

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.

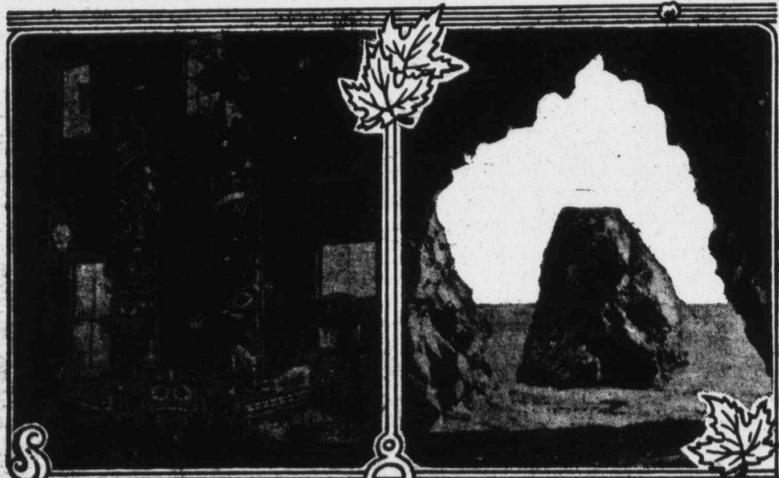
Advertise. But advertise wisely--where expense is minimized; where business can be developed to the highest point of activity.

The Union Advocate

Newcastle, N. B.

FIRST in Northumberland

Pictures From The West Coast of Vancouver Island



Totem Poles, Nootka Sound.

Caves, Maquena Point, Nootka Sound.

Two days out from Victoria, going north on the West Coast of Vancouver Island! One travels most of the way in the open sea with the nearest land to the left, the islands of Japan and the Siberian coast. But now and then, according to the freight destination, the ship runs up some of the loveliest waterways in the world. These are the inland passages which the Pacific has made for itself in thousands of years in a vain effort to bisect Vancouver Island. At the last, in spite of the many miles of intricate it has made, the sea always falls back, accompanied by a great chain of mountains runs down the centre of this island, and taunts the might of the ocean. "How far shall thou come and no farther."

One of the most beautiful of these great arms of the sea enters in at Nootka Sound, and curves around a score of islands, and innumerable islets, finding its winding way out through Raahish Narrows, accompanied for all its journey by clouds of gulls, cormorants, and shearwaters, which circle about, and dip and sway in colorful, rhythmic companies, reflected, as is everything in earth and sky, in the placid water passes through which the ship cleaves noiselessly.

Nootka is the oldest settled district on the West Coast of Vancouver Island, and it remains almost as it was in the beginning. In spite of the fact that there is a large modern cannery at the wharf, with every labor saving device installed, the Indians who work there live in the same kind of rude little huts that they had hundreds of years ago. Narrow winding trails lead one through dense woods, where the path is often broken by a noisy waterfall, which must be crossed on a fallen log or rough boulders. Only an hour's journey from the cannery is Friendly Cove, famous as the scene of many a murder long ago, including that of whole ships' crews; and the enslaving of white men by the Indian king. Here are to be seen the remains of ancient Spanish harri-cades, and mounds of whitened skulls, the latter gruesome reminders of wholesale massacres.

Along the West Coast are dotted missions and mission schools, but Nootka scores such innovations, as she does all things that go with civilization. This may be asportable, but it speaks for interest and what is picturesque. Barefooted and bare-chested the old squaws greet one, clad in colors as gay as they can find, with their heads tied in a brilliant kerchiefs. They chatter to one in their own unintelligible jargon, their beady eyes brightly contemptuous, their smiles infinitely patronizing. Their daughters work in the cannery. They wear the head-dress of gaudy hue, but are clad from head to foot in yellow mackintosh. Some of them are comely, most of them are uncouth, but they make a vividly colorful picture, as they crowd to meet the boats.

The old women bring baskets and mats--the former really beautiful works of art, made of rushes or the inner bark of the cedar, woven in fine and intricate designs. They sell them for a mere song, compared with the price one is asked in the cities' shops.

The chief's house stands at the right of a great waterfall, and all round it, drawn up out of reach of the water, salt or fresh, lie a score of war canoes, some in the embryonic stage, some finished. They are made from hollowed cedar logs, and are ornamented lavishly, with rows of pretty shells inlaid, and grotesque head pieces of ravens or owls. They are burned on the outside and highly polished, and are painted red within. Nothing can be more quaintly beautiful, nor more suggestive of the old days of tragic adventure.

PERSONALS.

Cecil E. McWilliam returned to Peterboro Ort. on Wednesday last.

Mrs. Yvonne Buckley is the guest of her aunt Mrs. W. J. Buckley, Harcourt.

Mrs. Russell Stewart and her son Forsyth of Boom Road spent today in town.

Dr. H. Sproul accompanied his son Hudson to Mount Allison College last week.

Mrs. Malcolm Amos of Derby is visiting her daughter, Mrs. Thos. Hutchison of Edmundston.

Mrs. William Aitken leaves Monreal on the 15th inst for Naples, France and England.

Mrs. Tios Belmore and little son Stewart returned to their home in Fredericton on Saturday.

Mr. and Mrs. W. R. Cumming spent Wednesday last in Chatham guests of Dr. and Mrs. G. J. Sproule.

Mrs. J. F. R. McMichael accompanied her daughter Miss Helen as far as Mon ton, on her return to Mount Allison Ladies' College.

Mr. George Stables and daughter Miss Helen left last Wednesday for Halifax, N. S. where he sails for the West Indies to spend the winter months.

Messrs. J. B. M. Baxter and W. H. Teed of St. John and A. E. Reilly of Moncton were in town last week attending the sessions of the Supreme Court.

Mr. Samuel Russell, who has been visiting his sisters Mrs. Eliza Armstrong and Miss Agnes Russell returned to his home in Belleville Ontario last Wednesday.

The many friends of Miss Elizabeth S. Gremie, who is nursing in the D. S. C. R. Hospital, Fredericton, will regret to hear that she sustained a broken arm recently, when she fell down stairs while attending one of the patients.

Richard Hutchison has been nominated for commodore of the Bosto Yacht Club and the choice is regarded excellent in view of his long experience as a yachtsman, coupled with rare business ability.—Boston Herald.

A RED CROSS BRIDGE.

Food Plentiful in Canada. Scarce in Europe—Needs of the Children.

The development of the dairy industry of Canada during the past two decades has been surprisingly rapid. Quick to realize the profits to be derived from milk production and the great value of dairying in conserving the fertility of the soil, the Canadian farmer has not hesitated to increase his investments in dairy cattle. The industry expanded during the five years of world war. Canada, being distant from the theatres of war, although handicapped by the drafting into military service of half a million of her most vigorous manhood, was able to continue the development of many of her important industries, particularly agriculture.

It was not so in Europe. There the fiery blast of war, which left profits in some parts of the world, almost extinguished not only industry but national life itself in other. The drain upon manhood was so great that now in hundreds of thousands of families no adult males remain. Europe, moreover, is filled with orphan children whose prospects of life are marred by the lack of all that is necessary to bodily and mental growth. In most cases the earning power and consequently the purchasing power of their families is utterly destroyed.

Turning again to Canada we find there a surplus production of the commodities that are so badly needed in Europe. Condensed milk for instance is a commodity that is a prime necessity for the children of the poor communities of Europe but the nations to which they belong have no means of purchasing it for them. The Canadian Red Cross is going to endeavor to supply part of their needs by means of a general appeal for contributions to be made during Armistice week on behalf of the British Empire Fund, which is to be used in the humane task of relieving the sufferings of millions who are stricken by famine and disease. Part of the fund will be used for purchasing in Canada suitable supplies and thus the Red Cross will furnish the bridge across which some of our surplus milk will reach the enfeebled children in war-stricken areas. Those who assist will not only have the satisfaction of having contributed to relieve the sufferings of others less fortunate but by helping others will thereby indirectly help themselves.

FROM GENEVA.

Organizer for League of Red Cross Societies Tells of Need of Europe's Orphans.

"While we at home are intent on industrial expansion and a place in the sun, Europe in its war-weakened condition is fighting for its very existence," said Donald W. Brown, director of the department of organization in the League of Red Cross Societies of the World, which has its headquarters at Geneva, Switzerland. He visited Toronto to learn the peace program of the Canadian Red Cross Society and to establish closer contact between it and the league.

Millions of War Orphans.

Having just arrived from Europe, Mr. Brown was able to give the Canadian Red Cross some first hand information concerning the people of Europe. He called attention particularly to the condition of the children, so many of whom are now orphans. While the exact number who have lost one or both parents during the war cannot be determined, the most conservative estimate places the number at over ten millions. This number seems quite consistent with the heavy war casualties among so many nations.

Dependent Upon Charity.

The condition of these children is in most cases very pitiable. Many of them have no homes and they are dependent upon whoever may be charitable and kind enough to help them. But there are few who are able to give such help for the masses of the people of Russia, Poland, parts of Roumania, Czecho-Slovakia and other countries are so poor that they have not necessities for themselves. Consequently in the great area between the Baltic, the Black and the Adriatic Seas, there are millions of children who face the next few years, and particularly the coming winter, without hope of proper care unless outside assistance is given them.

Disease Prevalent.

In addition to the unhappy condition of the children the adult populations are in the direst of misery on account of disease. Suffering has been accentuated by lack of food and clothing, nursing and medical attention, and tuberculosis, smallpox, typhus and dysentery are continuing unchecked.

Typhus which has so often proved a scourge and menace to the human race is again prevalent, and unless checked will most likely extend its ravages to an alarming degree.

British Empire Appeal.

For these urgent reasons, Mr. Brown said, the League of Red Cross Societies has made an earnest appeal to the people of the British Empire and he was glad to hear that the cause of the suffering children was being taken up in Canada. He has learned that an appeal on behalf of the British Empire Fund would be made in Canada by the Canadian Red Cross during Armistice week and wished for it every success.

Typhus in Canada.

In its earlier days Canada suffered from the ravages of a disease then known as "spotted fever" but now known generally by the name of typhus. It is a disease that spreads rapidly and is very destructive of human life. In the years 1846-47 it was brought to Canada by immigrants and caused great loss of life. It is only by taking urgent measures to stamp it out in the centres where it is now raging that it can be prevented from extending.

THROAT SORE?

Don't neglect it because you think it is "only a sore throat!" It is often the beginning of serious trouble, which can be avoided if proper precautions are taken. Peps will safeguard you.

"Sore throat" is a sign that your power of resistance has been temporarily lowered, and your system is therefore unable to withstand the attacks of harmful germs which are being constantly breathed in. The germs have, therefore, settled in your throat and caused inflammation, and to prevent more serious trouble these germs must be destroyed.

A Peps pastille dissolved on the tongue throws off Pine vapor, which is as certain a germ-destroyer as the Pine laden air of the Swiss Mountains, which doctors so highly recommend. These Pine fumes are breathed down into the air passages and lungs, soothing and healing the inflamed membranes that medicine swallowed into the stomach could not possibly reach.

Nothing can equal this breathable remedy for all affections of the throat and lungs, coughs, colds, hoarseness, asthma, bronchitis, etc. All dealers or Peps Co., Toronto. 5c box, 3 for \$1.25.

PEPS

Lost

On Sunday January 2nd, at or near Newcastle Railway Station, a necklace of pearls. Finder please leave at

Advocate Office

Notice

The Annual Meeting of Northumberland County Royal Scarlet Chapter, will be held in the Orange Hall, Newcastle, on Friday evening, January 14th, at 8 o'clock.

Election and Installing of Officers.

For Sale

One Patcher Sewing Machine in good condition. Very reasonable.

Mrs. Susan Corney
Blackville, N. B.

THERE IS ONLY ONE GENUINE ASPIRIN

Only Tablets with "Bayer Cross" are Aspirin—No others!



If you don't see the "Bayer Cross" on the tablets, refuse them—they are not Aspirin at all. Insist on genuine "Bayer Tablets of Aspirin" plainly stamped with the safety "Bayer Cross"—Aspirin prescribed by physicians for nineteen years and proved safe by millions for Headache, Toothache, Earache, Rheumatism, Lumbago, Colic, Neuritis, and Pain generally. Handy tin boxes of 12 tablets—also larger "Bayer" packages. Made in Canada.

Aspirin is the trade mark (registered in Canada), of Bayer Manufacture of Monocetateester of Salicylicacid. While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company, Ltd., will be stamped with their general trade mark, the "Bayer Cross."

School Supplies

Always In Stock

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

FOLIANSBEE & Co.

HAPPY HOUR

WEDNESDAY SELZNICK PICTURES

ELAINE HAMMERSTEIN

In S. Jay Kaufman's Greater Than Fame

Scenario by Katherine Reed
A Stirring Analysis of Woman's Deepest Emotions—Her Desires, Ambitions, Sympathies—Her Love, Grief, Joy, Temptations.
A Classic of the Motion Picture Art

THURSDAY WILLIAM FOX PRESENTS

WILLIAM FARNUM

—IX—
"THE ORPHAN"

Love Story of the Desert Plains with the Dash and Spirit of the Great Outdoors

—ALSO—
Snub Polard Comedy

FRI. & SAT. Tom Moore

IN "ONE OF THE FINEST"

7th Episode of "The Silent Avenger"

Mutt & Jeff Comedy
Matinee Sat at 4 o'clock