

SILLIKERS NOTES

BOIESTOWN NEWS

(Too late for last issue)
(S-pt. 29-Rev. T. H. Whichdey, for and y a Prickyterian condent of this index, has beech in town for the plass.
Miss Leah Munn, who has beer sisten the summing. This Mar Cameron returned to her hane this norming. This Mar Cameron returned to her sister. Miss Anale Cameron.
Miss Ettiel Saver, who has beer index to be related to her home in Lower.
Miss Ettiel Saver, who has beer index the place index to her home in Lower.
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tion this week. The Misses Yvonne Boucher and Loretta Stevens have returned from

vacation

Loretta Stevens have returned from their vacation. We regret the departure of the Rev. S. J. Dick, who has been with us for the summer months, and why gees to Dalhousie University to con tinue his studies; cleo Rev. A. H. Mitchell, who 'eaves for Acadia Uni-workers for their Master, and their good example muti-influence the Hives of the people of the community Mrs. Samuel Long has returned from an extended i visit to the north of our province. Miss Merle MacDonald, have gon to visit her daughter Mrs. Fred Mc. Laggan of Coverde Bridge. Miss Glenna Norrad has gone t see her grandparents, Mr, and Mrs.

HOW THE DANGERS OF **BEGIN WITH ONE CENT** FIRE MAY BE MINIMIZED DOUBLE AMOUNT EACH DAY

The season is fast approaching Thirty Working Days Would Make when cool evenings will demand the You a Millionaire starting of fires in our homes. September and October have become

known to firemen as the months Any young boy who can lay away when chimneys and flues cause the a cent, doub'e it the second day an keep on docbling the amounts eac' most trouble. The following suggestions of a day, as shown by the figures follow follow, ing, can become a millionaire i practical noture, if faithfully ed, will do much to prevent damage thirty days, to property and loss of life. Steves-Place a metal stove-board on the wood under the stove, and extending at least twelve inches in 16 front of the ashpit door. Protect all walls and partitions within two teet of any stove with a metal shield .64 1.28 leaving an air space between the 2.56 shield and the wall. Leave no 5.12 kindling or other wood in the oven 10.24 over night. Do not hang clothes 20.48 too near the stove or stovepipes. 40.96 Pipes-See that the iengths of \$1.92 stovepipes are well fitted together, 163.84 free from rust holes and parted 327.68 seams, wired firmly and fitted per-655.36 fectly into the chimney. Stovepipes 1,310.72 passing through partitions, walls, 2,621.44 floors, attics and roofs are dangerous 5,242.88 at best. Where these must pass 10,485.76 through partitions, walls or floors, always use a large, ventilated dou-20,971.52 41,943.04 h'e thimble. You should examing 83.886.08 the stovepipes in the attic. They 167.772.16 may come apart or rust. Fluff and 335,544.35 spider webs are likely to gather on 671.088.64 and around them, to be set on fire 1,342,177.28 when you least expect it. 2.684,354.56 Chimneys-Chimneys should be \$5.368.709.12

United States requesting an opin on Mr. White's loan, and the repl fattering to Mr. White, all admitting that the loan was a very successful



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

Sketch by McConnell. flotation and the money secured on

States: Canada's Credit Good.

Mr. A. Barton Hepburn, ex-Con-troller of the United States, and for years President and now Chairman of the Chase National Bank, with its hugh deposits of millions, wrote as

"Dear Sir,-The credit of the

minion Government is being util-

Canadian Government is deserved-ly so good and it has been able to borrow money so cheaply in the past that I am surprised that the record loan negotiated should be criticized by the rate of interest. Such criticized by the rate of interest. Such criticizes are unwise and un-just, and indicate an improper knowledge of the financial situa-tion both at home and abroad. To begin with the credit of the Do-



same rate.

criticism

Very truly yours,

"J. SEIBERT, JR.,

Speaks for Itself.

"Very truly yours

Childish Talk.

"GEO. F. BAKER,

"Vice-Pres. First National Bank."

'President and Editor,

Vegetable Com-pound. I took it reg-ularly until I was without a cramp or pain and felt like another person, and it has now been six months since I took any medicine at all. I hope my little note will assist you in helping other wo-men. I now feel perfectly well and in the best of health." – Mrs. August W. KONDNER, 1632 Hollins Street, Bal-timore, Md. for the loan. The \$25,000,000 one-year notes were offered to the public at 100 and interest and are to-day quoted at 99 13-16 @ 99 15-16, while the two-year notes were offered at 99 ½ and interest and are quoted at 99 ½ bid and 100 asked. With reference to the new British Government issue, it is not by any means certain that the rate will remain permanently at 4 ½ per cent. The new issue is now quoted at discount, and the Government has bound itself that if future issues shall be at a higher rate the holders of the present issue shall have the right to ex-change their holdings and get the same rate. Lydia E. Pinkham's Vegetable Com-

Lydia E. Pinkham's Vegetable Com-pound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day 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.

SICKNESS

a sourced dreadful pains and was very irregular. I became alarmed and sent for Lydia E. Pinkham's Vegetable Com-pound. I took it reg-ularly until I was without a cramp or

For thirty years it has been the stand-ard remedy for female ills, and has re-stored the health of thousands of women who have been troubled with such ail-ments as displacements, inflammation, ulceration, tumors, irregularities, etc. "Com'rc'l & Financial Chronicle." Mr. Geo. F. Baker, Vice-President of the First Nationa! Bank, New York, writes:

If you want special advice write to Lydia E. Pinkham Med-icine Co., (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence. ork, writes: "Dear Sir,—In reply to your letter of the 14th we would call your attention to the fact that we were one of the issuing houses for the \$45,000,000 Dominion of Can-ada loan recently placed in the United States. This fact alone would seem to answer your ques-tions as to whether in our judg-ment there could be any proper criticism.



Synopsis of Canadian Northwest Land Regulations

W. P. Hamilton, editor of the Wall Street Journal, writes as follows: W. P. Hamilton, editor of the Wall Street Journal, writes as follows: "Dear Sir,—Your letter followed me on my summer vacation or 1 should have taken the matter up sooner. I was surprised to see that some of the Canadian papers were discontented with the terms of the \$45,000,000 government loan float-ed here. As a matter of fact, Canada made a better bargain than could have been expected, and has established a successful credit here within one-half of one per cent, of that of Great Britain. What more could a belligerent ask? The talk of floating the loan at four and a half per cent. is childish. Any-body who knows the costs of un-derwriting could tell these crities that Canada would be worse off with a failure at four and a half per cent. "It would be invidious for me to "It would be invidious for me to

"It would be invidious for me to where residence is performed in the

per cent. "It would be invidious for me to reflect upon the unpatriotic charac-ter of these criticisms. They only tend to embarrass inevitable future borrowing. I gravely doubt if any colony of the British Empire could now make a loan on terms as favorable. This is no time to embarrass your Minister of Fin-ance. I assume that criticism is sheer insorance and not the cheap-est kind of party politics, although there is an implication of the kind which I prefer to dismiss with con-tempt. tempt. "You are at liberty to make any tions.

A settler who has exhausted his horiestead right may take a purchased homesteat in certain districts. Price \$3.00 per scre. Duties

-Must reside six mouths in each



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. To those who do not advertise at all. and particularly those who do not use the newspapers, this straight talk is intended for.

There are four principal reasons why these merchants do not advertise, and it is the purpose of what follows here to convince them of their folly in not using the columns of theirlocal paper to advertise their wares, and become a power in their respective communities.

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 t_0 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 the desired results, is 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 trut's 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 advertisemente, while a profession in itself, is also one that can be recomplished by any wideawake 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 advartising 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 So does the newspaper. And every inch of space costs the paper not lower than sevon 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 advts, 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 aide 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

SUNNY CORNER

Trustworthy Opinions.

The editor of The Kingston Stand-ard about this time took the trou le to write to some of the leading fin a-ciers and financial institutions in the

built from the ground up, and never Here is an opportunity for young rest on wood supports. The settling boys to lay away a few dol'ars for of the woodwork will cause cracks Christmas. n the chimney. Nor should the

joints or other woodwork. Soft fluff and spider webs, which are casbrick and poor mortar are often ily ignited.

responsible for defects in the chim- Defects-Defective stoves, boilers. Use a good quality of brick furnaces, pipes and chimneys should and cement mortar. Chimney walls be promptly repaired or replaced. should be at least eight inches thick. Overheating-Boware of overheatthe flue of ample size and lined with ing stoves, boilers, furnaces and fire clay or terra cotta. Never pipes.

stuff up the flue holes with rags or Ashes-These should never h paper, nor cover them with any-thing but a metal stock. Chimneys bins, on wood floors or egainst

himney walls be used to support

should be clea ed frequently. wood partitions, wally, fences. Furnaces-Protect all woodwork buildings or any other woodwork. fire loss.

above and around bollers, if within Use metal receptacles only, and three feet, with a metal shield, al- dump ashes away from all buildings. so all woodwork near furnace pipes. Care-These majters are Pachnik It is best to rivet lengths of pipe cal, but very simple and merely call together to prevent disjointing. The for ordinary care. You cannot afpipe should fit perf ctly into the ford to be careless, when the lives pipe should fit perfectly into the ford to be caretess, while property chimney. Examine the pipe fre- of your loved ones, and the property quently for rust holes or other de- of yourse'f and neighbours, are at fords. Keep them free from dust stake. Let "Care and Caution" be

adays than has been the case here-tofore. In connection with your railroad development, the Domin-ion has become the guaranter of a very large amount of railway bonds, and its guaranteed obliga-tions are selling at a much higher rate of interest than was paid upon the loan recently negotiated here. England could not duplicate that loan in New York to-day; were she to borrow, she would have to pay a higher rate of interest. Neither could any other European Govern-ment. Our investing public are not used to the obligations of for-eign Governments, and they would be hard to place with the investing bonds, and its guaranteed oblig

"The Wall Street Journal." of three years, cultivate 50 acres and erect a house worth \$300. MAY MAKE HEAVY The area of cultivation is subject CANNON IN CANADA to reduction in case of rough, scrub-

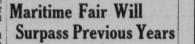
"W. P. HAMILTON,

"Yours sincerely,

One Practical Result of Sir Robert's by or stony land. Live stock may be substituted for cultivation under Visit to Britain. certain conditions.

While in England Sir Robert Borden and Sir Sam Hughes dis-cussed with the Imperial Government the manufacture of heavy artillery in Canada. Since their return they have consulted with leading Canadian manufacturers, financiers, and trans-portation men the possibility of esc. -64288. W. W. CORY, C. M. G., Deputy of the Minister of the In-N. B.-Unauthorized publication of

this advertisment will not be paid



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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 upbuilding 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 for who b-long to this class. There are, however, some, but we believe they fail, 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 steps here. There is no man with so much moncy 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 over carefully, and then each week read over the ads. of his competitors, he would soon find himse'f 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 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.

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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 whol'y 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 Northemberland 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 cut 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

