

FLOUR TAKES ANOTHER DROP OF FIFTY CENTS

Montreal, Oct. 18—Flour is down fifty cents a barrel today. A reduction of this amount is reported by Milling Companies following the drastic decline in the wheat markets.

Royal Household Flour is now selling at \$7.90 per barrel. Its previous price was \$8.40. Glenora flour is selling at \$7.40, a reduction of a similar figure from \$7.90. Pastry flour is also down 50 cents from its former price of \$6.90 to \$6.40. Imperial flour is down \$5.10 to \$4.60. A reduction of \$2 is reported in bran, the price now is \$22.25. Shorts are also down \$2 to \$24.25. Middlings are selling at \$27.25, being reduced from \$31.25.

DEMPSEY-WILLARD FIGHT NEXT SPRING

Chicago, Oct. 17—Arrangements have been completed for a match between Jack Dempsey and Jess Willard, either in New York or in Jersey City, N. J. next spring, Jack Kearns, Dempsey's manager, announced tonight.

Kearns said he had been informed by Tex Rickard that the New York promoter had Willard's signed contract.

"I accepted Mr. Rickard's offer and notified him that I am willing to sign for Dempsey at any time," said Kearns.

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



MAGIC BAKING POWDER

PRODUCT OF CANADA

MAKES THE WHITEST, LIGHTEST

MAGIC BAKING POWDER

CONTAINS NO ALUM

Magic Baking Powder has been on the market for a long period. Because of the fact that it is superior to any other baking powder on the market, its sales have increased by leaps and bounds.

Sales for year 1920 show an increase of 2362% over sales in year 1905. During the past 24 years it has never failed to meet the exacting requirements of Canadian housewives. Its well earned reputation for purity, quality and economy justifies its being referred to as Canada's perfect baking powder, and it is constantly referred to in that way.

UPPER BLACKVILLE

The weather for the past week has been very favorable for our house-cleaning business.

Mrs. James Duncan and Mrs. Jos. Griffiths spent Thursday afternoon the guest of Mrs. Chester Connors.

We are very sorry to report the illness of Mr. Hinson Morehouse, but we hope for a rapid convalescence.

We are glad to see Mr. Winfield J. Connors in our midst again, having returned from the West, recently.

Mr. Henry W. Arbeau accompanied by her son Sterling, spent Friday with Mrs. Herbert N. Morehouse.

Mrs. A. K. Dunlop is spending the

week with Mrs. Chas. Morehouse, while Rev. A. K. Dunlop is at the convention in Fredericton.

Miss Laura E. Connors of Blissfield, spent Sunday the guest of her mother, Mrs. Chester Connors.

Mr. Hubert Morehouse of Taymouth spent the week-end with his parents, Mr. and Mrs. H. Morehouse.

Miss Mildred Campbell called on Mrs. Herman H. Connors last Monday evening.

When you want to rent your house a tenant will be quickly obtained by using the classified columns of The Advocate. Everybody reads this paper. That's why it's so popular.

NEWCASTLE BOY CAPTAIN OF ST. FRANCIS XAVIER

Antigonish, Oct. 18—Charlie "Chubb" Morris, of Newcastle (N. B.), has been elected captain of St. Francis Xavier's 1921 rugby team. It was thought at the opening of college that Morris would not be back this year; but he put in an appearance unexpectedly, and was warmly welcomed by St. Francis Xavier's warriors. He was just the man that the blue and white needed to lead its fifteen in the intercollegiate league.

Morris performed at quarter in 1919-20, when he proved one of the best men at his position in the inter-collegiate league. This season he will play on the half-line.

He has a big contract on hand. On returning to St. F. X. he found only the remnants of last year's fifteen. The material was for the most part inexperienced. At first the prospects were discouraging in fact, almost hopeless. But it is doubtful if St. F. X. ever had men more anxious to learn the game and to turn out a formidable aggregation. This has had more than a little to do with altering the situation. It cannot be said yet that the blue and white team can rank with last season's—it was one of the strongest teams in the league. But there is no gain saying the fact that St. Francis Xavier's has more reason for optimism than we believed possible when college opened.

Rev. R. K. McIntyre, who has coached Xavier's sons for several years, is on the job again this year. He and Morris are succeeding, and are receiving the fullest co-operation from the candidates.

The Xavierians will probably engage in one or two exhibition games before meeting Dalhousie here next month.

Some of the new men are proving surprises, and the few former players are all showing their true form, but there has been no real test yet; in fact, there cannot be a game until the machine is assembled. Of the new men, Dalton, of St. John, is showing up specially well on the forward line.

But the fact remains, that St. F. X. will be represented in the inter-collegiate league and other battle fields by a "dark horse" team.

C.N.R. MEN TO BE RE-EMPLOYED AT ONCE

Toronto, Oct. 18—A move to relieve unemployment was made today by the Canadian National Railways sending out instructions to the general managers to re-employ the men laid off in the past six months, according to an official announcement made by the management here. In addition to the work to be undertaken in the shops of the Canadian National Railways, contracts for repair work will be carried on in the car building plants of the various Canadian equipment companies located at Fort William, Hamilton, Ont., Montreal, Amherst and New Glasgow, N. S. The announcement states that the work will be begun at once.

VITAMINES
are an essential factor in promoting healthful growth

Scott's Emulsion
is far richer in the fat soluble A vitamin than cream. It aids growth—builds health!

AT ALL DRUG STORES
PRICE, \$1.50 and 65c.
Scott & Bowne, Toronto, Ont.

ALSO MAKERS OF
KI-MOIDS
(Tablets or Granules)
FOR INDIGESTION

THE SEALING INDUSTRY

The seal pack in the Northern Pacific waters is considered to be the most valuable herd of wild animals in the world, its value being placed at \$75,000,000, and yearly increasing.

After a conference in 1911 between the United States, Russia, Japan and Canada, all of whom are interested

naturally of gratifying proportions, and will be more so in the future. It has been computed roughly that one million seal skins are marketed every year, and to this aggregate the largest single collection is contributed by the sealers of Newfoundland operating on their own coast and off

700,000 seals have been slaughtered by the entire Newfoundland fleet in a single season.

A novel method of hunting seals, under the auspices of the Government of Newfoundland, is to be introduced in the spring by two Nova Scotia aviators which, if successful, may revolutionize the entire industry. The party of three men, with two aeroplanes and dirigibles of the type used so successfully during the war to "spot" submarines, will leave Montreal to join the Newfoundland sealers at St. John's, the augmented party of thirty-five or forty, leaving for the Labrador ice fields.

Hitherto the locating of seal herds has been done by men in the rigging of ships whose range is naturally limited. This work it is intended to do with planes, "spotting" being possible by this means within a radius of fifty miles. The method, then, is as follows: The aeroplane, which

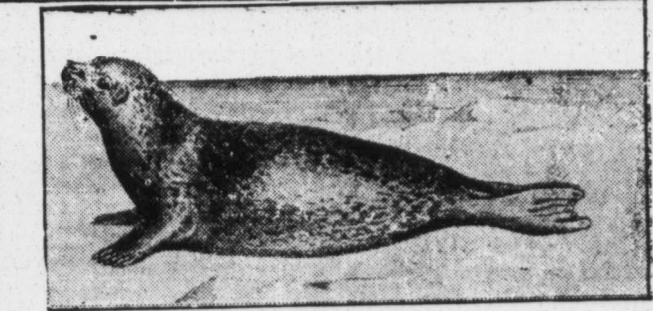


The Fur Seal.

In sealing in these waters, a close season was established for fifteen years, and pelagic sealing forbidden. According to the treaty signed at the same time, Canada receives fifteen per cent. of the catch of these waters. The Dominion's credit has been allowed to accumulate, and when a settlement is made which will probably be done at the end of the present year, it is expected that Canada will receive something like \$390,000 as her share of the catch since the opening of the season. With the beneficial effect the protection of the herd has had and is still experiencing, it is predicted that in a few years Canada's revenue from this source will be in the neighborhood of \$1,000,000 per year.

All the year round fur seals, which are great roamers, have been in the habit of infesting the Fraser River and the Gulf of Georgia, inhabiting inaccessible flats, and by consuming large quantities of fish already taken in nets, have constituted themselves a general nuisance. Various methods of combatting this pest have been tried unsuccessfully, and experimentation is continuing, in the belief that a successful method of trapping will not only terminate the mischief these animals are doing, but result in the creation of a new and important industry on the Pacific Coast.

The hair seal is valued partly for its hide, which is used in making various kinds of leather, for oil which is extracted from the carcasses, and on the Pacific Coast, for use in the manufacture of fertilizer. The hair seal is a particularly valuable animal at the present time, his hide selling for as high as \$175. A recent development in the seal industry is the utilization of the skins of old males, a hitherto unprofitable section, which considerably enhances the value of the seal catch to any country. Canada draws revenue from seal fishery on both the Atlantic and Pacific coasts, and the amounts accruing from these are, at the present time,



The Hair or Common Seal.

the shores of Labrador. In the year 1919, Newfoundland's share of the seal fishery accounted for \$1,293,000. The industry on the island accounts for the employment of 1,685 men and numerous vessels take part in the often hazardous undertaking.

The seal industry originated in Newfoundland in 1763, and for some years after that the annual catch did not exceed three or four thousand skins per season. With the increasing demand for oil and skins, however, the industry grew, and more men and vessels came to engage exclusively in it. By the beginning of the nineteenth century, the annual catch exceeded 60,000 skins, and larger and larger vessels were built for the pursuit, till later these were superseded by fast steamers. At the present time, though there are some sailing vessels still engaged, the steamer is the big unit in the activity and accounts for five-sixths of the catch.

Of late years the seal catch of Newfoundland has fallen off somewhat due to the heavy toll and indiscriminate killing which is now regularized by legislation. The 1908 catch, for instance, numbered 213,863 seals and that of the following year 269,320 animals. A single vessel has been known to bring in to St. John's a catch of 42,000 and a total of nearly

carries five men besides the pilot and mechanic, descends to the ice where the animals are despatched by bullets from pump guns. The skins are then packed in bundles about the base of poles to which a flag is attached. This kind of hunting continues to the end of the season when the ice breaks up, the hunters proceeding from place to place transported by plane, as new herds are "spotted". At the close of the season the vessels visit the ice breaks and pick up the bundles, being materially assisted by the planes in locating and signalling.

Close upon the announcement of the projected activities of these aviators there arrived in St. John's two "blimps" or war airships, a present to Newfoundland from the Imperial Government. These it is intended to use in the seal fisheries. In the same manner, the cost of operation, estimated at \$60,000, being borne jointly by the Newfoundland Government and the owners of the sealing vessels assisted in their catch.

The co-operation of the government in this new venture would augur a belief in the practicability and success of the novel, enterprise, and doubtless their success, which is highly probable, will have a marked effect upon sealing on both coasts, and tend to bring about a revolution in hunting methods.



News From A Far Country

When reading the cups, leaves in fish formation in liquor symbolise news from a far country—good news. A triangle typifies the receipt of unexpected money. Dark clouds presage misfortune, a planet, like

Blue Bird Tea

Brings Happiness

HON. R. B. BENNETT NOMINATED candidate of the Conservative of West Calgary federal riding. A. L. Smith, a prominent local barrister, was nominated by the Conservatives of East Calgary.

Calgary, Alb., Oct. 14—Hon. R. B. Bennett, Minister of Justice, was nominated this afternoon as the



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is the best kitchen range we know how to make. See the Enterprise dealer and write us today for our free illustrated booklet.

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For Sale by leading dealers everywhere and in Newcastle by B. F. MAULTRY

Success in Retailing



An essential factor in achieving success in a retail business is ADVERTISING—telling the buyers of your community what you have for them.

One doesn't need to be exceptionally clever or a genius to be a success, but one must have an aim, and pursue it resolutely and intelligently.

The businesses that are prospering and expanding are those that purposefully seek out new customers and place before both old and new customers the news of their service, in the form of Newspaper Advertising.

A WORD TO THE PUBLIC

Who serve you best—busy or half-busy men? busy or half-busy shops? Where is your custom most desired and appreciated? Is it not at those shops which stretch out the hand of welcome and invitation—in the form of advertisements in THE UNION ADVOCATE?

Shop Where You Are Invited to Shop