

The Business Stabilizer

A year or two ago the manufacturer was swamped with business.

Today his orders are being cancelled, his prices are dropping, his mills—in many cases—shutting down.

What is the trouble? Uncertainty. Unsteady markets. Lack of confidence on the part of buyers. Lack of courage in the man who sells.

Business is shaky. But business can be made good. Business can *always* be good when it is gone after in the right way.

It needs courage. And confidence. And vision. It needs, above all else, the great business stabilizer—

ADVERTISING.

Advertising that restores public confidence. Advertising that creates demand, increases production, and keeps the wheels humming. Advertising that steadies markets. Advertising that *Stabilizes*.

For the past few years advertising has often been used as a spectacular plaything. Today it is a grim necessity. The time to splurge has passed. The time to use it sanely, steadily, consistently has come.

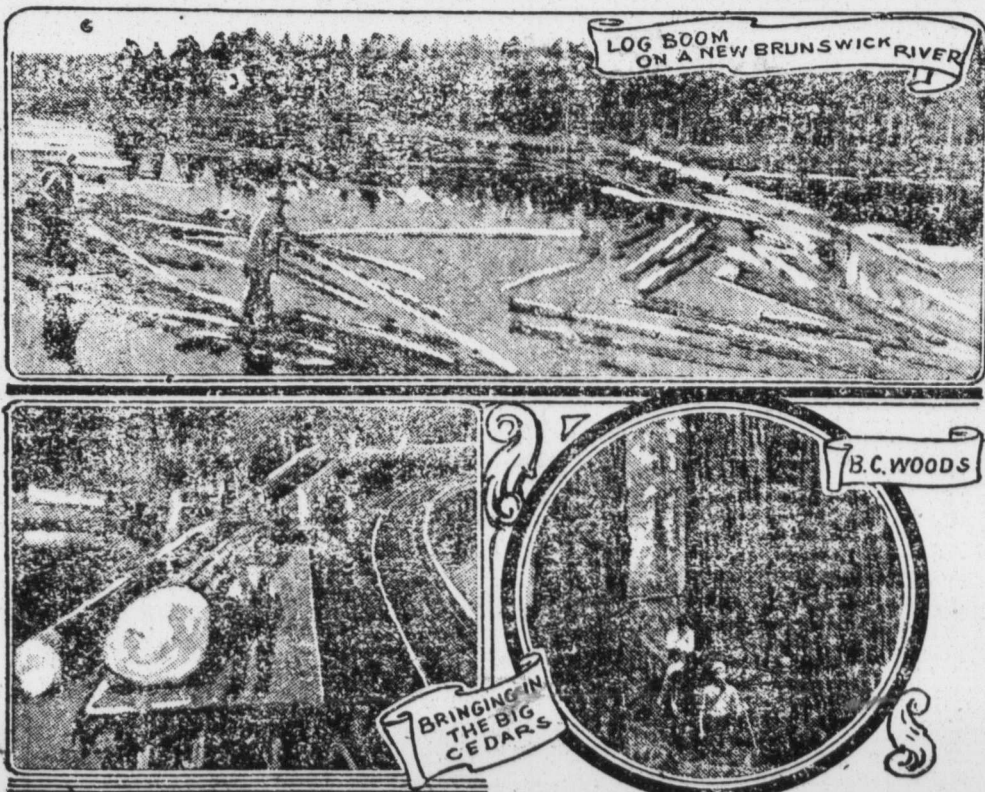
Advertise. But advertise wisely—where expense is minimized; where business can be developed to the highest point of activity.

The Union Advocate

Newcastle, N. B.

FIRST in Northumberland

FORESTS OF CANADA ARE SOURCE OF RICH REVENUE



Canada's 225 million acres of merchantable timber is the second largest asset of her natural resources wealth. The bulk of this timber is within easy reach of seawater. Nova Scotia, New Brunswick and British Columbia can almost dump their logs in the ocean, while Quebec and Ontario have the St. Lawrence River for a path to the sea.

In 1908 the greater part of Canadian lumber exports went out in the raw state, only a little over one-third was manufactured in Canada. The next ten years saw a strong and continued increase in industrial development and by 1917 the tables had quite turned. In that year more than 70% of Canada's lumber exports were manufactured and less than one-third left the country in a raw state.

Ever increasing demand for pulpwood and paper is responsible in large measure for this rapid development. American imports of Canadian woodpulp (all kinds) for four months, ending July 31st, 1920, amounted to \$20,859,881. According to latest statistics Canada's available supply of pulpwood is 901,000,000 cords and covers 350,000 square miles. Over a third of this spruce and balsam stands in the eastern provinces, convenient to the eastern states with their many newspapers and publishing houses. It is estimated that, at the present rate of cutting, this supply will hold out for 63 years. Strict cutting regulations, wise conservation and reforestation plans are looked to to prevent the annihilation of Canadian forests and lumbering industries.

British Columbia's woods are attracting much foreign capital. American money is going into new pulp and paper mills on the Pacific Coast. Approximately 85% of all capital invested in the paper pulp industry in Canada is American. An English syndicate is building a \$250,000 furniture factory in British Columbia. Box factories flourish all over the province the small fruits, vegetable, honey and poultry ranches of the southern part of the province need countless crates and boxes for getting their produce to market. British Columbia's strategic situation for shipping to Pacific Coast ports and the Orient, its numerous good harbors and the fact that the climate permits all the year round lumbering have not been overlooked by capital seeking investment.

PERSONALS.

Mrs. Beynon left last Tuesday for Montreal.

Mr. H. Wells was a visitor to Moncton last week.

Mr. J. E. LeDoux of St. John was in town for a few days last week.

Mrs. D. S. Creighton and S. A. Fingleton were visitors to Moncton last week.

Miss Sarah Sutherland is visiting her sister Mrs. Chas. Peterson of Millerton.

Miss Ella Walling of Chatham is visiting in town the guest of Mr. and Mrs. A. E. Quarte-main.

Rev. J. B. Champion occupied the pulpit in St. Luke's Church, Chatham, N. B. on Sunday morning.

The friends of Mrs. Joseph Salome will regret to hear that she is ill at the Miramichi Hospital.

Mr. and Mrs. B. F. Mathey left on Friday for a two weeks visit to New York and other American cities.

Mr. Char. H. Morris has returned to Antigonish to resume his duties at St. Francis Xavier University.

Mrs. J. H. O'Brien and children of Berlin who spent the past two weeks with her husband in Bolestown has returned home.

Mr. and Mrs. J. W. Culligan have returned from their wedding trip to Montreal and have taken up their residence in town.

Messrs. Clyde and Jack Rundle of Halifax N. S. were in town this week attending the funeral of their uncle the late John T. Rundle.

Rev. L. H. MacLean left on Thursday for Boston, Mass. Rev. Mr. Locke supplied the pulpit of St. James Church on Sunday in Rev. Mr. MacLe's absence.

Mrs. James Rundle of Halifax, N. S. is in town, having been called here, owing to the illness and subsequent death of the late Mr. John T. Rundle.

Mrs. Jas. Murdoch of Portland Me arrived in Chatham Friday evening to attend the wedding of her daughter, Miss Ladio on Tuesday, Jan. 18 and is the guest of Mrs. M. J. McLean Labban Avenue.

SOLD CA'DY AT RINK

The Tuxis Boys sold candy at the rink last Wednesday evening for the benefit of the Hockey Club.

SMELT FISHING POOR

The smelt fishermen are getting poor catches this winter. A fair amount of tom-cods are being netted and unless a change comes shortly this will be one of the poorest seasons for smelt fishing on the Miramichi for several years.

BATHURST WINS

McLELLAN CUP

Halifax, Jan. 20.—Bathurst curlers defeated the Halifax Curling Club 62 to 52 in an exciting McLeLellan cup match here which was not concluded until 1 o'clock this morning. The skips and scores: Bathurst—J. G. Stout, 15; J. C. Rogers, 17; J. Connelly, 13; F. W. Gattain, 14.

Halifax—MacF. Hall, 14; M. McNeil, 10; C. J. Kerr, 8; H. St. Silver, 14.

Truro, the next contestant, will go to Bathurst to play for the cup.

ECZEMA

You are not experiencing when you use Dr. Chase's Ointment for Eczema and Skin Irritations. It relieves at once and gradually heals the skin. Sample box Dr. Chase's Ointment free if you mention this paper and send 25 stamps for postage, etc. a box; all dealers or Edmondson, Bates & Co., Limited, Toronto.

COUNTY COUNCIL ANNUAL MEETING

(Continued from page 4)

discreet Board of Health, showing a deficit of \$5,258.55, total expenditures since its inception, and estimates for 1920, of \$5,000.00.

Coun. Bransfield did not think the Council should have anything to do with the matter. The law had been forced on the county and the residents were not satisfied with it. The present local members were elected to take this law amended. Other counties had voted it down let us do likewise. It was worse than slavery for the Government to appoint a lot of men, and the say for the county to pay them.

Coun. Sinclair and Schofield moved that no action be taken.

Coun. Sutherland said he had voted for the measure last time, not because he was made deputy registrar, which office he received no pay and had resigned, but because he believed that there should be a Board of Health.

Coun. Gaynor asked for the law on the subject if the council refused to pass the estimates, and make an assessment.

Clerk of the Peace said all present knew the law.

Coun. Bransfield said it was the

Excels All

For Purity, Flavour and Aroma

"SALADA" TEA

If you have not tried it, send us a post card for a free sample, stating the price you now pay and if you use Black, Green or Mixed Tea. Address Salada, Montreal.

CASTORIA

For Infants and Children In Use For Over 30 Years

Always bears the Signature of *Dr. H. H. H. H.*

intention to have the Public Health law repealed. Why should the Government appoint the Board and have control of the officers instead of the county?

Coun. D. Doyle said that as it was the law of the country, the government could collect. It was poor policy to take no action. The council have power to appoint the majority of the county.

Coun. E. J. Parker and Watling moved to pass a resolution of the government. The Government had made the new act. Let them run it or let it alone.

Coun. Gaynor moved that a vote be taken on the estimates and the bills for the past work of the board. Amendment lost.

Coun. Allain did not think that Councilors understood the law. It was the council's fault that they did not have control of the Board. Why should we refuse to take no action on it. If we did not like the law as the government to amend it so that we can be satisfied Coun. Sinclair's motion was carried by following vote.

Couns. Sinclair, McKay, Somers, Vanderbeck, O'Donnell, Swin, E. J. Parker, Young, Schofield, Watling, McNaughton, Gulliver, Bransfield, Baldwin, Harriman, L. Doyle, Yeas—18, Couns. Sutherland, T. Parker, Johnston, Gaynor, Arsenault, LeBlanc, Walsh, Gil, D. Doyle, Alain McKnight, Nays 11.

Coun. Johnstone and D. Doyle moved that an additional grant of \$1000 be made both the Miramichi and the Hotel Dieu Hospitals.

Coun. E. J. Parker did not think the county was in a position to vote any extra money to the hospitals.

Coun. Sinclair favored the grant. It was only \$500 more than last year.

Coun. D. Doyle thought the hospitals were very deserving. The council could not vote money in a better way.

Coun. Watling said he sympathized with the hospitals, but could not see his way to vote the extra money. He knew they needed money badly.

Coun. Vanderbeck was strongly in sympathy with the grant, as were also Couns. Swin, McKnight and Gaynor.

Coun. Bransfield moved that the grant be the same as last year.

Amendment lost and original motion carried.

On motion of Coun. Arsenault a grant of \$10.00 was made the Acadian for translating and publishing Council proceedings.

A resolution instructing the assessors of Blissett list for 1920 was lost.

Coun. Watling moved that \$297.50 paid by Fabien Muzzeral, a resident of Glenelg, for pedlars license be refunded. Referred to Petition Committee.

On motion of Coun. Swin, Blissett Parish officers passed.

Coun. Young presented a petition of Patrick Kihne for refund of taxes overpaid, referred to Petitions Committee.

On motion of Coun. McKnight the Council concurred in the passing of a resolution enabling the Province to pay more for scholars in Halifax school for the blind.

Watling read communication re establishing a labor bureau in Newcastle and on motion was laid on the table.

Coun. Bransfield spoke re commission to collect rs. Provided the Government passed law ased for by this council he would move that assessors be paid 3% and collectors 2%. Motion lost.

Coun. Watling asked what had been done with the \$500 voted the natural History society last year.

Coun. Gaynor said he would enquire and report tomorrow.

Adjourned until Friday at 10 a. m.

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HAPPY HOUR

THURSDAY

If you want to be Pleasantly Thrilled SEE

Tom Mix

—X—

"Desert Love"

A Wonder Tale of the West

EXTRASPECIAL

Without doubt the greatest race picture ever screened.

"The Race of Ages"

Between Men O War and Sir Barton

IN TWO REELS

FRI. & SAT.

Geraldine Farrar

—IN—

"Shadows"

9th Episode of "The Silent Avenger"

Mutt & Jeff Comedy

Matinee Sat at 4 o'clock

That Eyes May See Better and Farther

The Fits--U Optical Shop

Where Glasses are scientifically fitted

A. B. WILLISTON

OPTOMETRIST

With A. Williston & Co. Newcastle, N. B.

HORSESHOEING SHOP OPENED.

Mr. W. J. Hogan has opened up his Blacksmith Shop, and is prepared to do all kinds of horseshoeing. Prices Reasonable.

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