

# Help! Help!

**ABANDONED** in the desert. Alone with a wounded or dying man. Here is a situation to which most girls would utterly succumb. Not so Kitty Gray. Difficulties only strengthen her courage.

Far on the skyline she sees a caravan. Her shrieks for assistance at last succeed in attracting their attention and with their aid she succeeds in reaching shelter.

How will her quest end? Will Kitty find happiness and wealth or will she fail? One weak girl against a crowd of unscrupulous villains has a hard task to face. Who will help her?

Follow every episode of this stirring love drama. Take your father, mother, best girl, even your uncle or your cousin and be sure to take the children. The biggest and most thrilling picture serial ever shown on the screen.

Written by Emerson Hough, greatest of fiction writers. Featuring Grace Cunard and Francis Ford with the most brilliant company of star artists in the world.

## See THE BROKEN COIN

Every Week

The Photo Play Serial Supreme 15 Episodes—One Each Week

## HAPPY HOUR FIRST EPISODE

TUESDAY and WED. OCT. 19 and 20th and each following Wednesday

ADMISSION, -- 5c 10c



## THE WEEK IN NEWCASTLE

**Booze Destroyed**  
Several barrels of liquid refreshments were destroyed on Saturday morning, under the supervision of Chief Merrill.

**Concert and Supper**  
The Red Cross Society of Redbank will hold a concert and supper in the Orange Hall, on Tuesday evening, Oct. 19th. Doors open at seven.

**Requests for Re-Showing**  
"Human Hearts," which was shown at the Happy Hour last Wednesday night to a crowded house, may be re-shown at an early date, as several requests have been made to the management, so well was this popular picture received.

**Would be Splendid Gift**  
Has any property holder in town got a small building lot in a fairly respectable locality that he would donate to the Patriotic Auction and not miss it? We know of several young men in town who are thinking seriously of joining the ranks of the married men, and who would make some sport in the bidding.

**William J. Howe**  
The death of William J. Howe, aged about 43 years, occurred at his home, Boom Road, on Saturday, after a lingering illness from tuberculosis. The funeral was held on Sunday afternoon at two o'clock to St. Philip's Church cemetery, Whiteville, followed by a large concourse of friends. Deceased is survived by a widow and five small children.

**Death of Infant**  
The death of the three months old daughter of Mr. and Mrs. Thomas Harris, Cassilis, occurred on Sunday at two o'clock. The funeral was held Tuesday afternoon at two o'clock to St. Stephen's Church cemetery. Besides the sorrowing parents, four children, two boys and two girls, survive. Mr. and Mrs. Harris have the sympathy of a large circle of friends.

**Work Progressing**  
Work is progressing favorably on the remodelling of the old factory building which will be used by Mayor Stothart for the new grist mill. A concrete floor will be laid, and concrete walls put under the building. The building will also be raised up two feet and a new roof put on. Mr. Morley is expected here this week to go over plans for the arranging of the machinery in the building.

**Election of Officers**  
Caledonia Division, No. 126, S. of T., Douglastown, has elected the following officers for present quarter: Wm. Branchfield, W. P.; David Slick, W. A.; Harry Anderson, R. S.; Miss Eliza Simpson, A. R. S.; H. T. Atkinson, F. S.; Miss Beasley, Wood, Treas.; Robt. Cowie, Cond.; Miss Dorothy McKenzie, Ass. Con.; Burton Anderson, I. S.; Harry McCosh, O. S.; Chap. Miss Annie Alexander; Harold C. Stothart, P. W. P.

## NOTICE

**Merchants giving to the Patriotic Auction are requested to have their goods packed and ready for the teams by Monday morning early, so that all collections can be made by noon without unnecessary delay.**

**Acknowledgment**  
W. J. Jardine, Treasurer, acknowledges receipt of the following for the Canadian Patriotic Fund:

**New Advertiser**  
A new advertiser in the columns of The Advocate is Mr. H. W. Brightman, proprietor of Brightman's Bakery. See his advt. in this issue.

**Ill with Typhoid**  
The school-boy friends of Myron, son of Mr. and Mrs. Osborne Nicholson, will regret to learn that he has been ill at home with typhoid for the past four weeks.

**Notice to Subscribers**  
Subscribers in arrears who fail to take notice of statements of their subscription to The Advocate, which are being sent to them, will understand why their names have been taken off our lists. We are pleased to say that among the large number of subscribers now getting the Advocate, there are only a few, but it is the intention of The Advocate to cut off all dead-weights.

**Hunting Notes**  
Wm. J. Veazey, Lawrence Waring and Chas. R. Wetherhogg of Fort Wayne, Indiana, came out from Bald Mountain, Saturday, with following spoils. Mr. Veazey had a moose and a caribou; Mr. Waring a moose, a deer and a caribou; and Mr. Wetherhogg, a moose, a caribou, a deer and a bear.

**"The Commanding Officer"**  
Strong and Appealing  
One of the strongest photoplays of recent times is the Famous Players four reel version of the noted military play "The Commanding Officer." The drama has stirred the emotions of two continents. The subject with the popular ingenue, Alice Dorey, as the central character is the big attraction at the Happy Hour to-night. The Commanding Officer is the kind of photoplay that nine-tenths of the town will be wild to see two or three times, the other tenth at least once. There is so much tense story, and so fine balanced acting, and such delightful personalities in the superb cast, that it cannot but be a tremendous success. The above Famous Player production is specially selected for tonight as the Opera House is engaged for the Gladys Klark Co., tomorrow night.

## Mothers and Daughters Making Patriotic Quilt

To be Sold at Auction on Wednesday, Oct. 20th at New-castle Rink

The following ladies who have either sons, husbands or brothers at the front, are making a Patriotic Quilt. This quilt will be sold at the Big Patriotic Auction in the rink on Oct. 20th, at 8:00 o'clock in the evening.

Mrs. James Frank Hare, Frank Masson, W. H. Delyea, John Allison, H. D. Atkinson, James Davidson, Hugh Stewart, Margaret Craig, Samuel Miller, William Craig, John Follansbee, Lawrence McDonald, Swinerton, William Ashford, W. J. Bate, John Hachey, E. P. Williston, Mitchell Fisker, Andrew Cocker, Margaret Malby, John Edmonds, John McCullam, Margaret Leslie, the Cameron Smallwood, Mary Ranals, Fred Fleiger, Cleveland, Robert Lingley, Patrick Regan, James McCormick, J. D. Creaghan, John Connors, William Ronan, George Vitzell, John Fogar, James Forrist, Mary Gifford, George Giegie, Edward Wiseman, Donald Morrison, S. A. Demers, and the Misses Annie Craig, Julie Irving, Maggie Irving, Pink Ingram, Agnes Treadwell, Mary Murphy.

Don't fail to be on hand and show by the generous offers you will make that you appreciate the generosity of these ladies as well as the sacrifice they have made for their King and Country. The Drawing for the Big Lottery will take place on Oct. 20th also. Watch for the lucky ones! It may be yourself. Oct. 20th has been proclaimed a public holiday, every place of business, every industry will give over that day to the Patriotic Fund to help insure the success of the Auction. Every man and every woman come prepared to buy and then Buy. Help the wives and children of the boys in the trenches. Admission to rink, 10 cents.

## Local Industry Looking For Increased Business

Brightman's Bakery Coming to the Fore as Leading Industry

A local industry that has not been receiving the full amount of attention from the people of the town that it is justly entitled to, is the bakery conducted by Mr. H. W. Brightman. This may be due to the absence of that most important stimulant fed to all classes of business to make them grow—advertising, and patrons, not being kept in touch, have probably forgotten, or are indifferent. This does not signify, however, that business at Mr. Brightman's bakery is conducted on a small scale, or that trade is particularly dull.

On the other hand, Mr. Brightman is doing business on a much larger scale than the public has any idea of, and in order to make his industry better known, he has decided to use the columns of The Advocate to give his business the necessary stimulus to enable him to reach out for increased trade. A visit to this bakery store brings to view many of the different kinds of delicacies put up by Mr. Brightman, and the sweet fragrance from freshly cooked pastries gives one a longing to taste of their sweetest.

Perhaps the most astonishing part of this bakery is its capacity for the manufacture of bread. With three ovens, working ten hours, Mr. Brightman can manufacture 2,950 large and small loaves. This capacity is probably not generally known to everybody.

Mr. Brightman's long experience at his trade enables him to buy flour and other accessories at the lowest prices, and this in turn enables him to produce the finished article at a saving cost to his patrons. The Advocate asks its readers to follow up Mr. Brightman's ad. each week, and to give him what share of patronage they may feel disposed to give. Co-operation is a firm foundation for success. Mr. Brightman is the desirous of having his business fairly and prominently among the other local industries, and we believe the public in general will look with increased favor upon this enterprise.

## HAPPY HOUR TO-NIGHT

THE HOUSE OF EXCLUSIVE FEATURES

Daniel Frohman presents the Famous Military Drama in FOUR REELS of Motion Pictures

## THE COMMANDING OFFICER

with ALICE DOVEY produced by the famous players

The Commanding Officer is a strong army melodrama. Miss Dovey throughout is charmingly effective, and plays up to the climax with the dramatic skill of a finished artist.

The action has the rapidity, the rhythm and crispness of a maxim gun. We have none too many of this type of photoplay.

Remember To-Night Only Admission 10 cts

## Large Crowds Attend Happy Hour Nightly

The High Quality of Pictures Admired by Pleased Audiences

The large crowds who nightly attend the Happy Hour picture shows is good evidence that the popularity of this movie house is increasing and not decreasing.

The long experience of the management of the Happy Hour, and the many opportunities they have had, now places them in a position where they are able to select only the best pictures obtainable. Every Samuel Miller, William Craig, John Follansbee, Lawrence McDonald, Swinerton, William Ashford, W. J. Bate, John Hachey, E. P. Williston, Mitchell Fisker, Andrew Cocker, Margaret Malby, John Edmonds, John McCullam, Margaret Leslie, the Cameron Smallwood, Mary Ranals, Fred Fleiger, Cleveland, Robert Lingley, Patrick Regan, James McCormick, J. D. Creaghan, John Connors, William Ronan, George Vitzell, John Fogar, James Forrist, Mary Gifford, George Giegie, Edward Wiseman, Donald Morrison, S. A. Demers, and the Misses Annie Craig, Julie Irving, Maggie Irving, Pink Ingram, Agnes Treadwell, Mary Murphy.

Further proof of these assertions will be given when that supreme photoplay, "The Broken Coin," will be shown on Tuesday and Wednesday nights next, and will continue every place of business, every industry will give over that day to the Patriotic Fund to help insure the success of the Auction. Every man and every woman come prepared to buy and then Buy. Help the wives and children of the boys in the trenches. Admission to rink, 10 cents.

See "The Broken Coin" advt. on page our, and you will become better interested.

## Women's Institute

At the Women's Institute meeting last night, four new members were received, bringing the total up to 34.

Mrs. H. S. Leard gave a very interesting talk on the origin of our flag.

Mrs. H. H. Stuart gave a report of the Provincial Convention of Women's Institutes which she attended last week.

The Institute meets in the Police Court Room on the second Tuesday evening of each month.

**Half-tone Engraving**  
The Busy East for September contains a half-tone engraving of Mr. E. A. McCurdy, Manager of the Royal Bank of Canada and who was elected President of the March Meeting of Trade at the annual meeting of that body at Summer-side, P. E. I., last month. A few highly complimentary remarks accompany the engraving.

**Had Narrow Escape**  
Rao Somers of Lytleton, a few days ago while passing in his auto over the same bridge John Robinson's machine had fallen some time before, lost control of it and stopped, only after two wheels had gone over the side of the bridge.

**Miss Dorca Blain** returned from Moncton last night where she spent the Thanksgiving holiday.

up Mr. Brightman's ad. each week, and to give him what share of patronage they may feel disposed to give. Co-operation is a firm foundation for success. Mr. Brightman is the desirous of having his business fairly and prominently among the other local industries, and we believe the public in general will look with increased favor upon this enterprise.

**NEW ADVERTISEMENTS**  
Geo. Stables ..... Apples  
Happy Hour ..... The Broken Coin  
H. W. Brightman ..... Wedding Cake  
Follansbee & Co. .... Books  
Royal Bank of Canada  
Happy Hour ..... Military Drama  
E. B. Eddy Co. .... Matches

## Rifles - Guns - Ammunition

RIFLES in 35 Remington Repeater, and 401 Automatic, 303 Savage, 303 British; 30-30, 38-55, 32 Special in Carbine and 1/2 Magazine; Swiss, The New Model, Feather Weight, High Velocity 45-70 and the 44 I.X.L. for shot or bullet; also the Tobin, Stevens, Savage, Winchester, Remington, New Century and Hamilton rifles in 22, 25 and 32 Calibres.

## Single and Double Barreled Shot Guns

in 10, 12, 16, 20 and 28 Gauges

CARTRIDGES and Loaded Shells in all Calibres in Winchester, Kynoch and Dominion, Empty Shells, Cartridge Belts, Game Bags, Hunting Knives and Axes, Caps, Primers, Powder, Shot, Wads, Loading Implements, Cleaners, Supplemental Chambers, 3 in 1 Oil, Gun Grease and REVOLVERS.

## JOHN FERGUSON & SONS

LOUNSBURY BLOCK.

PHONE 10

## FOR SALE

As we intend making a change in our Factory Business, we offer a quantity of Pine Lumber, Sheathing, Windows Doors, Mouldings, Etc. at a low price to clear. Also all Machinery. Can be seen at any time by calling at the store.

## THE STOTHART MERCANTILE CO., LTD.

Newcastle, N. B.

Phone 45

## PENSLAR STORE

This is the time of year when your system needs repair. As the seasons change your system needs a change. The Great Tonic and Bone Builder, "SYRUP OF HYPOPHOSPHITES" will make you lose that tired heavy feeling and install in you new life.

Sold in Large Bottles \$1.00 per Bottle

## THE "PENSLAR" STORE, E. J. MORRIS, Prop.

WE HAVE JUST RECEIVED A NEW SUPPLY OF

## HOT WATER BOTTLES

PRICES FROM \$1.00 TO \$2.50 EACH

The better ones are all guaranteed for one year.

## A new lot of OLIVE OIL has just arrived

Four sizes, 25c, 40c, 75c and \$1.25 per bottle. Pure and Fresh.

## THE PHARMACY, A. E. SHAW, Druggist

## Camp Will Close

Valcartier Camp is expected to close now any day for the winter season.

## Mrs. Calvin Brophy

The death occurred at Blackville on Monday of Mrs. Calvin Brophy, aged 75 years of age. The funeral was held this morning at 9 o'clock.

## All the Boys Well

A letter from Private Sam Regan to his mother says he is in England and is in good health. He says he has seen Cliff Stewart, Archie Fleiger, Jack McCormick and other boys from Newcastle, and they are all looking fine.

## NEW ADVERTISEMENTS

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Happy Hour ..... The Broken Coin  
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Follansbee & Co. .... Books  
Royal Bank of Canada  
Happy Hour ..... Military Drama  
E. B. Eddy Co. .... Matches

## Telephone Directory

Subscribers will please make the following changes in their telephone directory.

## NEW PHONES

James Troy, res., Newcastle.....174  
James Falconer, res., Newcastle.....62-31  
Dr. Park .....32-71  
Marshall Blackmore, res., Redbank .....109-2  
L. O. Reed, Redbank .....110-42  
Matthew McCarron, res., .....57-31

## PHONES TAKEN OUT

E. B. Gillespie, res., .....134  
Chief of Police, res., .....162-2  
Edward Matchett, Lytleton .....106-41  
Daniel Matchett, Redbank .....108-32  
W. J. McTavish, Stillikers .....109-2  
W. R. Mullin, Stillikers .....109-25  
Otto Tozer, Lytleton .....106-21  
R. N. Weeks, store, Millerton 102-14  
A. Fleisher, res., Newcastle.....62-71  
Rev. Wm. Aiken .....85

## PHONE NUMBERS CHANGED

Waldo Crocker from 83-11 to 96-21  
R. H. Armstrong, res. from 72-51 to 96-51.  
W. LEWIS, Exchange Manager, Newcastle, N. B., Oct. 8th, 1915.

## BOOKS

Our stock of Books for Fall and Winter trade has commenced to arrive, and it is not too early to make a selection for holiday gifts.

We have already received the following series: Airship Boys, Boy Scouts, Henty, Alger, Mildred, Besie, Elsie, Annie Swan, Carey, Holmes, Southworth and Meade, besides a large miscellaneous assortment.

We have always in stock a good supply of the popular First Editions, as well as a long list of Reprints at City Prices.

## FOLLANSBEE & CO.

Minard's Liniment for sale everywhere.

## Gravenstein Apples

Car to arrive this week. Special Prices on 10 bbl lots while unloading

## POTATOES! POTATOES!

The crop this year is less than half. We have 200 bbls of fine smooth stock. Place your order now and save money.

BREAD is now down to 9c. White and Brown daily. Try a colonial cake 15cts each. They are delicious.

## GEORGE STABLES

GROCERIES

PHONE 8

CROCKERYWARE