by three, the semi-weeklies have increased by two, and there are 23 less of the weeklies. Semi-monthly publications are reduced by one, while monthly publications show an increase of 26, and the miscellaneous which numbered 48 last year are now 58 strong.

New Brunswick's quota of the total 1,554 is shown as 46, seven of these being dailies, one a tri-weekly, six semi-weeklies; 20 weeklies; two semi-monthlies; nine monthlies and one miscellaneous. Ontario has no less than 611 publications and Quebec has 226. Nova Scotia has 68 and Prince Edward Island seven.

CIRCULATION RATINGS

The directory gives the circulation ratings of the various publications that it lists, and in brief form gives the essential facts concerning the towns and cities in which these publications are issued. The gazetteer information to guide the advertiser, gives the population, transportation facilities, chief industries and public institutions of every centre in which there is even one periodical published. The name of the editor and publisher of each newspaper and periodical, the date when it was first issued, and its subscription rates are also recorded.

The gazetteer information concerning each province, the Yukon and Newfoundland is complete, yet so condensed and well arranged that for every citizen it gives a very useful summary of the

NEWSPAPERS LISTED

The volume also has an alphabetically arranged list of the newspapers arranged under the heading of the centre in which they are issued; a list of all the daily papers; a list of Canadian publications by counties in the different provinces and a classified list of special publications with the following headings, agricultural and rural interests, brotherhoods and societies, collegiate, domestic and household, educational, engineering, export, government official papers, juvenile, labor, legal, literary, medical, mining, miscellaneous, motion pictures, poultry, dogs and pet stock, scientific, sporting, temperance, trade and manufacturing, and travel and transportation.

Religious papers are given in a separate list, and another list has the names of all the papers published in foreign

languages. Newspapers and periodicals are published in no less than 15 other languages besides English. There are listed in the directory periodicals published in French, German, Hungarian, Chinese, Danish, Finnish, Greek, Icelandic, Italian, Japanese, Jewish, Norwegian, Polish, Ukrainian and Swedish. With the list of foreign periodicals there is given statistical information with regard to the distribution of the foreign born in Canada. The directory costs only \$3 and is published by A. McKim Limited, Montreal, Toronto, Hamilton, Winnipeg, Vancouver and London, England.

C. P. R. EARNINGS UP

MONTREAL, March 25—Canadian Pacific Railway earnings for week ended March 21, 1926, \$6,129,000.00, increase \$219,000.00.

LOTS OF dull people wear smart clothes.

Bilious Headache



Mrs. John Ireland, Nobleton, Ont., writes: "I was a great sufferer from severe headaches and bilious spells. I tried a number of remedies without obtaining any benefit until I was advised to use Dr. Chase's Kidney-Liver Pills. These completely relieved me, and made me feel like a new person. I am very grateful."

When they fail they must be aroused to action by the use of Dr. Chase's Kidney-Liver Pills. They are so direct in action on the liver, kidneys and bowels that relief comes quickly and serious ills are avoided. Only the liver and kidneys can purify the blood.

Dr. Chase's Kidney-Liver Pills

35c. a box, all dealers, or The Dr. A. W. Chase Medicine Co., Limited, Toronto 2, Canada

DELEGATION GOING BEFORE GOVERNMENT

Theatre Managers and Others to Appear at Fredericton Re Tax

In response to a notice received from Premier Baster by F. W. Winter of Torrie & Winter, Moncton theatre owners, a delegation of theatre managers, rink managers, labor officials and others interested in the proposed increase in the amusement tax will leave the different centres of the province today to go before the bills committee of the government in Fredericton.

The government promised that these interests would be given a hearing in this matter and the notification sent by the Premier was a fulfillment of that promise. Because of the early date of the bringing down of the budget there has not been sufficient time for having the more remote districts of the province represented in the delegation.

ADVISORY CAPACITY

The delegation going to Fredericton is said to be approaching the government more in an advisory capacity than to present a protest. The theatre people claim that any radical changes in the law at this low ebb of the public's money would prove inimicable to the interests of New Brunswick.

WANT BROOKVILLE STATION REBUILT

Residents Pass Resolution—Mr. Adams Offers to Supply Free Limestone

About 25 of the residents of Brookville met in Brookville hall last night to consider the matter of the lack of a station since the former station was burnt a week ago.

Walter Drake was chairman and the meeting passed the following resolution: "Whereas, in view of the importance and extensive use of the Brookville station, recently destroyed by fire, this meeting of residents and others using the Canadian National Railway, while they have no definite knowledge as to the intentions of the management regarding rebuilding, earnestly hope that a station will be erected on the old site befitting the size of the community, the large and increasing passenger and freight traffic originating at Brookville and believe that the business warrants the placing of a telegraph operator at this point."

Plans and specifications for a new station, with estimated cost of rebuilding, were placed before the meeting

and had been prepared by one of the residents. H. G. S. Adams very generously offered to supply free from his own quarries enough limestone to build a new station and also to sell at half price all of the sand and gravel that would be required.

THE WRONG NUMBER

NEVER knew Spooks had trip-lets."

For Colds



ASPIRIN

Proved safe by millions and prescribed by physicians for

Colds Headache Neuralgia Lumbago

Pain Toothache Neuritis Rheumatism

DOES NOT AFFECT THE HEART

Safe

Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocrotonic acid of Salicylic acid (Acetyl Salicylic acid, "A. S. A."). While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."

THIS IS A STUDEBAKER YEAR

Pledge to the Public on Used Car Sales

- 1 All used cars offered to the public shall be honestly represented.
If a car is suitable only for a mechanic who can rebuild it, or for some one who expects only a few months' rough usage on a camping trip, it must be sold on that basis. Each car must be sold for just what it is.
- 2 All Studebaker automobiles which are sold as CERTIFIED CARS have been properly reconditioned, and carry a 30-day guarantee for replacement of defective parts and free service on adjustments.
This is possible because tremendous reserve savings have been built into every Studebaker, which it is impossible to exhaust in years.
- 3 Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.
The public can deal in confidence and safety only with the dealer whose policy is "one price only—the same price to all." For, so all cars on this basis, every one of them must be honestly priced to begin with.
- 4 Every purchaser of a used car may drive it for five days, and then, if not satisfied for any reason, turn it back and apply the money paid as a credit on the purchase of any other car in stock—new or used.
It is assumed, of course, that the car has not been smashed up by collision or other accident in the meantime.

Not only to the public, but also to The Studebaker Corporation of Canada, Ltd., whose cars we sell, we pledge adherence to the above policy in selling used cars

J. CLARK & SON, LIMITED,

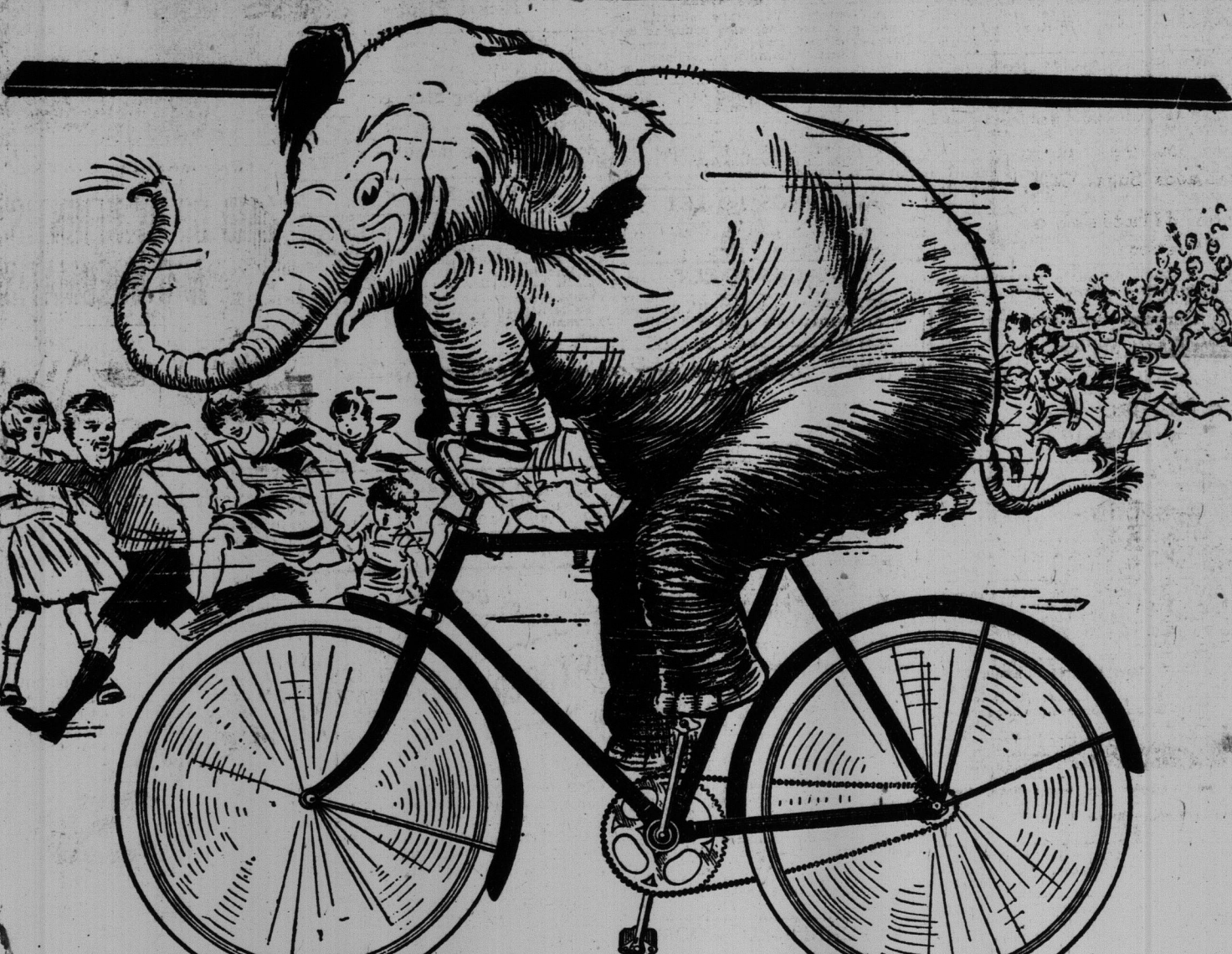
The Studebaker Corporation of Canada, Ltd., takes pride and pleasure in announcing that the above Pledge is being carried out by

J. CLARK & SON, LIMITED
17 Germain Street

THE Pledge speaks for itself. It is a formal declaration of the fair and square attitude of Studebaker dealers toward the public. It is an assurance of honest dealing in a line of merchandising

which in some times and places has fallen into ill repute. It is an assertion of confidence in the reserve mileage built into the sturdy "one-profit" Studebaker automobiles.

THE STUDEBAKER CORPORATION OF CANADA, LTD. WALKERVILLE, ONTARIO



Strong Enough to Stand a "Baby Elephant"

OH boy! Those are handsome, sturdy bikes—those new C.C.M.'s.

When your boy says he wants "a bike strong enough to stand a baby elephant", he really means a C.C.M. The English seamless tubing, the flint hard steel bearings, the sturdy rims, the specially-drawn, piano wire spokes (tested to 800 pounds tensile strength), all combine to make a rugged machine which will carry "Baby Elephant" weights over rough places.

There is a wide margin between what

a C.C.M. Bicycle could do and what you or your boy will call upon it to do. And you have lightness and brightness. It is beautifully enamelled and has the 20-year nickel-plate that stays bright and "classy looking"—a bicycle that is 90% made in Canada and 100% value. What more could your boy or anybody else desire?

Visit the C.C.M. Dealer. Look over the new models. Investigate the easy payment plan that makes it easy to own a C.C.M.

C.C.M. Bicycles

CLEVELAND—RED BIRD—MASSEY
PERFECT—COLUMBIA
And Joycycles for Children



Sole Agents Emerson Bros., Limited
25 Germain Street - - Saint John, N. B.