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THE EVENING TIMES AND STAR, ST. JOHN, N. B. MONDAY, APRIL 23,1923


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THE EVENING TIMES AND STAR, ST. JOHN, N. B, MONDAY, APRIL 23,1923

## The Breaking Point

 sy Mary Roberts Rineha

Gay Paree FACE
POWDER







> DOMINION LINOLELM FLOORS are cleaner brighter better


Let Dominion Linoleum prove to you, as it has to thousands of thers, its manifold advantages as a floor covering. It wins its way quickly-the first pur chase invariably leading to others for various rooms.
Linoleum reduces work greatly. No hard scrubbing or sweeping is needed-a damp mop run over its surface maintains its original attractiveness. No other floor covering can equal Dominion Linoleum The sanitary qualities of Dominion Linoleum make it doubly attractive in homes where there are children.


Visit Your Dealer Early
He has a full display of Dominion Linoleum and Dominion Linoleum
Rugs in the newest designs as well as many attractive patterns in the Linoleum piece goods. See them for yourself while the assortment is complete. Examine their sturdy construction, noting particularly the strong canvas back. Let him spread them on his floor wher own home. He will show you designs that will blend with the color scheme and furnishings of every room.

Dominion Linoleums are made in Canada. Every piece
of Domin to sive you satisfactory service for years guaranteed
and years.

For Sale By
A. O. SKINNNER,

58 King Street




## Greater Food Value

Just the finest, purest, most highly concen trated cereal food made. Crisp-you like to chew it. Delicious-just try it!
Grape Nuts with cream or milk or fruit is a crisp, crunchy, delicious cereal food. It is easily digested and gives the body vital bone and brain building materials.
"There's a Reason"

## Grape:N14s











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## Shirriffs

MARMALADE
Has superb flavor
 RED ROSE TEA is good tea

PEKOE QUALITY if ORANGE tea of the very finest flavor

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, APRİIL 23, 1923



Price $\$ 145$


## M. T. KANE




wood And coal Broad Cove Coal
 D. W. LAND
 SUN COAL \&
WOOD CO.
 oxplent Dry Wood
 City Fuel Co. 257 Civi Road 'Phone 468

Next Winters Coal
 Westh Hard Coal

 Consumers Coal Ca

Scotch Coal
 All stzes in stock
Maritime Mall Cor, LImited Pbeem matial

|  |
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|  |

R. P. \& W. F. STARR
$\qquad$


 | Pooc-west 17 or $\%$. |
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Use the Want Ad. Way

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THE EVENING TIIES AND STAR, ST. JOHN, N. B., MONDAY, APRIL 23, 1923


## Grey Squirrel Chokers

We have just received another lot of these very popular Neck Pieces in nice dark colors.
Made in two shapes, either all fur or silk lined. Prices $\$ 9.50 \$ 13.50$ and $\$ 15.00$
F.S. THOMAS

539 to 545 MAIN ST.


## $=$


MAN, USST HOME FROMCHURHH, DES
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## CARPENTERS' TOOLS


We aim to keep our Tool Departand carry the latest and best in
Wood and Iron Rules, Levels Rules, Levels
Hammers, Hatchets, Steel Squares, Try Squares, Chisels, Gouges, Gauges, Bevels, etc.

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Do Your Spring Housecleaning with the EUREKA Weicome it-with an Eurecka V acuum Cleaner, no longer is it necessary to


 for a free trial $A$ feew hours will convince you that it will do alil this work more
thoroughty than it has verer been done before, and with infinitely yess exertion on your part.

You Will Be Complimented



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## The Thening Timeg $\star$ Star



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THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, APRIL 23, 1923

TIMES-STAR CLASSIFIED ADVERTISEMENTS
The Average Daily Net Paid Circulation of The Times-Star for the 12 Months Ended Sept. 30, 1922, Was 15,112

## 
















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BUSINESSES FOR SALE

 Tin

$\qquad$

## HORSES, ETC.








## For SALE-HOUSE 




TO LET
FURNISHED ROOMS

stores and bulldngs TO LET
$\qquad$

$\qquad$



TO LET
ROOMS AND BOARDING
WANTED


COOKS AND MAIDS
 $\frac{\text { nen }}{\text { mas. }}$




$\qquad$









## WANTED

wanted-MALE help

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TO PURCHASE





struations wanted



$\frac{\text { STUATIONS VACANT }}{}$
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Asks Establishment of Maternity Home Appean M,
Women
Preente


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 DrScholl's
Zino-pads British Oarsm Raw Beef and Bee

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, APRIL 23,1923

P1

923

## The Case for Daily Newspaper Advertising

The question has been asked: 'What are the Advantages of Daily Newspaper Advertising by contrast with all other forms of advertising?
In setting out these advantages, Daily Newspaper Publishers do not discount supplementary forms of publicity. But the area of Canada and its distribution of population are such, that Canadian advertising campaigns.

1. UNIVERSAL APPEAL.
(a) Enters the home intimately. The newspaper enters the home and has a
more intimate appeal to oll members of the more intimate appeal to all member.
family than any other reading matter.
(b) Reaches all classes. The newspaper appeals to all literate members of the community, without distinction of
class, creed, sex, income or occupation.
(c) Thorough distribution. The newspaper finds its readers, whether they
are at home or not; if they are not at her
 reaches them when travelling, on trains and
cars, in hotels, clubs and libraries.
(d) Reaches the business man. The newspaper is to the business executive the
most neecessary medium of information.
(e) Minimum duplication. Because of the completeness of the service of
each newspaper, there is a minimum of dupliation between newspapers.
2. IMIMEDIATE APPEARANCE
(a) Impulse to immediate action. Because the newspaper deals with the immediate fact and the opinion of the day, its col umns give an impulse to immediate action

results sare often felt even before the presses | resuls, are |
| :--- |
| are silent. |

(b) Quick insertion. Quick insertion,
Through the newspaper the reader may be
reached within a few hours after copy is prereached withi
pared.
(c) Quick change.

Quick change.
Advertisements in a newspaper may be
changed or even cancelled up to a few hours before going to press-
(d) Quick repetition. A newspaper advertisement which proves suc-
cessful can be repeated promptly before the cessul can be repeated promptly before
conditions favoring success have altered.
(e) Timely copy.

Newspaper copy can be adapted to the day on
which it appears, or to current events, and can which it appears, or to current
avoid untimely references.
8. FREQUENCY OF APPEARANCE.
(a) The choice of the day. The cheice of the advertiser has his choice of the
precise day of the week most suitable to his
(b) Intensive campaigns.

Newsspaper apparertising permits any intensity
desired, up to deily
(c) Sertal campaigns

In the newspaper it is possible to use serial
copy with any desired interval between incopy wit
sertions.
(d) Cumulative effect.

A newspaper campaign may be planned to
obtain a maximum cumulative effect, through A newspaper cam cumulative effect, thro
obtain a maximum
the fexibility of space and intervals.
4. LOCALIZED CIRCULATION.
(a) Close to place of purchase

The reeder of o newspaper advertisement can
go directly to the place where the article adgo directly to the
vertised is on sale.
(b) Spotty distribution.

The advertiser with spotty distribution can, by
using newspapers, advertise exclusively where using newspapers, adve
his goods are on sale.
(c) Concentrated territory. The newspaper-offers the maximum conc
tration of circulation in any community.
(d) Strengthening weak territory. The newspaper may be used to strengthen
weak spots in the distribution with the exact weag spots in the desired.
degree of for
(e) Progressive zone advertisting.

Progressive zone advertising.
Newspaper advertising may be extended pro-
gressively by zones, hand-in-hand with and gressively by zones, hand-in-hand
aiding the extension of distribution.
(f) Seasonable by territory

Seasonable by territory.
Seasonale evariation in the demand in differ-
ent territories may be taken into account in newspaper advertising
(g) Price variations.

When necessary, different prices may be
quoted in different territories through newspaper advertising.
(h) Localized copy.

Localized copp.
Newspaper copy and illustrations may be
made to meet precisely, and take advantage of, made to meet pres.
local conditions.
(i) Traceability.

Traceability.
tre effect of newpaper advertising may be
traed by observing the course of sales in each
Try-out and test campigne
At low cost, tests may be made of the medium,
At At low cost, tests may be made of the medium,
the protuct the elling plan or the ocpy pa-
proach at typical point before embarking on
a costly general campaign

The Daily Newspaper is the medium of the moment-the axis of opportunity; flexible, puwerful and instantaneous in its ability to create Sales.
Advice as to the best ways and means of using it will be given to those who inquire of us;or, com-
Advice as to the best ways and means of using it will be given to tho

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## MC 2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, APRIL 23,1923



MONDAY GAIETY TUESDAY "IN THE NAME OF THE LAW"




## MASQUERADE DANCE

PYTHIAN HALL, THUR, APRIL 26
Best Music. Good Floor. Refreshments.

> monday STAR tuESDAY
> "LAVENDER AND OLD LACE"


15


Our Closing Out Sale Attracting Hundreds of Eager Buyers



BIG SPECIALS FOR THIS WEEK Men's $\$ 25.00$ Suits at Mme's 330.000 Suits at Men's $\$ 33.00$ Suitat at
Men's 540.00 Suits at



## A. E. HENDERSON 104 King St.

| EMPRESS THEATRE $-\underset{\text { "THE DUST FLOWERS"-With Helene Chadwick. }}{\substack{\text { Tuesdar } \\ \text { Wenght }}}$ <br>  <br> Single Reel Comedy. |
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Suspect Confesses To Fortune Teller








