



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

Mail Contract

SELED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 25th, February 1921, for the conveyance of His Majesty's Mails, of a proposed Contract for four years, 2 times per week on the route Red Bank and Wayerton from the 1st, April next. Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of Red Bank and Wayerton and, at the office of the Post Office Inspector, at the Post Office Inspector's Office, St. John, N. B. January, 8th 1921.

H. W. WOODS

Post Office Inspector.

School Supplies

Always In Stock

We give much attention to this line and give you the best service possible under existing conditions

FOLLANSBEE & Co.

ROBERT BURNS CONCERT
The One Hundred-Sixty-Second Anniversary of Robert Burns will be commemorated on Tuesday Evening January 25th, in St. James' Hall at eight o'clock.

All citizens of Newcastle who love and revere Scotland's greatest poet are cordially invited to attend and enjoy an evening of song and good cheer.

Refreshments will be served as on former occasions, at the close of the programme. The admission of 25c covers both programme and refreshments.

Come and fill the hall.

Wanted

A second class female teacher for School District No. 7-1-2, Parish of South Esk. Apply stating salary to

ERNEST TOZER, Sec'y School Trustees Sillikers, N. B.

PERSONALS.

Mrs. Percy Brown has returned from Halifax, N. S.

Mr. and Mrs. Eugene Connolly visited Moncton last week.

Mr. Wm MacNeill and family were a visitor to town on Friday.

Mr. and Mrs. Irvine Macdonald of Moncton, spent Sunday in town.

Mr. Ierval Watling is seriously ill at his father's home in Chatham.

Mr. J. A. Geary of Moncton, is a patient in the Miramichi Hospital.

Mrs. A. Shaw left last Thursday for Quebec and Montreal, where she will visit friends.

Misses Kathleen and Connie Armstrong left last Thursday for Montreal and New York.

Mr. J. W. Spurdin of Fredericton spent several days of last week in town on official business.

Mr. McFarlane, School Inspector for the North Shore, is making an inspection of Harkin's Academy this week.

Mr. John Rundle returned from New York on Saturday and entered the Miramichi Hospital to receive treatment.

Miss Annie McCullam, student nurse of Portsmouth, N. H. left last Monday to resume her duties in the hospital there.

We are pleased to state that the condition of Mrs. Eliza Armstrong, who has been ill for some time is slightly improved.

Miss Jean McCullam, who spent the holiday season with her parents, Mr. and Mrs. McCullam, returned to Boston on Monday last.

Mr. Charles Robinson of St. John, was in town last Thursday, and attended the Highland Society Meeting which was held in the Canada House, Chatham on Thursday.

OBITUARY

B. N. T. UNDERHILL

Blackville lost one of its oldest and most esteemed residents in the death of B. N. T. Underhill Esq. which occurred at his home on Thursday evening Dec. 23rd, at the advanced age of eighty-six years.

He was well and favorably known throughout the community in which he had always lived.

In former years he did an extensive lumber business, he also took an active part in agricultural work.

He leaves to mourn one brother J. Hudson Underhill of Blackville, and two daughters, Mrs. James Crawford of Blackville and Mrs. Alice Underhill of Rutledge, Minn.

The funeral was held on Dec. 26th at 2 a. m. from his late residence. The services at the house and grave were conducted by Rev. T. H. Montgomery, Rector of the Anglican church, of which deceased had been a valued member.

The hymn sung at the house was Peace, Perfect Peace, and at the church were "Forever with the Lord, and Take my life and let it be. The pall-bearers were his four grandsons, Stanley, Lyall and James Crawford and Allan Underhill and his two nephews Hudson and Lawrence Underhill.

Interment was made in Holy Trinity cemetery.

MRS. JOHN McCOLM

The many friends of Mrs. John McCole of Strathadam, were shocked to hear of her death which occurred at an early hour Saturday morning, January 16th at 3 o'clock, after an illness of five years. Deceased was seventy-seven years of age. He is survived by his wife, one son, John, at home and two daughters, Mrs. Edna G. Falconer of Newcastle and Mrs. Henry C. Kohlepp of Columbus, Ohio, also three brothers, John, Alex. and David Campbell, of Douglastown.

CHRISTOPHER CAMPBELL

The death of Mr. Christopher Campbell of Douglastown, occurred at his late residence on Friday morning, Jan. 7th at 3 o'clock, after an illness of five years. Deceased was seventy-seven years of age. He is survived by his wife, one son, John, at home and two daughters, Mrs. Edna G. Falconer of Newcastle and Mrs. Henry C. Kohlepp of Columbus, Ohio, also three brothers, John, Alex. and David Campbell, of Douglastown.

WEDDINGS

MURDOCH-DEMERS

The marriage took place in the Convent Chapel, Dalhousie, N. B., on Monday, January tenth, of Miss Cecilia Florence Murdoch, daughter of the late Mr. and Mrs. John B. Murdoch of Loggieville, and Alexander Stewart Demers, son of the late Mr. and Mrs. Demers of New Brunswick.

The ceremony was performed by Rev. J. A. Hartt followed by nuptial mass. The couple were unattended.

The bride, who is a niece of Rev. E. S. Murdoch, Renss, is a former nurse of St. Luke's hospital, New Bedford Mass. The groom is one of the firm of Demers Grocery.

After the ceremony the bride couple left on a trip to Montreal, Toronto and other western cities. The many friends of Mr. and Mrs. Demers extend best wishes for future happiness and prosperity.

official of the Canadian air board to fight the New Brunswick government is desirous of following the example shown by the Quebec government in the protection of their forest reserves and the air board has accordingly been asked to formulate tentative plans for that purpose. While no definite scheme has been arranged it is believed that the methods employed by the Quebec government will be adopted in New Brunswick. In Quebec two aeroplanes are in operation for the forest patrol system are defrayed by that government. The use of the aeroplane for forest fire detection and topographical work has proved entirely satisfactory throughout the province of Quebec, and in view of the vast pulpwood limits situated in New Brunswick, it is believed an aerial forest patrol service would be to advantage. Major Gordon, who is conducting negotiations, is expected back next week.

PILES

Do not suffer another day with Itching, Bleeding, or Protruding Piles. No surgical operation required.

Dr. Chase's Ointment will relieve you at once and afford lasting benefit. See a box; all dealers, or Edman, Bates & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 2c. stamp to pay postage.

The Fits--U Optical Shop

means a place where

Old Eyes are Made Young

—and—

Weak Eyes Made Strong

by the correct fitting of

Perfect Glasses

A. B. WILLISTON

OPTOMETRIST

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

Dan R. Hogan's MEAT MARKET

Beef, Fowl, Pork and Fish

ALL GOODS DELIVERED PROMPTLY

Give Us a Call PRICES RIGHT! Phone 120

CHAPPED HANDS, FROST BITES, COLD-SORES.

Zam-Buk

WINTRY weather means rough, blotchy faces, sore hands, cracked lips, chilblains and cold-sores. Besides these being painful and disfiguring, there is a danger that disease germs or dirt particles may get into the broken skin and set up serious infection, or even blood poisoning.

The only policy is to apply Zam-Buk whose rich herbal essences sink into the pores and soothe their itching, healing and antiseptic influence on the affected tissues. Zam-Buk is ideal as a winter skin dressing. Unlike fatty ointments Zam-Buk suits the tenderest skin, and it never fails to restore a soft, smooth and healthy condition. For the quick clean healing of burns, scalds and cuts, for dealing with any skin or scalp disease, Zam-Buk is a class by itself. Get a 50c. box to-day.

FREE TRIAL SAMPLE From Zam-Buk Co., Toronto, for 1c stamp.



HORSESHOEING SHOP OPENED.

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

HAPPY HOUR

WEDNESDAY

A Man in the Old Ladies' Home! Thirty faded spinners in calico surrounded him at every meal—No wonder he ran away!

If you want to laugh SEE

"Old Lady 31"

STARRING

EMMA DUNN

It will bring a tear, too, that you won't be ashamed of

THURSDAY

WILLIAM FOX

PRESENTS

Tom Mix

—IN—

"3 Gold Coins"

A Tale of Love, Stunts and Romance

—ALSO—

Snub Polard Comedy

FRI. & SAT. Mae Marsh

IN

"The Racing Strain"

The day's best bet! Fifty fur-logs of daring love and thrilling adventure.

2nd Episode of

"The Silent Avenger"

Mutt & Jeff Comedy

Matinee Sat at 4 o'clock