

If you can make good bread from some flours, you can make better bread from

PURITY FLOUR

and more loaves to the barrel too. Buy it and see for yourself.



More Bread and Better Bread

NEWS OF THE COUNTY

BOIESTOWN NEWS

(Too late for last issue) Sept. 28—Rev. T. H. Whalley, formerly a Presbyterian minister of this place, has been in town for the past few days...

SILLIKERS NOTES

(Too late for last issue) Sept. 20—Rev. M. S. Richardson and Mrs. Richardson of Newcastle spent a few days hunting last week at Otter Brook...

SUNNY CORNER

(Too late for last issue) Sept. 29—Miss Mary Tozer spent the week-end with Miss Bella Cain in Boom Road.

HOW THE DANGERS OF FIRE MAY BE MINIMIZED

The season is fast approaching when cool evenings will demand the starting of fires in our homes. September and October have become known to firemen as the months when chimneys and flues cause the most trouble.

BEGIN WITH ONE CENT DOUBLE AMOUNT EACH DAY

Thirty Working Days Would Make You a Millionaire. Any young boy who can lay away a cent, double it the second day, and keep on doubling the amounts each day, as shown by the figures following, can become a millionaire in thirty days.

Table showing exponential growth of one cent over 30 days. Day 1: 1 cent; Day 2: 2 cents; Day 3: 4 cents; ... Day 30: \$5,368,709.12

CANADA AT WAR

CANADIAN WAR LOAN DRAISED BY FOREMOST U.S. FINANCIERS

There Is No Ground For Any Criticism of Finance Minister's Action. No Other Colony of Britain Could Have Done Nearly So Well.

WHEN Hon. W. T. White, Minister of Finance, floated his \$45,000,000 loan recently in New York a section of the Canadian press criticized it very strongly, claiming that the interest rate was too high, the issuing price too low, and the whole loan in other respects a mistake.



HON. W. T. WHITE. Minister of Finance.

Trustworthy Opinions. The editor of The Kingston Standard at this time took the trouble to write to some of the leading financiers and financial institutions in the United States requesting an opinion on Mr. White's loan, and the replies received in every case were extremely flattering to Mr. White, all agreeing that the loan was a very successful one.

Mr. A. Barton Heppburn, ex-Controller of the United States, and for years President and now Chairman of the Chase National Bank, with its huge deposits of millions, wrote as follows: "Dear Sir,—The credit of the Canadian Government is deservedly so good and it has been able to borrow money so cheaply in the past that I am surprised that the recent loan negotiated should be criticized by the rate of interest. Such criticisms are unwise and unjust, and indicate an improper knowledge of the financial situation both at home and abroad."

MAY MAKE HEAVY CANNON IN CANADA

One Practical Result of Sir Robert's Visit to Britain. While in England Sir Robert Borden and Sir Sam Hughes discussed with the Imperial Government the manufacture of heavy artillery in Canada.

Very Fortunate Indeed. Mr. J. Selbert, Jr., President and Editor of The New York Commercial and Financial Chronicle, one of the greatest financial publications in the country, writes: "Dear Sir,—The Canadian Government must be considered as having been very fortunate in the terms it obtained for the new \$45,000,000 loan."

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THIS WOMAN'S SICKNESS

Quickly Yielded To Lydia E. Pinkham's Vegetable Compound.

Baltimore, Md.—"I am more than glad to tell what Lydia E. Pinkham's Vegetable Compound did for me. I suffered dreadful pains and was very irregular. I became alarmed and sent for Lydia E. Pinkham's Vegetable Compound. I took it regularly until I was without a cramp or pain and felt like another person, and it has not been six months since I took any medicine at all."

Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and today holds the record of being the most successful remedy for female ills we know of, and thousands of voluntary testimonials on file in the Pinkham laboratory at Lynn, Mass., seem to prove this fact.

For thirty years it has been the standard remedy for female ills, and has restored the health of thousands of women who have been troubled with such ailments as displacements, inflammation, ulceration, tumors, irregularities, etc.

If you want special advice write to Lydia E. Pinkham Medicine Co. (confidentially) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

Synopsis of Canadian Northwest Land Regulations

The sale here of a family, or any male over 18 years old, may homestead a quarter section of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-agency for district. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties: Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 acres, on certain conditions. A habitable house is required except where residence is performed in the vicinity.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price \$3.00 per acre. Duties: Must reside six months in each of three years; cultivate 50 acres and erect a house worth \$500.

The area of cultivation is subject to reduction in case of rough, scrubby or stony land. Live stock may be substituted for cultivation under certain conditions.

Deputy of the Minister of the Interior. N. B.—Unauthorized publication of this advertisement will not be paid for.—64588. 22-6mc8.

Maritime Fair Will Surpass Previous Years

"Bigger and better than ever" is the motto that has been adopted by the Directors of the Maritime Stock Brokers Association in connection with the Maritime Winter Fair to be held in Annapolis on December 6th, 7th, 8th and 9th.

The whole question was finally referred to the following committee for a report to the Government: Sir John Gibson, Chairman; Members of the Shell Committee, Messrs. Frederic Nicholls (Toronto), W. D. Robb (Grand Trunk Railway), Hector McInnell (Halifax), F. L. Wanklyn (C. P. R.), Sir Lynton Jones, Sir William Mackenzie, Senator Edwards, Mr. R. W. Blackwell (Montreal), James Young (Dundas), George Burn (Ottawa), J. Chaplin (St. Catharines), Mr. Miller (Canadian Vickers Company), and Mr. F. P. Jones (Montreal).

Straight Talk

To Merchants Who Do Not ADVERTISE

OF ALL the countless millions of merchants in every line of business throughout the universe, who yearly spend from hundreds up into the thousands of dollars to the various classes of newspapers, journals and magazines for advertising space, there are yet many more who do not spend a dollar a year for advertising in any form, and many still who do not use the newspapers, but who use other forms of advertising.

Every town or city has its percentage of merchants who belong to one or the other of these four classes who do not advertise. The Advocate will take these four classes one by one and endeavor to convince those who are doing business in Newcastle why they should change their views regarding advertising, and take out space in this paper. Briefly they are as follows:

- 1. The Merchant who does not believe in Advertising. The merchant who at some time or other did advertise and stopped because he failed to get the desired results, is a rare being; but where a case of this kind has occurred, if the truth were really known, it would be found that the fault was not with the newspaper, but because of lack of the proper attention that should have been given to his advertisement. Writing advertisements, while a profession in itself, is also one that can be recompensed by any wide-awake merchant who will give the time and study required. The great reason why some merchants do not believe in advertising is because they have never made the start, and therefore not knowing for a certainty the results that will follow, are too timid to take the plunge. There are others in this class who do not believe in advertising because they have the idea that in giving the papers so much of their yearly earnings they are just making the newspaper man rich and are getting no returns. If this is a true reason, (but it is not) then the same may be said of the patrons of that store—they are making that merchant rich. "But," the merchant argues, "we are giving you value for your money." So does the newspaper. And every inch of space costs the paper not lower than seven and one-half cents to produce. If the merchant who does not believe in advertising would join the great majority of those who do, and give strict attention to his ads, changing them weekly, he would soon experience an indirect increase in his business that would amaze him. He should use The Union Advocate because it is the best advertising medium in Northumberland County.
- 2. The Merchant who is hard to convince. The merchant who is hard to convince that advertising pays, usually does believe in it, but he has not the courage to make the break. To him we say, follow the majority. He should talk the matter over with the ad. man, get interested, and learn all the points of the game. The trouble is, the man in this class does not understand just how results come from newspaper advertising. He should figure out just how much his business will stand for advertising and set aside that amount for one year's advertising, as a try-out. The next year, ten to one, he doubles that amount. He should feel that his business is just as big as the man's across the street who does advertise, and if it should not be, he should make it so by advertising.
- 3. The Merchant who does not believe in Newspaper Advertising. The merchant in this class is generally a hard one to convince. As a rule his notion is a hard rock one, and he does not want to be convinced. He has tried many other forms of advertising with good results, but he loses sight of the fact that by refusing to patronize the local paper, he is withholding the support it is entitled to from him, because of the fact that in every effort the local paper puts forth for the up-building of its home town, a percentage of the results obtained by that effort goes towards the up-building of that merchant's own business. For that reason there should be co-operation, and in co-operation there will be increased business for both merchant and newspaper.
- 4. The Merchant who does not want Increased Business. Luckily, in Newcastle, there are few who belong to this class. There are, however, some, but we believe they fall, as yet, to understand just what their true position in a town as a merchant should be. They may be content with the small percentage of the town's trade they are receiving, and do not wish to add the increased expense that increased business would naturally bring. But we cannot believe that their ambition stops here. There is no man with so much money but what he wants more, and if the merchant who does not advertise because he does not want any increase in his expenditures or business would read this ad. over carefully, and then each week read over the ads. of his competitors, he would soon find himself getting interested, and then his true worth as a merchant and citizen of the town would begin to dawn upon him. He would then realize how important it is for him to become a power in the town, to make his business a spoke in the wheel of progress, and lend his assistance in the guidance of the town's affairs. In order to bring himself up to this position he must co-operate with his local paper. The merchant who is content to remain in this class is a hindrance to the welfare of any town. Now, just a few words to the merchants here who make up the above four classes. It is your duty as a citizen, if not wholly as a merchant, to patronize your local paper. If you contemplate advertising, you must understand that it is purely a business proposition with you, and up to you to adopt the paper that has the largest guaranteed bona-fide subscription list. That paper in Northumberland County today is The Union Advocate. If you have any doubt, the lists are open for your inspection, and you are invited to come and see them. Talk the matter over with yourself and figure out how much you can afford to spend for Xmas Advertising. Xmas is not far off, and is not too far for you to get in on the ground floor and get settled in a good permanent position now. A phone call will bring our representative to your store in five minutes.

THE UNION ADVOCATE Phone 23 NEWCASTLE, N. B. Box 359