

THE UNION ADVOCATE

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ADVERTISING RATES
The Rates for Transient Advertising
in The Union Advocate, Effective
January 1st 1921 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 Announce-
ment75c.
Per line, Reading Notices10c.
with minimum charge of 50c.
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 applica-
tion.
All kinds of Job Printing.
Address all communications to
MIRAMICHI PUBLISHING CO. LTD.
NEWCASTLE, N. B.

TUESDAY, JUNE 5TH 1923

ADVERTISING IS CAPITAL

Twenty years ago one of the best
known names in national advertis-
ing was James Pyle's Pearlline. The
advertising of this product has run
continuously since 1873. In 1904
the appropriation for advertising
was \$500,000, which in those days
was looked upon as a great deal
of money. In 1907 the concern
passed into the hands of an estate
and advertising was stopped, as it
was thought some money could be
saved. Pearlline lost favor rap-
idly and in 1914 tried to come
back. Several hundred dollar-

were spent but to no avail. In
1915 Pearlline was sold to a com-
petitor for just the cost of the ma-
chinery as junk and the stock on
hand as raw material. A merchant
can build up a splendid business
in his town if he will advertise con-
stantly, and it will continue to grow
as long as he advertises.
Advertising is the modern miracle
worker, but it must be done con-
sistently and constantly. You
cannot stop in the middle of the
stream and expect to get across.

Baby's Own Tablets
Of Great Value

Mrs. Hermadis Chagnon, Ste.
Theodosie, Que., writes:—"Baby's
Own Tablets have been of great
value to me in keeping my little
one well and I would not be with-
out them." Thousands of other
mothers say the same thing. They
have learned by actual experience
the value of the Tablets in regulat-
ing the bowels and stomach; ban-
ishing constipation and indiges-
tion; breaking up colds and simple
fevers; and keeping the baby free
from the many simple ailments of
childhood.

The Tablets are sold by
medicine dealers or by mail at 25c
a box from The Dr. Williams' Medi-
cine Co., Brockville, Ont.

MALNUTRITION
In a nursing child often
means that if the mother
would take
Scott's Emulsion
regularly, the cause
would disappear.

BEAVERBROOK TO
LOOK AFTER BELYEA

That Hilton Belyea, champion
amateur single sculler of Canada,
champion of the maritime provin-
ces, record breaker and champion
of the New England States, will be
well looked after while he is in
England to compete for the Dia-
mond sculls on the world famous
Henley course, during the first
week of July, goes without saying.
When it was announced that Lord
Beaverbrook has most willingly
consented to look after the in-
terests of the champion, who is
now in England. Word was re-
ceived by cable on Friday from the
famous son of New Brunswick, in
answer to a letter sent him by Mr.
G. Heber Vroom of St. John.

"Watch"
It May Be Coming Your
Way

WEDDINGS

JOHNSTON—HENDERSON
A quiet but pretty wedding, of
much interest to Newcastle friends
took place May 3rd. at the home of
Mrs. G.H. Henderson, 43 King St.
Truro, N.S., when her only daugh-
ter Muriel, became the bride of
George Henderson Johnston, son of
Mr. and Mrs. Wm. Johnston, of
Rushdell Farm, Chatham Head,
N.B. The marriage was solemnized
by Rev. John Mutch in the pres-
ence of a few friends and rela-
tives. Mr. and Mrs. Johnston
left on the evening train for Wol-
laston, Mass. where they will
make their home.

WONDERS HOW SHE
EVER ENDURED IT

Mrs. Connor Declares Stom-
ach Trouble Was So Bad She
Could Hardly Eat At All

"If I hadn't gotten Tanlac when
I did I believe I would have had to
go to a hospital," declared Mrs.
Wm. Connor, 226 Hess St., Hamil-
ton, Ont., recently.
"My stomach was so disordered
that everything I ate made me
deathly sick, and caused pains in
the pit of my stomach that nearly
drove me distracted. Often the
agony was so great I couldn't help
crying, and for two or three days
at a time I wouldn't eat a morsel
of food. I was as nervous as a
witch, miserable for the want of
sleep, and often wonder now
how I lasted through it all.
The splendid results my hus-
band got from Tanlac about a year
ago caused me to try it, and the
treatment ended my suffering in a
few weeks time, and gave me a
new lease on health. I don't be-
lieve there's a healthier woman in
Hamilton than I am now, and I
can't praise Tanlac enough."
Over 37 million bottles sold.

Tanlac Vegetable Pills are na-
ture's own remedy for constipation
For sale everywhere.

"Look Out"
You May Be Next

Send a
DOMINION EXPRESS
MONEY ORDER
IN PAYMENT OF OUT-OF-TOWN ACCOUNTS
If Lost or Stolen, your
money promptly refunded
FOR SALE AT C.P.R. STATIONS AND
DOMINION EXPRESS OFFICES



Cox's Famous Homespun
The Choice of Well-dressed Men

Homespun is the ideal cloth for summer wear, and
"Cox's" means the finest quality homespun you
can buy.
The "CORNELL"
A smart model for young men. Made of Cox's
Famous Homespun, in either a light grey with a
faint blue overcheck, or a Lovat mixture with a green
overcheck. A body-fitting style, skeleton lined, with
soft roll notch lapels, and patch pockets.
A great value at a modest price. \$24.50
The "ROLAND"
For men of conservative taste. It is in a becoming
shade of grey, Hart-tailored in a loose-fitting, easy
style, skeleton lined, and exceedingly
comfortable. The price is only \$24.50

Cox's Famous Homespun
The Choice of Well-dressed Men

THE
MIRAMICHI HOSPITAL
A WORTHY INSTITUTION
Dedicated to The Service of the People of the County of Northumberland
THE
Miramichi Hospital
Enlist your hearty co-
operation and support,
join the ranks of the
Knights of the Human
Order!
A New Order of Chivalry
In all ages the human heart has hungered
for Heroes. Every generation has sought some
forehead over which to break its alabaster box,
some feet at which to empty out all its flowers,
its love, its tears. The quality of hero the age
has admired gives the measure of the nation's
Civilization. Centuries ago in the Age of
Chivalry few men loved eloquence, philosophy
or art, but many crowded after the Golden
Chariot of the Conqueror.
In Robert Bruce's time the sentiment had
changed, the ideal Hero was a patriot. He who
wished to be enshrined in human Hearts must
die upon the battlefield.
It is the glory of our age that the modern
Hero stands forth armed with Love and Kindness,
with Service and Sympathy. The new Knight
Errant toils for the betterment of mankind.
A Knight of the Human Order
More than ten years ago Ernest Hutchison
inspired by vision, faith, love and charity, demon-
strated these sentiments by giving to the peo-
ple of the County of Northumberland this mag-
nificent institution—hewn out of the achieve-
ments of a great man—and reared upon a prin-
ciple which is as firmly rooted in its ideals as
the foundation on which it stands.
Those who now carry on this Trust, have
not allowed this faith to lessen; The vision
has grown constantly and the present structure
has become inadequate to accommodate all the
sufferers that are seeking admission.
Will the citizens of the County of North-
umberland allow this beautiful gift, or rather
trust to remain at a standstill, or deteriorate from
its present position? Will they not gather
around the banner of love, kindness and charity
and uphold the principles of the founder of The
Miramichi Hospital, That Worthy Knight of
the Human Order, Ernest Hutchison? A call
shall be sounded, let every citizen of the County
be ready to answer the call.
THE
Miramichi Hospital
An Emphatic Expres-
sion of faith in the
present and future
welfare of the County
of Northumberland.
We can only have the highest happiness by having wide thoughts and much feeling for the
rest of the world, as well as ourselves.
NEWCASTLE THE MIRAMICHI HOSPITAL NORTHUMBERLAND