

Genuine Bargains

AT

MacMillans' Shoe Store

Wishing to reduce our large stock of Boots & Shoes we are making a

Reduction of \$1.00

(one dollar) on all lines in Men's, Women's, and Misses Boots and Shoes.

This is a good opportunity to save a dollar on your Christmas Shopping.

COME IN AND SEE OUR STOCK

MacMillans Cash Shoe Store

I Have a Nice Fresh Stock of

Moirs' Chocolates

For Xmas Trade from 50c to \$5.00 per box

in all the most requisite flavors. Before purchasing elsewhere, call and see my variety.

We also carry a complete line of:

Fruits, Candies, Tobaccos, Pipes, Cigars

Santa Clause has made arrangements to select Goodies for the Children's Stockings from me and an early call will insure variety and quality. Don't leave your wants hang over until it is too late. Make your purchases at once.

P. N. BROWN Next Door to Dominion Ex. Office

We wish all our many Friends and

Customers a Happy and

Prosperous New Year

H. WILLISTON & CO'Y.

Jewelers

Est. 1889

Newcastle, N. B.

FAITH SHOULD BE TEMPERED WITH HARD WORK

M. D. Hunton of Cone, Hunton & Woodman, believes the advertising field should be intensively tilled during the coming winter, and that we should not deceive ourselves with false notions as to the ease with which that tillage can be accomplished.

"Conveying a wrong impression to another person," says Mr. Hunton, "is as bad business as it is bad morals. Even worse, if possible, is fooling one's self. I think some workers in the advertising field are just now deluding themselves with the idea that national advertising is going to boom after the first of the year. It isn't."

"I have been in forty-two cities in the past few months and have felt the business pulse of the advertisers in those cities carefully. With few ex-

ceptions, they are not enlarging advertising appropriations for next year. Neither are there many new accounts. 'Advertising reflects general business conditions are dependent upon a market for our surplus products—in other words, upon a resumption of our export trade. That is not likely within the next few months.

"Some of the general advertising agencies, recognizing this state of affairs, are doing splendid work in impressing upon manufacturers the necessity of an intensive cultivation of the domestic field.

"There is only so much domestic trade to be secured and the manufacturers who heed this counsel are the ones who are going to get away with the bacon.

"Recognition of prevailing business conditions is equally important to newspaper publishers. The newspapers which are going to do well in national advertising in 1922 are the ones which intensively cover the entire national field, with an adequate force of solicitors who present business arguments, who co-operate with

PERSONALS.

Mr. A. Con of Stillwater, Minnesota is visiting friends in town.

Miss Gwen Belyea of Acadia University is home for the Xmas vacation.

Dick Corbett, assumed his new duties on the Bank of Nova Scotia staff last week.

Mr. and Mrs. F. M. Ryan of Portland, Me., are guests of the Misses Bayle, C. I. Road.

Miss Lillian Rundle of Halifax is visiting her parents Mr. and Mrs. James Rundle.

Mr. and Mrs. Pierce Ronan of Bird's Rapids, Ont., are visiting Mr. and Mrs. William Ronan.

Miss Gertrude Gallant and Dr. Isadore Gallant, of Bloomfield, P. E. I. are visiting friends in Newcastle.

Misses Elizabeth Nicholson and Marjory Lindon of Sackville Ladies' College are home for the holiday season.

Miss Bertha Ferguson of Moncton is spending the Christmas vacation with her parents Mr. and Mrs. John Ferguson.

Mrs. B. F. Maltby attended the council of the N. B. Graduate Nurses, which met last week in St. John.

Jack Mackay of Dalhousie University is spending his vacation with his parents Mr. and Mrs. A. H. Mackay.

Jack Nicholson of Dalhousie College Halifax is spending his Christmas vacation with his parents Dr. and Mrs. R. Nicholson.

Mr. Vincent McEvoy of Dalhousie College Halifax is spending his Xmas vacation with his parents Mr. and Mrs. P. J. McEvoy.

Jack Corbett of Dalhousie College, Halifax, is spending Christmas and New Years with his parents, Mr. and Mrs. Wm. Corbett, Jr.

Charlie Morris of St. Francis College Antigonish, is spending the Christmas holidays with his parents, Mr. and Mrs. Hugh Morris.

Mr. George Stables and Master Huntly Ferguson left Monday morning for Fredericton Junction where they will spend the Christmas holiday season, the guests of Mr. Stables' daughter, Mrs. Joseph Cook.

"SHORTY" VENO AGAIN STARS IN BOSTON

Boston, Mass. Dec. 22.—The Westminster Club tonight scored its second victory in the local hockey series to determine Boston's two representatives in the United States Hockey Association this year. They won from the B. A. A. team by a score of 2 to 1. Both goals for Westminster were scored by 'Shorty Veno' of Moncton, N. B.

RINK OPENED

The rink opened yesterday for skating and the attendance was large. Good music was provided and the young people enjoyed the holiday in this way. It is expected that the ice will be ready for curling in the near future, when the chief attractions for the young during the winter months will be skating and curling.

advertisers and advertising agencies, and who are not afraid to do many thousand miles of traveling.

"We have adopted for our slogan 1922 Will Require Fighters." It is going to be a tough year for those who don't hustle."

NOTICE

A meeting of the Newcastle Board of Trade will be held in the Town Hall on Friday, December 30th, 1921, at 8 o'clock P. M.

E. A. McCurdy Sec'y

Get the Land Settled

By Observer.

But for the war the population of Canada might easily have been from 2,000,000 to 3,000,000 greater than forecasts of the forthcoming census returns indicate. For five years before Germany precipitated the world conflict, the Dominion had been receiving from 300,000 to over 400,000 immigrants a year. Even if this average had not been fully maintained, the tide of immigration during the past seven years must have continued strong. Not only did the war stop the influx, but for a time it turned the trend of population the other way. Aside from the terrible waste of man power and the decline in the birth rate following our participation in the war, newly arrived foreigners left the Dominion in tens of thousands. A considerable proportion joined the allied colors in other countries. The rest took their departure to escape conscription. As an inevitable consequence an inadequate population scattered over half a continent now finds itself confronted with heavy burdens—unable except with difficulty to meet the overhead charges of a huge war debt, costly pension list and a serious deficit on a tremendous mileage of public-owned railways.

The proper course to pursue under the circumstances is surely obvious. The ground lost during the war must be regained, and that with the least possible delay. The tide of immigration must be quickened towards our shores. Scrapped immigration machinery must be reconstructed and abandoned colonization agencies got into action once more. Nor must it be imagined that this can be accomplished in a moment. The flow of immigrants cannot be turned on and off at will like water through a tap in the kitchen sink. It is only by sustained effort over a considerable period that an important movement of desirable classes of settlers can be got under way. At present the stream of British immigrants has set towards Australia and New Zealand. The time has arrived to begin preparations for diverting our share of them this way and for carrying out effective immigration work in the United States and other approved countries. Months will be required to get the necessary machinery in operation. Nor should the measure of unemployment existing to-day be allowed to stand in the way of such forward-looking preparations. If there were enough people on the land in Canada to-day, there would be fewer people out of work in the towns and cities. That much is clear. The larger the rural population, the larger the home market for the products of domestic industries. The greater the purchasing power of the farming population and the villages, the greater will be the activity in mill, in factory and in city building trades. More people will mean an increased volume of freight and passenger traffic for the railways, more business for the merchants, more money for everyone, and a progressive decline in the individual burden of taxation.

The immediate business of the nation, therefore, is to make timely arrangements in advance for pumping in the right kind of settlers for the land. Not only this! Care must be taken to see that the newcomers are placed on the land under favorable conditions and that they stay on the land and make good there. Thirty million acres of fertile prairie soil lying close to existing railway lines cry out for the plough. The older provinces of confederation have the land and the resources to support many times their present populations. So has British Columbia. The thing to do is to get busy. Let everybody help—the Federal and Provincial Governments, the railways, the press, the Western Canada Colonization Association, and every other immigration organization capable of effective mobilization.

1921 Apple Crop.

British Columbia—Total crop 100 per cent. in excess of last year, or approximately 1,009,000 barrels (43,027,000 boxes).

Ontario—Total crop 60 per cent. of last year, or approximately 960,000 barrels. Eastern Ontario, 70 per cent. of last year's crop. Spies heavy, Western Ontario, 45 per cent. of last year's crop. Practically all sold. Considerable scrub and high percentage lower grades.

Quebec—Total crop is from 35 to 40 per cent. of last year, or approximately 35,200 barrels. Color and size fair. Demand and prices good.

New Brunswick—Considerably improved since last report. Total estimate about 110 per cent. of last year, or 33,000 barrels.

Nova Scotia—Total crop will be 110 to 115 per cent. of last year, or 1,300,000 barrels. No change in condition during September.

Words Failed Him.

Archibald—"Hello, Jimmy, what's the matter? Fallen off your bicycle?" Jimmy—"No! I was trying to reach a top shelf by standing on some dictionaries, and they gave way."

Archibald—"I see—words failed you!"

Forest Preserves.

The Quebec Government is probably the leader in the New World in forest preservation. It plans to plant two pines or spruces for each one cut down, and has an elaborate patrol of its forests, including airplanes for fire detection.

In China it is a punishable offence for a man to wear a button, an embroidery or a decoration of rank superior to his own.

OBITUARY

WILLIAM IRVING

The death of Deputy Sheriff Wm. Irving took place at his home on Dec. 24th at 12 o'clock noon. The late Mr. Irving had been in failing health for some years but recently was confined to his bed. Deceased was Deputy Sheriff for the County of Northumberland for many years, and still held the position at the time of his death. He was one of Newcastle's most respected citizens and a large number of friends mourn his death. Deceased was in his 64th year. He leaves to mourn three daughters and one son. The daughters are Ida (Mrs. P. N. Brown), Margaret and Janie and his son Bert of Chatham.

The funeral of the late Mr. Irving was held on Monday afternoon at 2.30 o'clock. The Rev. L. H. MacLean, pastor of St. James' Presbyterian Church, of which deceased was a devout member, officiated at the home and grave. Interment in St. James' cemetery.

The pall-bearers were J. R. Lawlor, H. Williston, C. M. Dickson, Horace Kethro, John Sargeant and Chas. J. Morrissey.

Maher Bros. of Chatham, Undertakers.

The floral tributes were many and beautiful, which spoke of the high esteem in which deceased was held.

HIRAM NATHANIEL UNDERHILL

The home of Mr. and Mrs. George Underhill of Blackville was saddened on Monday Dec. 12th when they received word of the death of their son Hiram Nathaniel, who had met with a fatal accident at Maple Grove York Co. while engaged in cutting lumber for Mr. James Forbes.

At about twelve o'clock while felling a tree, he was struck on the head by a fallen limb and rendered unconscious, every available means were used, but nothing could be done to save his life and he passed away twenty minutes later.

The body was brought by train to his home on Tuesday morning, accompanied by Mr. Lawrence W. Underhill, who was with him at the time of the accident. His kindly and cheerful disposition won for him a host of friends, who will be shocked to learn of his sudden death.

The funeral which took place from his home on Wednesday afternoon was the largest seen in this vicinity for some years.

Services were conducted by Rev. W. J. Bate rector of Newcastle. Interment at Holy Trinity cemetery.

Hymns sung at the house were some day the silver cord will break and we'll say good-bye in Heaven. Safe in the Arms of Jesus and Forever with the Lord, at the Church.

The pallbearers were Messrs. Herbert, O'dell, William, Wallace, Lorne and Lawrence Underhill.

Deceased was twenty-eight years of age and besides his parents is survived by his widow (nee Miss Elizabeth McKeil of Chelmsford) two small children and the following sisters and brothers—Leontine, Jessie, Frank, Theodore and Alton at home Chester on the Bank of Nova Scotia staff, Amherst, N. S.

The late Pte Theophilus Underhill who was killed in action in 1918 was also a brother. The sympathy of the whole community is extended to the bereaved family.

CLOSING OF THE SCHOOLS

The public schools closed on Wednesday with attractive programmes in which the joyful spirit of the Christmas season was amply demonstrated in musical and literary pieces given by pupils from the primary to High School grades. Books were laid aside and the pupils celebrated the coming again of Christmas with songs and recitations which they had been enthusiastically rehearsing for weeks past. Many parents and friends attended the exercises and enjoyed the programmes prepared.



Headache

Recurring headaches usually come from an exhaustion of the nervous system, and they do not disappear until the vigor of the nervous system is restored by such upbuilding treatment as Dr. Chase's Nerve Food.

Temporary relief by use of powders is often obtained at an enormous expense to the nervous system and the general health.

Get the nerves right and the headaches will not return.

Mrs. W. J. Pearce, Nunn St., Cobourg, Ont., writes:

"My system became run-down and I suffered greatly with pain in my head. This was so severe that I would have to bind a cloth tightly about my head so that I could get my work done. A friend advised the use of Dr. Chase's Nerve Food, and after taking the first box I found quite an improvement in my condition. I continued using them until I had taken about seven boxes, and they strengthened and built up my system splendidly, completely relieving the pain in my head."

Dr. Chase's Nerve Food, 50c a box, all dealers, or Edmanston, Bates & Co., Limited, Toronto.

GREETINGS

We extend to all our heartiest greetings and the wish that the year 1922 may bear for all a full measure of happiness and prosperity.

FOLIANSBEE & Co.

The Biggest Little Store in Town



A Necessary Factor

In Business Dealings Is INSURANCE

Business men realize the necessity of Insurance and are placing the right value on it.

What agency—what policy are big factors in selecting insurance because if insurance is necessary only the best should be considered.

Service

An agency that gives its clients close and continual attention is the agency to employ in insurance matters.

These considerations are observed every day by us. Reliable insurance and personal service go with every policy we issue.

Get Your Insurance Here and be Sure of Protection

E. A. McCurdy

Newcastle, N. B.

Moody & Co., Ltd.

ARE SHOWING

Art Silks

for Crocheting and Knitting Sweaters, Caps, and Slippers, etc.

COLORS

Black, White, Blue, Henna

The right thing for Xmas Gifts

2 oz. skeins \$1.00

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