

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifles with and endanger the health of infants and children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Wm. D. Galt

The Kind You Have Always Bought

In Use For Over 30 Years

RETAIL MERCHANTS AND "MADE-IN-CANADA" POLICY

Patriotism and Self-Interest Prompt Sale of Home Made Articles—Reduce Unemployment and Charity

Practical action by the Quebec branch of the Retail Merchants' Association of Canada was taken at a meeting held in Montreal immediately after the outbreak of the war. The following letter from the Quebec Secretary of the Association, Mr. J. A. Beaudry, offers good advice to the retailer and his customer alike. Every Canadian housewife should bear in mind this timely statement when she goes into the corner store to make her next purchase: For years past, millions of dollars worth of goods have been imported into Canada from the countries involved in the war. These importations have now practically stopped, and may not be resumed for a very considerable period. The consequence is that the price of all imported goods has very markedly increased, and will continue to increase in proportion to the excess of the demand upon the supply, and we shall not be surprised to see the supply completely exhausted within a very short time. This fact is creating some concern in the minds of the public, who seem to believe that the merchant is responsible for such an increase.

We think it would be advisable for you to point out to your customers that in their purchases they should give preference to goods made in Canada, which would avoid paying such high prices, and would help keep the Canadian factories busy, thereby giving employment to Canadians who, at this particular time, are so much in need of earning as much as possible.

To encourage home industries is a good policy at all times, but should be acted upon at this trying period for self-preservation, and we strongly suggest that you co-operate with your customers in this matter, thereby doing your share in educating the public to this end, and by so doing, greatly oblige.

Yours truly,

The Retail Merchants' Association of Canada, Inc.

J. A. Beaudry,

Secretary for the Province of Quebec. Every dollar the Canadian householder spends for Canadian goods will lessen the demands from the unemployed for relief during the next few months.

Carbon Steel Co., has received order for 8,000 tons light armor plate for Europe.



THE "Good Old Standby"—the gun that users swear by against all comers.

Pick out some friend you know who uses one. Ask him about it. Let him show you the Solid Breach, Bottom Ejection—shells, smoke and gases go down, away from your face; three Safety Devices; simple Take-down, the Hammerless feature. Then, when you are ready to buy it, go to the Remington-UMC dealer in your community—Sportmen's Headquarters.

To keep your gun cleaned and lubricated right, use Rem Oil, the new powder solvent, rust preventative and gun lubricant.

Remington Arms-Union Metallic Cartridge Co. Windsor, Ont., Canada



JUDGE DAIRY CATTLE BY WHAT THEY DO, NOT HOW THEY LOOK

The breeder of pure bred, whether cattle or horses, pays more attention to type than the average owner of grade dairy cattle. In breeding for the dairy, where pure bred herds are not kept, to produce offspring of high milking ability individual animals are retained for breeding purposes.

It is not invariably the rule that animals of strictly dairy type are always the big milkers. It is rather those that conform to the type of a particular dairy breed that in the long run, are the biggest yielders of dairy products, and breed truer in this trait than the get of a single individual, irrespective of blood lines, that is chosen to perpetuate her great qualities. Among herds of high class blooded stock the tendency has been to go a little too strenuously along the lines of type. To such a degree has this been followed, there is yet danger that among dairy cattle a distinction of awards will eventually be made, if this is continued—between dairy animals and show ring animals of the breed.

Dairy type and show ring type will always differ; that is if there is greater insistence by the eastern importers and show ring followers, that animals of a certain conformation, appealing to the aesthetic shall merit superiority over the producing cows, or conformation somewhat different to the standards of the old country. It will in the end—and it is getting there very rapidly—be the working type against the show type. How the future demand of the farmers shall lean, it is not hard to predict.

Failure to select good, producing individuals to perpetuate the blood lines and performances of a dairy breed, and substituting a number of animals whose abilities at the pail are only in the tentative stage, has sacrificed a great deal in the producing power of certain breeders' strains. The breeder, however, is not altogether to blame. He is far sighted in a way; for he has learned that showing types, alas! too frequently, irrespective of their dairy scores, bring a bigger price than the old faithful servants at the pail not so blessed with beauty. This is not a mere guess; all the big sales where enormous prices have been in evidence, confirm it.

Confessing to all the love a person can have for beauty in animal life the chief requisite of a dairy cow is to produce milk and butter, and the more this is intensified, in proportion to their value to man increased. Animals of exceptional dairy performance through their ability to turn a great amount of food into valuable dairy products, perform work, which in the end detracts from the ideal lines of type. But, as long as any act of judges will persist in placing animals of a slightly better type over big-added, dairy product producers, type will hold precedence with the big breeders over the workers.

After paying good prices for cattle and pursuing judicious systems to increase the producing power of the herd, when they discovered animals bred to standard type, without a single performance to establish the claims of the breed for milk and butter, have excelled them in the eyes of judges and the high price buyers. In a way it is anomalous, that so much prestige should be given to a type set by another country. In fact, pure bred sires of perfect Island type have in some cases lowered the yielding percentage of certain American and Canadian herds.

It is well to remember that the reputation of many imported dairy herds have been made under an American system of feeding, and their greatest standard of production has been attained through it. As long as Americans and Canadians will feed to produce great yields, with cheap protein and large, luscious grazing tracts at their disposal, the animal in a generation or so will conform to its environments, which certainly makes a different type.

It would be unjust not to allude to the fact that time will eventually solve this problem of distinctions; and when it does, even in the eyes of the show ring judges, the performer is bound to have its just due.

This article, however, is written for no purpose of slurring the imported animals, but rather against breeders favoring individuals of good conformation, with no performance back of them over families that have been persistently big yielders.—John D. Thompson in Agriculture and Star Farmer.

Efficiency of the Dairy Herd

A short cut to success in dairying is to place a first class bull at the head of the herd and to raise the heifers from the best cow. It is not enough to buy a bull with a pedigree—the pedigree must give a history of the bull; it must give the performance of the dam, and the granddam upon both sides. Unless the pedigree contains

the performance of the ancestors of the bull it has no value as a guide in future breeding. We know of no method to increase the efficiency of the herd equal to that of purchasing a first-class bull and raising the heifer calves dropped by the best cows. And the way to find out which cows are the best, is to weigh and test the milk. And when a good bull is placed at the head of the herd see to it that he is not sacrificed until his daughters have had an opportunity to show their worth.

THROUGH TILLAGE AND GOOD SEED

In the columns of the Maritime Farmer and elsewhere, prominent farmers and others interested in matters agricultural, have been and are setting forth pleas for extensive preparations this fall for the biggest seeding on record in the Spring of 1915.

We are firm believers in this policy and be the year 1915 one of war or of peace the work will not be misplaced but will surely net the producers handsome returns for their labors.

There are two ways whereby the crops of 1915 may be increased; viz.—1. By plowing, cultivating and seeding a greater acreage than we have been accustomed to till and, 2. By tilling more thoroughly the same acreage of well drained soil as we have been cultivating and on these well tilled acres sowing the best selected seed we can manage to get. Of the two systems we believe the latter is by far the most satisfactory and most profitable way. A large amount of food for man and beast can be grown on one acre of well drained, well tilled soil on which the best quality of seed has been sown than will be grown on two or three acres of carelessly prepared soil on which only an ordinary grade of seed has been sown. The preparation of the two or three carelessly prepared acres will entail more work than the labor entailed in putting one acre in first class shape and, bushel for bushel, the crop produced on the former will cost much more than that grown on the latter.

By all means assist nature in giving you bumper crops in 1915 by thorough preparation of soil and seed and if you can increase your tilled acreage and do justice to it in regard to thorough tillage and good seed so much greater will be your harvest reward.—Maritime Farmer.

CARE OF THE HORSE

Every owner of a colt should look well to the care of the feet. Such troubles as ring bone, side bones and spavins are, in most cases, caused by the hoof being crooked, which makes a strain and unequal balance.

Never keep a colt on a hard floor, or a sloping one which puts too much strain on the back cords. This applies to a horse of any age. The floor should be even, and plenty of litter, always clean, should be kept under the feet, if the floor is of plank.

Growing colts should have a box stall and a ground floor, and it should be cleaned every day. It is a sin for a well-bred colt to be ruined in its growing.

Bad shoeing causes many horses to travel badly, but shoeing is not wholly to blame. Careless, ignorant adjustment of the harness is one cause.

Is the horse barn a dark, unventilated place where you dislike to stay long? Poor place this for good horses. Better improve it now.

Horses will stamp through the best cement floor you can make in short order. Put plank on top of the cement.

HOT POTATO CAKES FOR TEA

Potato cakes, nicely made and served hot, are delicious for tea. Six medium-sized potatoes and two pounds of flour will make a pile big enough for a hungry little family of six or more.

Peel and boil the potatoes. Mash them fine with a fork, or, if you have one, put them through a potato-squeezer. This instrument forces the vegetables through perforations and reduces them quickly to meal. This, if the potatoes are not of a very dry kind may be rather soapy, and too moist. When this is the case it should be placed on the back of the range for five or ten minutes. Season it with salt, and add half a teaspoonful of baking powder. Then work in the flour, forming a stiff dough. If necessary a little milk may be required, but use care, for it may not be needed at all.

The potato meal, with its natural moisture, is generally able to take up and bind the flour, and the dough should finally be firm and dry. Roll out thin, cut into any desired shape, and bake on a gridiron or ovenplate. When they are baked, take them out of the oven, split each cake, open up to two, spread on plenty of butter, place the halves together again, cut the cakes placed in a pile, into quarters and serve.

HOW TO CLEAN

House-cleaning is a subject which housewives have claimed to know all about since time immemorial. But the wise ones among them are constantly learning something fresh about this very important work. Doctors and scientists are constantly telling us that most of us are not half particular enough about the thorough removal of dust, and are much too fond of just "harboring" ornaments and "drapings" in our living rooms. The following detailed directions for the proper weekly turning out of a sitting room in general use are given in an English paper.

1. Remove table cloths, small draperies, rugs, and muslin blinds.
2. Dust all small articles and ornaments and place them on a large tray on the table. Cover with a dust sheet. Sometimes the tray of ornaments is carried to another room.
3. Dust and then pile outside medium-sized articles, such as chairs, brushing and beating upholstered parts. If walls are to be swept, take down and dust pictures; those in gilt frames should not be touched with the hand nor with a cloth, but should be lightly dusted with a feather brush kept for this purpose only.
4. Dust and move out from wall large articles of furniture, such as the piano; cover with dust sheets.
5. Shake and pin up curtains.
6. Dust blinds, roll up, and cover with paper.
7. Lay down a hearth cloth and rake out all cinders and ashes from grate.
8. Sweep walls with a hair broom covered with a clean duster.
9. Sprinkle carpet with clean, damp tea leaves and sweep with a hard broom, the way of the pile; then sweep the surround with a soft broom.
10. While dust is settling shake table-cloths, small draperies, rugs, and muslin blinds outside in the open air.
11. Polish grate, clean hearth, fender, and fire-irons; lay fire, if required.
12. Clean globes, windows, brasses, etc.
13. Dust ledges, shelves, and all uncovered parts, not forgetting the vasescoting and the tops of the doors, and wipe off dust which collects round frame of the floor through the draught of air.
14. Carefully remove dust-sheets, etc., shaking them outside and folding them with clean side inside, before placing them in the drawer, where they are kept; attend to flowers, etc.
15. Wash paint, polish furniture, and wash or polish the surround.
16. Open window and let floor dry.
17. Unpin curtains and replace everything. If not very heavy and big, curtains may be taken down fortnightly, shaken and rehung.
18. Occasionally the ornaments are washed and the ceiling is brushed with a Turk's head brush.

THE HOME GARDEN

The British Board of Agriculture has advised the householders of Great Britain to utilize every foot of spare land in the planting of gardens for next year, to supply as far as possible their own garden produce. In this way they can assist in relieving any shortage which may develop on account of war conditions.

This suggestion is of equal importance to Canadians. Attached to nearly every home are pieces of ground which at present are merely waste land. With little effort these may be converted into productive gardens. It requires very little space for a garden that, with ordinary care, will supply an average household with vegetables. By cultivating the available ground many Canadian families can reduce their living expenses, and, at the same time, secure vegetables which are absolutely fresh.

To obtain the best results, two ground should be dug up this fall and left loose. Soil should be turned under to a depth of about four inches to permit of its rotting.

If the land has been partially exhausted, the addition of manure is advisable and this should be well dug in. The ground should not be raked after digging, but any growth appearing this autumn should be cut down. Vegetable refuse, in the nature of vines, weeds or dead leaves, should be burned and the ashes spread. This burning also helps to destroy weed seeds.

In the spring, after the wet season is past and the ground has become warm and fairly dry, the garden should be raked over carefully until the soil is broken up fine, when it may be planted as desired.—D.

EVERY WOMAN is interested and should know about the wonderful new **Marvel Bouche**.

Ask your druggist for it. If he cannot supply the **MARVEL**, accept no other, but send stamp for illustrated book—sealed. It gives full particulars and directions invaluable to ladies. **WINDSOR SUPPLY CO.**, Windsor, Ont., General Agents for Canada.

"A Man who tries to run a business without Advertising might as well try to run a motor without gasoline. It may be a good business, but it wont go."

Why be content to remain in the same old rut, never making any effort to increase your business, and, worst of all, not offering any inducements to hold the few customers you have? When you come to look over the matter, do you ever figure out what assurance you have that you will always cater to your present trade? How do you know but what your customers are passing your store and patronizing the man next door, who advertises? In all probability this is just what is going on, and there is only one way to stop this and that is to advertise. This you want to do in the

Union Advocate

ESTABLISHED 1867

one of the oldest papers in the Maritime Provinces. You say you never did advertise, and you do not believe it pays. Don't you think you are giving your own opinion rather a high rating when you put it against that of the great majority of those who do advertise? Surely majority is a better judge.

Do not let your mind rest too strongly on the amount of money you would have to pay; rather think of the increased business which is sure to be yours. You say you do not want any increase, because you would have to increase your staff. Well, if ten new customers came to your store every week would you turn them away? And if that number increased until you had to enlarge your staff of clerks, would you not do so, or would you neglect them? You would certainly increase your staff, attend promptly to your new patrons, and keep your stock of goods on the move, so why not make up your mind to-day to take a space in this paper and keep your name constantly before the buying public.

As an advertising medium, The Advocate is firmly taking its place at the head. If you, Mr. Merchant, are not among the number who are using its columns, why not talk the matter over with our representative and select a good space while you have a chance. We are at your service any time you wish to consult us, and would only be too glad to quote you rates. A telephone call will bring our representative to your store in ten minutes.

THE UNION ADVOCATE'S JOB PRINTING DEPT.

The Advocate is not only taking the lead as an advertising medium, but its Job Department is decidedly in the lead.

Remember that this office is in better shape to handle your Printing than it has ever been before, due to the fact that only competent printers are employed and the most modern machinery used.

There is a difference between plain Job Printing and the kind of Printing that draws business. At one time any kind of a printed letter-head or envelope would do so long as the work was done by a printer Good paper and high priced ink, the customer did not know enough about to be fussy. It is not so now. The customer to-day figures these items into his contract for printing the same as he does the quality of the goods he purchases to carry on his business.

This is the class of customers who have their printing done at The Advocate Job Dept. Only the best lines of writing paper are kept in stock and the highest grade of inks used for all work. There is not a **CHEAP** line in our office, for experience has taught us to carry only the best and the most serviceable.

People who leave their order for printing with this office, have that inward feeling of assurance that they are going to get just the kind of a job they want. They do not speculate—they know, and they are never disappointed. We spare no pains to give our customers just what they want, and that is one reason why this office has gained the reputation it has for turning out the highest class of Job Printing only.

If you are not yet a customer, join our list and have your letter heads and envelopes, or whatever nature your work may be, printed in an artistic manner. It does not cost any more for good printing than it does for the cheaper kind, and a small order is given as good care as a large one.

We are now in a position to handle all kinds of

CATALOGUE PRINTING and would be pleased to quote prices for this class of work at any time. We guarantee strict satisfaction in all cases.

ADDRESS

THE MIRAMICHI PUB. CO. LIMITED

Phone 23 Newcastle, N. B. Box 359.