

## MILLION DOLLARS FOR PERMANENT ROADS

F. B. Carvell, M. P., and E. S., Carter Outline Opposition's Policy in Charlotte County Speeches—Of Striking Importance to Farmers and All Others Who Use Highways.

A million dollars for permanent roads. A million dollars to be spent by a competent board of engineers and business men upon the trunk highways of New Brunswick.

A million dollars to be borrowed by the province of New Brunswick, and the interest and sinking fund paid every year out of the motor vehicle license paid into the general revenue.

These were the substance of an important declaration made by F. B. Carvell, M. P., to the opposition conference held in St. Stephen this week.

He told the prominent men present that while he thought New Brunswick had far too great a debt and a tremendous liability at the present time, yet the condition of the roads of the province was intolerable and the present system of road making must be abandoned in a great measure.

"We must," he said, "follow the example of other provinces and build roads of a permanent character. We can start first upon the roads connecting the larger market centres and follow it up as our revenues from motor vehicles increase. Last year that revenue amounted to nearly \$30,000; this year it will increase probably to \$40,000. Automobiles have decreased in price and many people who could not afford them years ago now find them more adaptable for their use than horses."

The platform of the opposition adopted last January in St. John forecasted such a policy and he saw plainly that it could not come into effect too soon.

The great benefit of good roads, Mr. Carvell said, would be felt more by the farmers than the automobile owners and yet the interest upon the borrowed money necessary to improve the roads would be paid out of the motor vehicle license fund.

Mr. Carvell said it would only be fair in his opinion that automobile owners should be represented upon the board that would spend this money. A million dollars could be borrowed at first

and as the revenues from the constantly increasing motor vehicles increased the amount of borrowings could increase. "But we must have better roads if we want a prosperous and contented people."

### A Necessity.

E. S. Carter also pointed out that the platform of the opposition provided that the people should control the roads and that the appointment of supervisors should be taken out of the hands of the government. In other words: "The roads must be taken out of politics."

At the present time many of the supervisors were better political workers than they were roadmakers. Men were not always appointed for their skill at road-making. The opposition also promised that every man who paid a dollar of road taxes should know how and where that money is spent; that the supervisor would be selected by the people; would have to publish his accounts and let every man examine them, and then if at the next meeting they approved of his work they could elect him again. If not, they would select some other man for the job. The government money for each parish would be placed to the credit of the parish with the county secretary and when the road auditor approved of the supervisors' accounts the bill would be promptly paid. There would be no delay sending accounts to Fredericton or necessary to have the "O. K." of members. The responsibility would be placed upon the people and he had no doubt they would discharge it as faithfully as they now did their school duties. There would not be a five-cent piece stolen from the road monies if the man who spent the money knew that his neighbors would audit his accounts.

### "The Question of the Hour."

These explanations of the opposition road policy were highly commended by those present, many of whom said the necessity for good roads was the question of the hour.

## War News of Last Night Good

London, July 7.—The British troops, in their new advance, have gained several important successes, among which are the capture of a further portion of an immensely strong position known as the Leipzig redoubt, according to the official statement issued by the London war office tonight.

East of La Boisselle the British have captured German trenches on a front of nearly 2,000 yards to a depth of five hundred yards. In the direction of Ovillers the British have forced their way into the village, after capturing five hundred yards of the German front.

North of Fricourt the British drove the enemy from two woods and captured three lines of trenches.

An attempt by the Prussian Guards to stem the advance east of Contalmaison was crushed by the British fire, and 700 prisoners of various regiments were taken. Contalmaison was stormed but was retaken by the Germans in a strong counter-attack.

Never before in the history of the war has Germany been called upon to meet a strong double offensive on both the western and eastern fronts. General Haig's "we resumed a vigorous offensive" coming on top of the opening of a new offensive against Marshal Hindenburg by General Evert is a new experience for the German staff.

General Evert's attack is being made on a hundred mile front, running roughly from the Vilna line north to Baranovitch in the south. The seriousness of the crisis is reflected in the paucity of information given the German public in Berlin's official bulletins, which, however, at last admit the loss of Hem and Belloy, on the western front.

Petrograd, July 7, via London, 7:20 p.m.—Following up their advance in the region of the Lower Stry, the Russians have occupied two villages and a railway station.

The war office announcement of today says that the villages of Komarow and Grady and the railway station of Manerichki are now in Russian hands.

These three points are in the region to the west of Czartorysk, where there has been violent fighting for several days, the Germans having thrown in heavy reinforcements to check the Russian advance toward the important strategic position of Kovel.

The Manerichki station is 14 miles west of Czartorysk, on the railway line between Sarny and Kovel. Komarow and Grady are southwest of Czartorysk. A German retirement in this region was announced in Berlin today.

### French Hold at Thiaumont.

Paris, July 7.—Repeated and violent attacks by the Germans on the French positions at Thiaumont enabled them to obtain a footing in the French advanced trenches but they were driven out by a counter-attack, according to the official statement issued by the French war office tonight. No action is reported from the Somme sector.

## The Fine Flavor--

the delicate taste of malted barley blended with the sweets of whole wheat—is sufficient reason in itself for the wonderful popularity of

## Grape-Nuts

FOOD But it is more than delicious—it is the finest kind of concentrated nourishment to thoroughly sustain body and brain tissue—a food that benefits users remarkably.

A short trial proves "There's a Reason"

Sold by Grocers everywhere. Canadian Postum Cereal Co., Ltd., Windsor, Ont.

## MAY ORGANIZE TWO DIVISIONS IN CANADA

Ottawa, July 7.—A proposal is under consideration by the minister of militia to mobilize and train in Canada two complete infantry divisions which would be ready to leave for overseas practically in shape to proceed at once to the front.

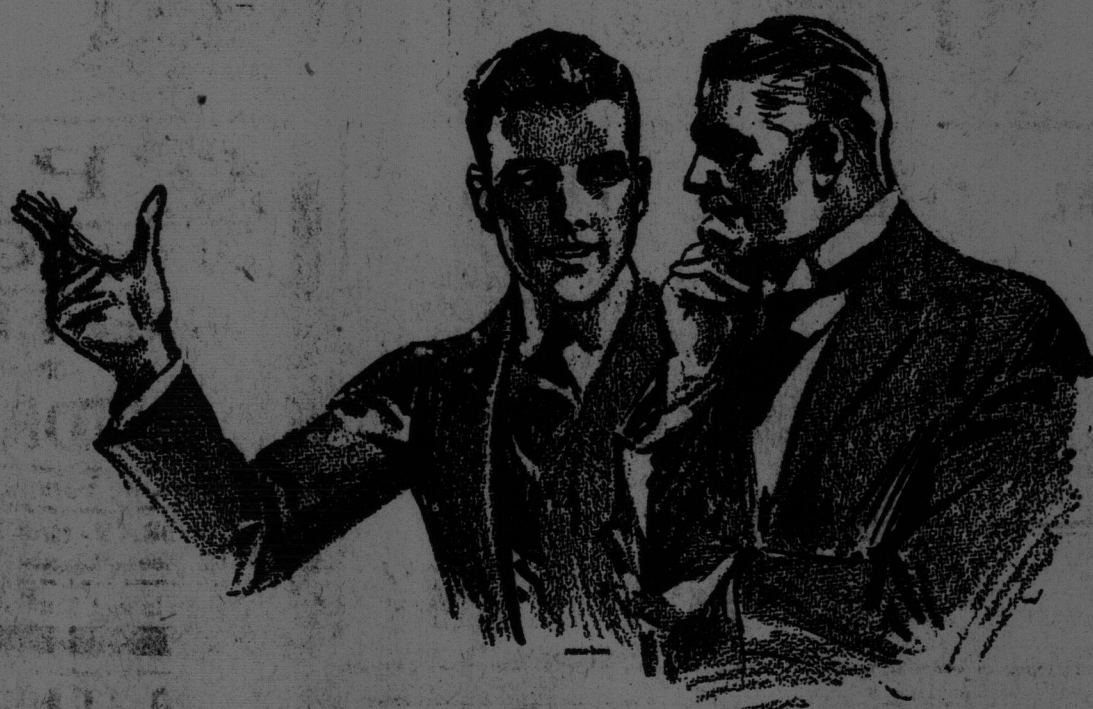
Hitherto the organizing and training of divisions has been done in England. To carry out the scheme six provincial or district brigades are contemplated. These would include a Nova Scotia brigade, already almost raised as a Highland brigade under Colonel Borden; a brigade from New Brunswick and Prince Edward Island; a brigade from Quebec, two brigades from Ontario and a brigade from the western provinces. Details of the proposal are now being worked out.

Action is likely to be taken shortly by the militia council to deal a little more severely with officers and men who put the country to expense and detract from their own efficiency by indulging in idleness or other immoral conduct resulting in consequent sickness and absence from duty.

Hereafter when illness is found to be due to the carelessness or immorality of the men themselves commanding officers will have authority to cancel part of the regular pay and allowances until the culprits are reported fit for duty again.

### War Maps Won't Feed People.

(Westminster Gazette.) The Chancellor's war maps do not feed the German people or reinforce their armies. The great extension of lines of communication, the extension of military problem, when the enemy will not make peace and victorious armies cannot be replenished. That lesson has come home to all the conquerors in history, and we believe we can bring it home to Germany. We understand the passionate desire to make peace according to the map, the vehement protests that Germany is not responsible for this "stupidest of wars," as Herr Ballin has called it, but we have our work to do, and we mean to do it to the end.



## Mr. Advertiser, Suppose We Consider This Saint John Market and Its Great Home Paper

You want to increase your business here if a manufacturer---and your sales if a retailer. Are you exerting every legitimate means toward this end? St. John is a city of some 50,000 population, or 12,000 homes. Every week approximately \$75,000 is spent for groceries (retail); \$35,000 a week for dry goods and sundries; \$9,000 a week goes towards keeping the family 'hod; Little Willie needs at least \$5,000 a week to keep him in school clothes and school supplies; and the monthly bill for the rest of the family totals possibly some \$15,000. To say nothing of the thousands spent weekly for furniture, hardware, jewelry, drugs, candy, etc.

The total number of families in St. John corresponds to the total city circulation of the Times. In other words, you can reach all these families by talking to them through the one paper. Do you take advantage of this and spread your wares on the common counter with sufficient regularity to influence their consideration of *Your Goods, Prices and Service*?

How about *You*, Mr. Manufacturer? Reaching hard after that green-field trade---the distant market? Or are you cultivating to the full the market that lies at your own door---the *Local Market*?

The circulation figures published below will show how simple it is to cover at one expenditure this field. The net circulation for the period covered is some 14,900---and 93% of this is within the city limits. Note that the street sales alone are more than 10,000. Years ago the old Gazette smashed all local records by printing 7,000 copies in one day---a wonderful achievement for that period. The ordinary day's run of the Times today is more than *double* that amount!

No city on the continent is more effectively covered by one paper than is St. John by the Times, and our advertising rate is lower per thousand of circulation than any paper in the east.

Let's get together, Mr. Local and Mr. National Advertiser and get the maximum of business from this field!

## The Times Is a Member of the A.B.C.

### Times Circulation for Period of May 29 to June 10

	Total Circulation.	Street Sales.
May 29 .....	13,938	9,533
May 30 .....	14,079	9,690
May 31 .....	14,424	9,934
June 1 .....	14,306	9,915
June 2 .....	16,407	12,114
June 3 .....	13,263	8,567
June 4 .....	15,945	11,590
June 5 .....	17,645	13,100
June 6 .....	15,824	11,436
June 7 .....	14,928	10,540
June 8 .....	14,728	10,149
June 9 .....	14,324	9,283
June 10 .....	179,811	125,851
Average .....	14,984	10,488

### A Few Words About Cooperation

Unfortunately too many newspapers are satisfied with merely disposing of their white space and feel that their obligation ceases with the selling of the space. In other words they sell SPACE instead of a MARKET.

The Times long ago foresaw that the trend of things was towards CO-OPERATION and that the signing of the contract was in reality the beginning and not the end of the obligation. That to make that space PAY the advertiser was the main thing.

In this connection a free cut service was installed and every assistance possible rendered the merchant in the preparation of his copy. This was the first and bravest step ever made in the history of local space selling in the direction of co-operation. And the gain in advertising volume in The Times during the last few years shows the idea to be a winner.

That the National buyers of space are appreciative of our endeavor to more than go half-way is evidenced by the following excerpts from letters received.

A national advertiser had started a big campaign in the Times when we found that his distribution was faulty. We told him so. He replied: "We believe there is a good supply of X--- in St. John now as the wholesalers have their shipment there. We certainly appreciate your action in writing us."

Conditions in a certain staple market were furnished to a Montreal Agent and he writes: "Thanks very much for your information regarding A--- in your market. This will be of considerable assistance."

A little out of the ordinary co-operation brought this from an American Agent with Toronto office: "We appreciate the trouble you have taken in the D--- orders." And a later one from the same agent in connection with another client: "Thank you very much for your letter which is very helpful and which we appreciate."

These are only straws which show which way the wind lists in this field, and the cooperation and assistance given above is open to any advertiser---present or prospective---in St. John, in the Province or in the Dominion.

### What Is This A.B.C.?

The A. B. C.—the Audit Bureau of Circulations—is the one independent and authentic audit of newspaper circulation and is the outcome of the demands of buyers of advertising space that true circulation figures be procurable. Its membership consists of the buyers of space—the National Advertisers, and the Advertising Agents—and the Sellers of space—the publishers of periodicals. Its office is in Chicago and it has a staff of some thirty auditors covering the continent from coast to coast.

It is an organization that in its short life so far has sounded the death knell of circulation falsifiers and has made the small minded juggler of circulation figures either produce evidence or drop from the running.

Membership in the A. B. C. means that the member has submitted to the exacting audit of the organization, has stood the acid test of its rigid examination and that the books of that member are always open to the inspection of all advertisers interested.

The Times, together with The Daily Telegraph, is a member of the A. B. C. and early this year submitted to an audit. And it is significant that The Times is the only Evening paper between Montreal and Halifax, with the exception of Sherbrooke, that is an A. B. C. member.

The following unsolicited remarks from careful buyers of advertising is of interest:

The Toronto office of an International Agency writes: "Fine showing in your A. B. C. Report. Fine Showing. More success to you."

From an expert in the Toronto field: "I am mighty glad to know that you have had an A. B. C. audit. This is something that can be passed on to a client with considerable pleasure. Wish all the papers would fall into line."

Here's Hoping He Gets His Wish!

A Montreal agent who also publishes a newspaper directory of international use writes in part: "We are very pleased indeed to receive this (A. B. C. Report) and TO NOTE THE VERY COMPLETE CIRCULATION WHICH YOU HAVE IN YOUR DISTRICT."

The Caps are Ours.