## The Fnening Cimeg Kitar




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Suit Cases For Summer From $\$ 1.35$
 Market Square

## For the Week-End

## The $\$ 4.50$ flaa <br> For finer wear nothing better than our $r$ white flannel and white and striped fin

 e, \$10.White and khaki duck at $\$ 2.50$ and $\$ 3.25$.
In shirts and neckwear, a large stock from the most up-to-date makers. Would
like to send up a selection that you may choose from at home. We want more to be interested in this truly fine assortment
Athletic underwear and smaller articles. Get them Friday, you'll be bus
Saturday. Aturday.

The July Sale is nearly through. Good selections in Suits at $\$ 17.50$ to $\$ 40$ -
Thions $\$ 5$ to $\$ 15$. Summer, sport and regular suits.
Fall weight Overcoats, $\$ 10, \$ 15, \$ 17.50, \$ 20, \$ 25$
GILMOUR'S, 68 King St.
CLOTHING
TAILORING
Open Friday Evening - Close


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## The Case for Daily Newspaper Advertising

The question has been asked: What are the Advantages of Daily Newspaper Advertising by 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, shat Daily Newspaper Advertising has
Canadian advertising campaigns.

## 1. UNIVERSAL APPEAL.

(a) Enters the home intimately. The newspaper enters the home and has a
more intimate appeal to all members of the more intimate appear reading matter.
family than any other
(b) Reaches all classes. The newspaper appeals to all literate members 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 home, it are at home or not,
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 necessary medium of information.
Minimum duplication.
Because of the completeness of the service of
each newspaper, there is a minimum of duplieach newspaper, there is a minimum of dupli cation bet
IMIMEDIATE APPEARANCE.
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 umns give an mpuise to immediate action;
results are often felt even before the presses
are silent. are silent.
(b) Quick insertion. Through the newspaper the reader may be reached within a few hours after copy is prepared
(c) Quick change.

Advertisements in a newspaper may be
changed or even cancelled up to a few hours changed or even cress.
before going to pren
d) Quick repetition.

A newspaper advertisement which proves succonditions 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 avoid untimely references.
3. FREQUENCY OF APPEARANCE.
(a) The choice of the day.

The newspaper advertiser has his choice of the
precise day of the week most suitable to his

Intensive campaigns.
Newspaper advertising permits any intensity Newspaper advertising pernits
desired, up to daily insertions.

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

A newspaper campaign may be planned to
obtain a maximum cumulative effect, through the flexibility of space and intervals.
4. LOCALIZED CIRCULATION.
(a) Close to place of purchase. The reader of a newspaper advertisement can go directly to the place where the article ad-
b) Spotty distribution.

The advertiser with spotty distribution can, by his goods are on sale.
(c) Concentrated territory.
The newspaper offers the maximum concenTration of circulation in any community.
(d) Strengthening weak territory. The newspaper may be used to strengthen weak spots in the . degree of force desired.
(e) Progressive zone advertising Newspaper advertising may be extended pro-
gressively by zones, hand-in-hand with and gressively extension of distribution.
(f) Seasonable by territory.
Seasonable variations in the demand in different territories may be taken into account in newspaper advertising.
(g) Price variations.

When necessary, different prices may be
quoted in different territories through newspaquoted in differen per advertising
(b) Localized copy. Newspaper copy and illustrations may be
made to meet precisely, and take advazatage of, local conditions.
Traceability. Traced by observing the course of sales in each community
Try-out and test campaigns.
At low cost, tests may be made of the medium, the product, the selling plan or the copy ap-
proach at typical points before embarking on a costly general campaign.

Daily Newspaper is the medium of the moment-the axis of opportunity; flexible, powerful 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, conAdvice as to the recognized advertising agency - a list supplied on request.
 Unless you see the name "Bayer" on tablets, you are not get-
ting Aspirin at all. Accept only an "unbroken package" of ting Aspirin at all. Asccept only an "unbroken package" of
"Bayer Tablets of Aspirin," which contains directions and dose worked out by physicians during 22 years and proved safe by
millions for

| millions for |  |  |
| :--- | :--- | :--- |
| Colds | Headache | Rheumatism |
| Toothache | Neuralgia | Neuritis |
| Earache | Lumbago | Pain, Pain |




The Secret of Good Health

| Assist | When Nature requires assistance, she will not be slow in conveying to you |
| :---: | :---: |
| Nature | an intimation of the fact. Decline of |
| back | energy, inability to sleep well, head- |
| to | he, biliousness, constipation, a gen- |
| normal | eral sluggishness of mind ${ }^{\text {any sign of digestive "unrest" should }}$ |
| action | impel you to seek the aid of a reliable impel you to sedut delay. There is no |
| Take | better-no surer- |

Beecham's $\pm$ Pills $=$

## FEELING FINE


Dr. Wilson's Herbine Bitters




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\section*{DJER-KISS <br> Toilet Preparations! <br>  | Compact Face Powder |  |
| :---: | :---: |
| Toilet Water....... $\$ 2.25$ | Vanishing Crean | <br> The Ross Drug Co., Ltd. <br> Sacrifice Sale <br> morrow We Clear Upwards of 200 SPORTS HATS At $\$ 1$ each <br> MARR MILLINERY CO., LTD.}



$$
\text { Save } 25 \text { to } 50 \text { Per Cent }
$$

by Buying Now.

|

## GREY SQUIRRE

MOLE STOLES ........
FRENCH SEAL STOLE
SQUIRREL CHOKERS
See Window Display
\$10.... $\$ 25$ -10, +12,
F. S. THOMAS
Cantelope
Lillian Russell
 Garden Cafe--Royal Hotel


Yale Locks and Builders' Hardware

, mix
Yale Builders' Hardware


## Disston Saws

Hang Right

> We art a full anere of Distons
> $\begin{aligned} & \text { We carry a full range of Disstion } \\ & \text { Saws which await you in our Tool D. } \\ & \text { partment, street floor. }\end{aligned}$
> SEE OUR KING STREET
W. H. THORNE \& CO., LTD. Marctrane


NEW CHIURHH ON


EXCEPTIONAL VALUES IN GINGHAM DRESSES SUITABLE FOR MORNING OR AFTERNOON WEAR


Chidratit Baber shop loloed
July $27,1922$.
Today--Tomorrow--Saturday a. m.
Oak Hall's July Sale
Don't delay, there are bargains here you want, be-

$$
\begin{gathered}
\text { S. Nosepur } \\
\text { L. Cough } \\
\text { Opened. } \\
\text { On a beatiful } \\
\text { from the city the }
\end{gathered}
$$ cause everything throughout

| Ixtra Specials Today Only |  | OAK HALL SPECIAL STREET CAR <br> Where it goes tomorrow |
| :---: | :---: | :---: |
| Mers. English TWEED HATS $\$ 2.45$ <br> English up and fit the pocket. Regular \$4 Street Floor. |  | Arrive Oak Hall A. M. ${ }^{90.30-\text { From Indiantown }} 10$. ${ }^{11.05-\text { From }}$ Indiantown. ${ }_{\text {13 }}^{\text {11. }} 1.55-$ From Indiantown. |
| Women's Bungalow AprOnS 70 CtS.and Polly Prim and Polly Prim fine percales. Regular \$1 3rd Floor. |  |  |
| Boys, Linen Hats 55 cis. |  |  |
| Plain and fancy checks. 4th Floor. | Regular 85c. | LUGGAGE OF |
| Sid Says:- <br> Men's Balbriggan <br> - Shirts and Drawers Bargain Basement. | 60 cts. <br> a Garment | all at SALE PRICES |
| OAK HALI | SCC | VIL BROS. $L$ King Street |


$\$ 150$ - 3 . Pieiee Overstufred Suite -. $\$ 150$
In spite of the fact that our Overstuffed Suites were marked exceedingly low in a regular
way, we have decided to put this special price on one the illustrated bove, which ocnstitutes the greatest bargain we have ever offered. Covered in god quality tapestry, with same ma
terial on outside of back. Imagine these three wonderfuly luxurious overstuffed pieces in your


 the house Eurnish
91 Charlotte Street.

The Market Is Always Flooded
with ordinary goods at cheap prices, but here is the choicest attire at cheap prices-the finest, produced for Magee with sixy-three ears
reputation. And what s more-there's no other kind here at any price.


Charming Silk Summer Frocks, $\$ 21.50$
D. MAGEE'S SONS, Ltd
St. John, N. B.

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Times and Star Classified Pages
The Average Daily Net Paid Circulation of The Times-Star for the 12 Months Ending Sept. 30, 1921, Was 14,780

The Average Daily Net Paid Circulation of The Times-Star for the 12 Months Ending Sept. 30,

One Cent and a Helf a Word Each meertion; Cash in Advance. No Dicomb. Mind

FOR SALE FORSALE

REAL ESTATE




 TWo Ranilv house ron sing







## FOR SALE-GENERAL




















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## 

 INSURANCE
CAMPBEL


## 

FURNISHED ROOMS




WANTEDWANTED
WANTED
LAAT
TO LET






Noll

| CLAPBOARDS <br> THAT <br> WILL <br> PLEASE <br> YOU <br> Good rift sawn clapboards 3 to <br> TPHONE MAIN <br> The Ohristie Woodworking Co. Himited <br> 65 Erip Street. |
| :---: |
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|  |  |ITTUATIONS WANTED



For Smooth, SnugConcrete

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, JULY 27, 1922


# MC 2035 




## IMPER|AL-- ${ }_{\text {MAT. }}^{\text {Two and NiGHT }}$ BOSTON COMIC OPERA CO. MAT.TODAY--"THE MASCOT"

TONICHT--"FRA DIAVOLO"
Friday Night--"CIROFLE-EIROFLA""


Only Road Attraction This Súmmer.
${ }_{10 \mathrm{c}, \mathrm{c}, \mathrm{isc}, 25 \mathrm{c}}^{\text {MAT }}$ OPERA HOUSE ${ }_{15 \mathrm{EVE}}^{\text {EVE } 7,9}$ "JOY and GLOOM" "THE MERRYMAKERS" JOE "MICKEY" BURKHART Tomorrow-"ON THE HONÉYMOON"

| SAINTJOHN EXHIBITION <br> St. Јонм.N.B SEPT: $2^{\text {To }} 9$ $\qquad$ CANADA NEW BRUNSWICK'S BIG MERRY FALL FESTIVAL AT ST. FREE OUTDOOR FIELD AND PLATFORM SHOWS Band Concerts, Fireworks, Art Galleries, Record Poultry Show, Fine Dog Show, Dairy Demonstrations, and Live Stock Exhibits. Make your plans to attend this Big, Gay Autumn Amusemen Centre. |
| :---: |
|  |  |
|  |  |


| QUEEN SQUARE |  |
| :---: | :---: |
| TODAY. | FRL-SAT. |
| Hope Hampton in STARDUST" | WILLIAM RUSSELL |
| Firsst Natone Altaction | "A Self Made Man" |
|  | A romance of a disin- |
| piltshment <br> FOX NEWS | herited son who hit Wall Street hard over night. |
| PRICES-Afternoon 10c and 15c. Night 25c. |  |




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