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# MC2035 

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THE EVENING THIES AND STAR, ST. JOHN, N. B., MONDAY, SEPTEMBER 18,1922

## LOCAL NENS DYKEMANS Wedding Gifts <br> Continuing








 TYPE EMRTTRES FOR SALE














 7 rolls Toilet Paper...... 25
LARD and SHORTENING
1 Ib block Pure Lard..... 18

O. H. Warwick Co., Limited


the Sale $=$
is a real gift candy, like sterling silver. Birthdays, Holidays, Anniversaries, etc.

Every woman app
more than other candy.
WASSONS 2 STORES


White Pitcherrs


Duval's | "YOU PAY LESS HERE" |
| :--- |
| 15-17 Waterloo St. |
| Open evenings. | SPECALIS noemircous potatos









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CHRONIC DYSPEPSIA.
Pamphbet frec on regesest.
Price 50.. and 1.25
Mailed anywhere on recelipt
SHORT'S PHARMACY
63 Garden Street
6.10 Hit
THE 2 BARKERS, LTD.

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, SEPTEMBER 18,1922


## MC2035

THE EVENING TINES AND STAR, ST. JOHN, N. B., MONDAY, SEPTEMBER 18, 1922



# MC 2035 

THE EVENING TIMES AND STAR, ST. JOHN, N, B., MONDAY, SEPTEMBER 18 , 922


Think for a minute about St. John and Cttawa, in connection with news papers and advertising.

The population of Ottawa (according to Might's Directory) is 143 , 402.

The population of St. John according to the last censtis is 42,166 or, counting close suburban territory, say 55,000 to $\mathbf{6 0 , 0 0 0}$.

The Ottawa Journal, morning and evening, has a combined circulation of 27,717.

The Ottawa Citizen, morning and evening, has a combined circulation of $-29,460$.

The Ottawa Journal and Citizen have the A. B. C. audit, which is accepted as the standard authority on circulation by all the agencies and leading advertisers in Canada and the United States.

The Telegraph and Times (A.B.C. audit) for the six months ended March 31, 1922 had a combined net paid circulation of 30,461 .

Mr. Advertiser: Does not this strike you as a significant comparison?

The Telegraph and Times cover the city of St. John and the province of New Brunswick like a blanket, from the advertising standpoint.

Their circle of readers exceeds 100,000 people, practically all the live buyers not only in New Brunswick, but as far east as Amherst and including the Nova Scotia counties across the Bay of Fundy.

Please note that The Telegraph and Times are the only A. B. C. papers in New Brunswick. It it suggested to you that the Ottawa and St. John figures given above are worthy of a little study and productive of a little thought.

Advertising is the life blood of business. Circulation, particularly when it is well distributed among every class of buyers, gives advertising the pulling power that keeps the cash register and selling force busy. Advertising is a productive investment. It cuts your overhead by swelling your total sales.
The Telegraph Publishing Company The Times Printing \& Pub, Co., Itd.

# MC2035 



## A REAL HAT SNAP! <br> We will clear the present stock of our BORSALINO and JOHN B. STETSON HATS at <br> $\$ 5.85$ <br> These Hats Need No Introduction. <br> F. S. THOMAS <br> S390 6545 Malo 3 trroc






Nature Never Duplicates

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## POOR DOCUMENT

# MC2035 




Want ado. on these pasees
will be read by more people than in any of
Eastern Canada.
$\frac{\text { REAL ESTATE }}{\text { Special }}$

## FOR SALE OR TO RENT 







Snug Up the Home Before Snow
Flies

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## Times and Star Classified Pages

A 12 Months Ending Sept. 30, 1921, Was 14,780

The Average Daily Net Paid Circulation of The Times-Star for the 12 Month Minimum Cherse 25 Cente
One Cent and a Half a Word Each


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LOST-ON DORCHESTER STREET






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# MC2035 

THE



City Fuel Co. $25 t^{\text {Gitr Road }}$ 'Phone 468 Soft Coal
 Hard-Coal-Soft










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$\frac{\text { Use the Want Ad. Way }}{\text { AUCTIONS }}$

## Fre



## To Holders of Five Year $5^{\frac{1}{2}}$ per cent Canada's Victory Bonds

Issued in 1917 and Maturing 1st December, 1922.

CONVERSION PROPOSALS


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