

THE UNION ADVOCATE
A WEEKLY NEWSPAPER
Established 1867

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ADVERTISING RATES

The Rates for Transient Advertising in The Union Advocate, Effective January 1st 1923 are as follows:
Per inch, first insertion75c
Per inch, second insertion40c
Per inch, third insertion35c
Per inch, each subsequent insert. 25c
Per inch, Card of Thanks75c
Per inch, Engagement Announcement75c
Per line, Reading Notices10c
Births, Deaths or Marriages75c
In Memoriam75c
Poetry, per line10c
Caps and Black Face Readers 15c per line minimum charge 60c.

All prices above are for Cash. Persons having no account with this paper will oblige by a remittance with the copy of advertisements. Contract Display Rates on application.

All kinds of Job Printing. Address all communications to MIRAMICHI PUBLISHING CO. LTD. NEWCASTLE, N. B.

TUESDAY, AUG. 14TH 1923

WHAT ADVERTISING MEANS TO YOU

Every now and then we like to talk to our merchants about advertising and we like to do it in this way because the subject is of equal interest to the public. Frankly the interest of the public, and the interest of the merchant and the interest of the local newspaper publisher are inseparably linked.

The public is always best served by buying advertised goods. Goods that are advertised are goods that are more extensively manufactured and consequently cheaper because of increased production. Moreover advertising today is a guarantee of merit. No one need be afraid either of the honesty of the price of the advertised goods. Competition compels honesty even if there should be a wish to avoid it.

There is another benefit, too, in local newspaper advertising. When advertising in thoughtfully employed it means the building of trade for our local merchants and this results in increase in real estate values generally. A prosperous business section means added population and increased conveniences. The whole scheme of advertising, merchandising and buying is one of cooperation to mutual advantage.

The merchant always wins favorable reaction when he talks frankly in his advertising to the people and shows them he is dealing honestly with them and making a normal profit.

The man who week by week consistently shows, in his advertising, that he holds the public interest at heart is the man who wins. Many merchants lose the substance of public confidence in grasping for the shadow of immediate sales.

SIR THOS. LIPTON TO BUILD A NEW BOAT
Sir Thomas Lipton before sailing for the United States on the steamer Cedric, announced that he had definitely decided to challenge for America's cup in 1925. He will build a new boat for the race, he said.

OBITUARY

MRS. WM. O'BRIEN
Mrs. Wm. O'Brien aged 42 years, died Wednesday afternoon at 4 o'clock after an illness of six months.
She is survived by her husband and seven children. The funeral took place Friday morning from her late residence to the R.C. Church at Millbank where Rev. Edward Barry said Requiem Mass.

VIEW DIFFERENT ON BRIDGE CRASH

Captain and Pilot Testify at Miramichi Collision Probe

Different versions of the state of the tide on the morning of the latest accident to the Morrissy bridge were given at inquiry held yesterday by the Miramichi Pilot Commission in Chatham.

Capt. Samuel Bailey master of the Steamer Woolingham which was in collision with the bridge contended that the tide was at such strong ebb when his vessel was going through the draw that she would not respond to her helm. Had the pilot known, as he should have the condition of the tide that morning there would not have been any accident, the captain said.

On the other hand, George Savoy who was the pilot in charge of the steamer at the time of the accident, said that the tide was favorable. The steamer took a sudden northerly veer as she approached the draw and before she could be straightened out the draw was struck. In his opinion the accident was inevitable and beyond the control of himself or any member of the crew he thought.

Definite instructions had been issued to the pilots not to endeavor to take vessels through the draw if the tide was with them and Pilot Savoy considered that he had obeyed these instructions.

Present at the investigation were W.B. Snowball, Hon. J.P. Burdill and David Ritchie of the Pilot Commission; Capt. S.S. Bailey David Thomas, chief officer and Seaman Kast of the steamer Woolingham; Geo. M. McDea, counsel for the vessel and Capt. Robert Walls and George Savoy of the pilot service.

Save The Children

Mothers who keep a box of Baby's Own Tablets in the house may feel that the lives of their little ones are reasonably safe during the hot weather. Stomach troubles, cholera infantum and diarrhoea carry off thousands of little ones every summer, in most cases because the mother does not have a safe medicine at hand to give promptly. Baby's Own Tablets relieve these troubles, or if given occasionally to the well child will prevent their coming on. The Tablets are guaranteed by government analyst to be absolutely harmless, even to the newborn babe. They are especially good in summer because they regulate the bowels and keep the stomach sweet and pure.

They are sold by medicine dealers or by mail at 25c a box from the Dr. Williams' Medicine Co., Brockville, Ont.

Fawcett PIPELESS FURNACES

Don't shiver all winter
Think of those chilly days last winter, of the rooms you were unable to use because you couldn't warm them, the amount of coal used to no avail. A Fawcett Pipeless Furnace will send a steady flow of warm air through the whole house. Yet your coal bill will be far less than last year's, and you'll get all the heat you want. Ask the Fawcett man near you. He'll give full particulars. Fawcett's Pipeless Furnace, heater, stove or range for every need.

The Lounsbury Co. Ltd. Newcastle, N. B.

DRUGGISTS, OLD AND NEW

Fast Changes Have Taken Place in the Business of the Apothecary, Through the Years.

Thousands of Americans who love the study of old London were interested in the news story that the "Worshipful Company of Apothecaries," which for 360 years has had its shop, had let the property pass into new hands. It was stated that "almost next door to Water Lane was the Blackfriars' theater, where Shakespeare and Burbage played." The assumption of a head writer that "Shakespeare may have patronized the place" was inaccurate. Shakespeare died in 1616. The land on which the shop was built was not acquired till 1633. The building then erected was destroyed in the great fire and rebuilt in 1788. But it is possible that Shakespeare did have the services of the Apothecaries somewhere, for they were incorporated by James I, in 1609, ten years before his death, observes the Brooklyn Eagle.

Clashes between the Apothecaries and the College of Physicians, incorporated in 1518, and the Barber Surgeons, incorporated in 1540, led to the final decision of the house of lords in favor of the Apothecaries in the case of Rose vs. the College of Physicians. It was held that "the duty of the apothecary consists not merely of compounding and dispensing, but also in directing and ordering the remedies employed in the treatment of diseases." Later laws have somewhat modified this principle. But the apothecary's shop, commonly known as a "chemist's" shop in London, is today very different from what was known in the time of James I. It sells a lot of things that are not drugs.

And here in America, where in most of our states a druggist who advises a given remedy is technically guilty of "practicing medicine without a license," the demoralization of the trade has gone much farther. Two-thirds of the profits from the average retail stand come from candies, cigars, soaps, cosmetics, soda water, camera supplies, a hundred and one little luxuries. Drug as drugs pay a fine profit when they are sold, but the sales are small. Of course patent medicines still have a considerable following. It would be hard to find from Maine to California a single drug store that deals exclusively in drugs. Also there is some reason for the optimistic reflection that the bathtub and sanitary living have made fewer drugs essential to human comfort.

Sign of Opulence.
Different individuals have different ambitions. Probably one of the most unique is that of a wife of a friend of mine who has been an earnest helpmate of her husband for a number of years. She has helped him climb the ladder of fame and moderate fortune. In talking about her pet desire the other day, he said: "What do you think Molly wants to do when the bank account amounts to a certain figure? She wants to have money enough to have a town house, so that she can board it up during the summer. I have often noticed, when in New York, that the very rich board up their houses during the summer. This is her idea of letting the rest of the world know you are opulent."—Washington Star.

Chance.
When Camille Flammarion was five years old, he saw an eclipse of the sun reflected in a bucket of water. That aroused his interest in the stars. Today he is a celebrated French astronomer. Flammarion suggests that he might have followed some other line of work, if chance had not led him to the water pail. Chance—the possibility of the unexpected happening at any moment—is what makes life interesting. The laws of chance have a lot to do with our careers. Many successful men are creations of chance, or luck, though they try to pin it on hard work and not watching the clock.

His Comment.
"Land o' Goshen!" astoundedly ejaculated Mrs. Johnson, in the midst of her reading. "Listen here, Gap: It says that in parts of the West Indies they use crabs for watch dogs. These pettiolier crabs are about the size of footballs, and have enormous eyes and feelers." "Huh!" snorted Gap Johnson of Rumpus Ridge. "I don't want to live in no West Indies, wherever they're at. I'd look pretty, wouldn't I, going to town and trading around with ten or a dozen goggle-eyed crabs the size of footballs scurrying along after me?"—Kansas City Star.

New Banana Field.
For the first time bananas are to be grown on the Pacific coast of Guatemala on a commercial scale, says Popular Mechanics Magazine. An American corporation, licensed to do business in that country, has acquired a plantation 15 miles west of San Jose de Guatemala, where it is expected soon to have 2,000 acres planted with bananas. Although the banana industry has reached large development on the Caribbean coast, it has hitherto not been attempted on the Pacific coast, because of a lack of rainfall and transportation facilities.

Safeguarding School Children.
A thorough physical examination of every child at entrance to school and a similarly complete examination before the eight or ten-year period are urged by Dr. S. Josephine Baker, director of the bureau of child hygiene of New York city, rather than annual examinations throughout the school career.

GOLD DISCOVERY IN NORTH WESTERN QUEBEC

Halleybury, Ont. Aug 13—Prospectors returning here from Rouyn township in Northwestern Quebec bring the information that a rich gold discovery has been made on one of the claims held by the Noranda company. Although they were on their way out at the time of receiving the information they are of the opinion that the discovery is one of the richest so far made in this district.

SIR RICHARD SQUIRES MAY CONSULT COUNSEL AT TORONTO

Sir Richard Squires former Premier of Newfoundland left yesterday for Canada. While the purpose of the trip was not made public it was said that the former premier intended to consult counsel in Toronto regarding the proposed investigation into the fall of his ministry last month.

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears the Signature of *Chas. H. Fletcher*

Knitting Yarns

We are showing complete stocks of P. K. and Monarch Yarns in the New Silk & Wool Mixtures—20 shades to choose from.

Wool Yarns 15c and 25c per ball
Silk & Wool Yarns 35c " "

Linoleum Runners

Another shipment of Linoleum Rugs and Runners. Size 3 ft. x 9 ft. . . . \$2.25 ea



EASTERN STEAMSHIP LINES, Inc INTERNATIONAL LINE

Resumption of Freight and Passenger Service between St. John and Boston
S. S. GOVERNOR DINGLEY will leave St. John every Wednesday at 8 a. m. and every Saturday at 6 p. m. (Atlantic Time) for Boston. Wednesday trips are via Eastport and Lubec, due Boston about 11 a. m. Thursday trips are to Boston direct, due Sundays about 2 p. m. RETURN—Leave Boston Mondays and Fridays at 10 a. m. (Daylight Saving Time) for Eastport, Lubec and St. John. FARE \$10.00 STATEROOMS \$3 00
At Boston connection is made via the Metropolitan Line express freight and passenger steamers for New York and points South and West. For state rooms, rates and additional information, apply to A. C. CURRIE, Agent ST. JOHN, N. B.

STUDEBAKER

The Verdict of 81,880 Buyers

During the first six months of this year, 81,880 buyers named STUDEBAKER as their choice of motor cars. This volume of business was the largest ever accomplished during any six months' period in Studebaker's history of 71 years.

Sentiment did not influence the preference of these eighty-one thousand buyers. It was simply a case of selecting the car that offered the highest quality and value.

Thousands of buyers are daily turning to the Studebaker Light-Six, for example. At its price of \$1395, this car offers the greatest motor car value on the market and a type of six-cylinder performance that was formerly confined to the very highest priced cars. Extensive manufacturing facilities, large scale production and the elimination of middlemen's profits through complete manufacture in Studebaker's own plants, make possible in the Light-Six, the combination of high quality and low price.

To be able to buy a Six, practically free from vibration, for less than \$1400 is an opportunity not duplicated anywhere in the world. Elimination of vibration adds immeasurably to the life of the motor. It is one of the reasons for the universal high resale value of the Light-Six.

The Light-Six is durable, powerful, flexible, affords smooth, quiet operation and can be throttled down to a walking pace in high gear. It is easy to drive, convenient to park, takes the hills on high and holds sustained speed over long stretches hour after hour.

Stop in and let us prove what a vast difference there is between the Light-Six and other cars at about the same price—or between the Light-Six and cars of other makes costing several hundred dollars more. There's a reason for that difference. It's worth knowing.

MODELS AND PRICES—f.o.b. Walkerville, Ont.—Exclusive of taxes

LIGHT-SIX 5-Pass., 112" W. B. 40 H. P.	SPECIAL-SIX 5-Pass., 112" W. B. 50 H. P.	BIG-SIX 7-Pass., 126" W. B. 60 H. P.
Touring \$1395	Touring \$1895	Touring \$2425
Roadster (3-Pass.) 1375	Roadster (3-Pass.) 1865	Speedster (5-Pass.) 2550
Coupe-Rd. (2-Pass.) 1775	Coupe (5-Pass.) 2775	Coupe (5-Pass.) 3475
Sedan 2225	Sedan 2950	Sedan 3750

The Lounsbury Co. Ltd

Newcastle Chatham Doaktown

Studebaker Light-Six
Touring Car
\$1395



THIS IS A STUDEBAKER YEAR