I I CALLENNE





A New Questions and Answers Depart= ment of Interest to Shooters

Readers are reminded that this column is open to questions which should be sent to me in care of the Sporting Editor, and to discussions by the readers on anything connected with hunting or target shooting .- A. P. L.

PROBLEMS OF OPEN SIGHTS the three mentioned will give better range than another.

Many hunters have wondered why 2. Which is best for the 12 gauge the open rear sight on a rifle is plac- gun?

ed part way up the barrel and not Ans. Shotgun barrels are the easnear the shooter's eye as possible. lest of all firearms to keep clean and In fact just the other day I read a letter from a sportsman in which he stated that a certain rifle would be kind of powder is used, so long as perfect if only the rear sight were the guns are cleaned the same day

perfect if only the rear sight were the gains are cleared way back near his eye. The rific designer is 'twixt the de-vi' and the deep blue sca on this point. The farther the sights are placed apart, the greater the sighting radius which tends toward accuracy. A state shooting is done. (3) Thefe is no particular difference in the shooting qualities of the two makes 4. Is there any advantage in using the tends toward accuracy. Sketch by McConnell. Sketch by McConnell. during the last few weeks has been brisker than for months. In fact not since the outbreak of war has there been such enthusiasm and such a deluge of men willing to don khaki. radius which tends toward accuracy. On the other hand if the rear sight

Ans. There are many advantages, Ans. There are many advantages the eyye as fuzzy as a French poolle and it does not therefore improve the accuracy to any noticeable extent. The problem is to strike a com-

The problem is to strike a com-promise which will giv best results under average conditions. A very in-teresting experiment along these lines is to cut out some sights from light nestheard place 'em on a table 5. The hunting season opens Sept.

WAR Very Shortly the Dominion's Recruiting is as Brisk To-Ouota of Men Will Reach day as It Has Been Since 200,000. the War Began. NCLUDING the 10,000 men on Magill, chairman of the Grain Com-

THE UNION ADVOCATE, WEDNESDAY. SEPTEMBER 15, 1915

garrison and home duty in Can-ada, the Dominion has now under arms approximately 150, 000 men. When the twelve new battalions reach England there will be roughly 100,000 men under arms in Europe, 40,000 men in train-ing in Canada, 1,000 men at Ber-muda, 500 men at St. Lucia, British West Indies; a Medical Corps at Cairo, Egypt, consisting of three stationary hospitals; and 10,000 me. Now what, he assed, count the in Canada, garrisoning Halifax, Que-bec, Esquimault, and guardin canals, elevators, patroling the West ern boundary, and on duty at intern-ment camps. With the addition 6. Canadian Government do with West-wast closed to private owners, it would be just as effectively closed to the discovernment of the formation of the discovernment do with West-wast closed to private owners, it duties the discovernment do with West-wast closed to private owners, it duties the discovernment do with West-wast closed to private owners, it duties the discovernment do with West-would be just as effectively closed to the discovernment do with West-would be just as effectively closed to the discovernment do with West-would be just as effectively closed to the discovernment do with West-the discovernment do with West-discovernment do with West-discovernment do with West-discovernment do with West-discovernment do with the discovernment do with West-discovernment do with West-discovernment do with discovernment do with West-discovernment do with west-discovernment do with discovernment do with west-discovernment do with discovernment do with discovernment do with discovernment do with west-discovernment do with discovernment do wi ern boundary, and on duty at intern-ment camps. With the addition c. 50,000 reinforcements Canada will have within a few months a splen-didly equipped and trained army of over 200,000 men.

More Men If Needed. If there is another call for 50,000



Minister of Militia.

The Disposition of Troops. The following table shows approxi-

1,100 500

5,000

15,000

2,000

3,000

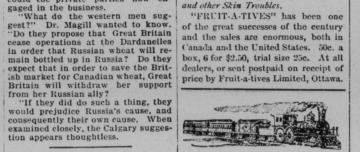
"FRUIT-A-TIVES" THE MARVELLOUS FRUIT MEDICINE Has Relieved More Cases of Stomach, Liver, Blood, Kidney and Skin Trouble Than Any Other Medicine THOUSANDS OWE THEIR **GOOD HEALTH TO IT** Made From The Juices of Apples Oranges, Figs and Prunes Combined With Tonics and Antiseptics. "Fruit-a-tives" means health. In years to come, people will look back to

the discovery of 'Fruit-a-tives' and wonder how they ever managed to get along without these wonderful tablets, made from fruit juices. "FRUIT-A-TIVES" is excellent for

Indigestion, Dyspepsia and Sour Stomach. 'Fruit-a-tives' is the only certain remedy that will correct chronic Constipation and Liver trouble.

'Fruit-a-tives' is the greatest Kidney Remedy in the world and many people the Canadian Government. The Gov-ernment could no more market this wheat, in the face of a Russian glut of the British wheat market, than could the private parties now en-gaged in the business. have testified to its value in severe cases of Rheumatism, Sciatica, Lumbago, Pain in the Back, Impure Blood, Headaches, Neuralgia, Pimples, Blotches and other Skin Troubles

"FRUIT-A-TIVES" has been one of the great successes of the century and the sales are enormous, both in Canada and the United States. 50c. a box, 6 for \$2.50, trial size 25c. At all dealers, or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.



I. C. R. TIME TABLE. NOT NOW POSSIBLE On and after Sunday, May 2nd,

trains will be due to arrive at and depart from Newcestle as follows:

GOING SOUTH

Part Control Control	GOING NOP	
Maritin	ne, arrive	11.51 p. m
Maritim	e, leave	11.56 p. m
Local,	arrive	217 p. m
	leave	
Ocean 1	Limited, arrive.	4.30 p. m
Ocean 1	Limited, leave.	4.35 p. m
Night F	reight, leave	3.35 a. m
То	Chatham and L	oggieville:

Leave Newcastle-12.05 a. m.; 5.35 a. m.—1.55 p. m.; 4.40 p. m. From Chatham and Loggieville: Arrive Newcastle-5.10 a. m.; 1.20 p

m,; 4.15 p. m.; 11.40 p. m. FOR FREDERICTON

Newcastle-Express 5.45 a. m Leave Newcastle-Freight 7.10 a. m.

FROM FREDERIGTON Arrive Newcastle, Express 11.30 p n Arrive Newcastle, Freight 3.45 p m Local for McGivney's Leave Newcastle—Express 4.50 p. m.

Arrive Newcastle-Express 11.05 a m



F 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. 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 their ocal 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 Advocated 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 advortising, 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 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 advertisements, 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 cortainty 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 seven and one-half cents to produce. If the merchant who does not believe in a lyertising 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 interestel, 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 The next year, ten to one, he doubles that amount. Ho 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, should make it so by advertising

The Merchant who does not believe in 3. 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.



light pastboard, place em on a table lined up with an open window and 7th and the open season for rail or sight through them at some object a rice and starts the oth of september. Sath Royal Ottawa (in Ber-hundred feet or so away, and you will be able to observe for yourself the above mentioned difficulties. Ans. The Game Law reads it is Twelve Battalions (reinforce-

A. E. Milwaukee, Wis.

1. Which powder has the longest the succeeding 7th day of November and a succeeding 7th day of September 3th Septe range, black, smokeless or Ballistite? ber." September 6th is therefore in seems to me that you are a little con until the 7th.

fused. There are two kinds of pow-Do you consider the Model 14 der in use, black powder an1 smoke high power slide action carbine with less powder. Black powder is the 181/2" barrel, .25 calibre accurate and original gun powder made from char- powerful enough for deer, bear, wood

original gun powder made from char-coal, sulphur and sa'tpetra. All emokeless powders are either nitro-cellulose or nitro-glycerine or some combination of the two. Roughly speaking, nitro-cellulose is producel by treating either wood or cotton fibre with nitric acid in the prosene of sulphuric acid, and nitro-glycerine is the result of treating glycerine in the same way with the above named acids. When bla k powder burns in the barrel, a considerable part of the product of the combustion is solid product of the combustion is solid rounds of ammunition before the ac- invasion came to naught and the fight product of the compustion is solid rounds of ammunition before the ac-mattrar. When smokeless powder burns the amount of solid matter is very small indeed. Nitro-glycerine curacy fell off to any noticeable ex-many thousand more sufficiently ac-curate for all hunting purposes. The Mounted Rifles volunteered to go to Flanders as dismounted cavalry. Seven regiments are already in Eng-land. Six remain in Canada. ful and ungovernable for use in shot ammunition for the Krag?

guns and rifles. They are therefore toned down by the addition of vari-National Rifle Association or the Na-IS IMPR/ ous materials which retard their burn tional Guards.

ing qualities. Bulk smokeless pow-ders for use in shotguns are so com-Is it safe or practical to use high pounded that when used in the same velocity ammunition in the 25-20 bulk as the old black powder load and 38-55 rifles not having nick-1

will give approximately the same re-su'ts. Dense smokeless shotgun pow Ans. Yes.

ders are compounded to produce that E. S., Omaha, Nebr.

gard to their bulk. Bulk smokeless light" .22 calibre cartridges burt powder should be baled by bulk, rifle barrel in any way when fired in affair here last night. W. A. Nay- as jet. I was laid up in bed for a certain conditions,

Ans. No. be loaded by weight only, that is, the actual weight of the charge. From the foregoing description of the properties of shotgun powlers, it not possible to say that any one of

5. The hunting season opens Sept. Contingents), in England and France) sight through them at some object a rice hen starts the 6th of September. 38th Royal Ottawa (in Ber-

"unlawful to kill rail or rice hen be-tween the 30th day of November and "A Battalion (raised or being

40.000 (raised) (in Canada).

fen on garrison duty and Home Service (in Canada) 10,000 Men Patricias Being Reorganized.

Of the original Princess Patricia's

IS IMPRACTICABLE

The proposition for the Dominion

THREE KILLED IN SHOOTING AFFRAY

Gentlemen,-I was badly kicked by proper ballistic regults without re-1. Will the newly designed "Spot are dead and a wo ann is seriously are dead and a wo ann is seriously Hickman, Ky., Sept. 10-Threemen my horse last May, and after using to reduction in case of rough, scrubseweral preparations on my log no- by or stony land. Live stock may thing would de. My log was black be substituted for cultivation under

Canada.

NEW REGIMENTS

lor, former judge of Fulton County, fortnight and could not walk. After W. W. CORY, C. M. G. and William Collins a miner, moth- using three bottles of your MIN- Deputy of the Minister of the Iner of William, was shot through the ARD'S LINIMENT I was perfectly terior,

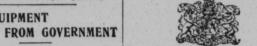
St. Joseph, Levis, July 14, 1903.

nard's Liniment Co., Limited.

arm by Claude Johnson, who in turn cured, so that I could start on the was shot and killed by members of read. JOS. DUBES this advertisment will not be paid Commercial Traveller fcr.-64388. 22-6mos

toon, and together can take care of 10,500,000 bushels of grain. "Ten million bushels does not seem to be much when one thinks of the big crop," the Commissioner ex-plained, "but with such a margin of insurance, we are amply protected against loss by a blockade." He went on to show how 42,000,-000 bushels could be taken care of at the head of the lakes; 30,000,000 bushels can be stored in Eastern Can-ada, while 70,000,000 bushels or more is the capacity of the line ele-vators. Adding to this the 10,000,-000 bushels capacity of the three new elevators, 150,000,000 bushels are accounted for if a blockade occurred right at the commencement of the season, which was almost impossible. The balance of the crop could easily be retained on the farms with-out hurt, and without piling a bushel of wheat on to the open prairle, of wheat on to the open pri 22,000 ALL EQUIPMENT

GRAIN BLOCKADES



Northwest Synopsis of Canadian Land Regulations

It has been brought to the atten-tion of the Department that units organized for overseas service are soliciting subscriptions from the pub-The scle head of a family, lic for the purchase of articles of equipment, band instruments, and for the creation of a regimental fund, and it has been reported that some units have charged an admission fee to witness parades, etc., for a similar purpose. It should be borne in mind that units of the Overseas Forces are or any male over 18 years old, nay homestead a quarter se of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Subpurpose. It should be borne in mind that units of the Overseas Forces are supplied by the Department with everything necessary for their equip-ment, and it should not be necessary to appeal to the public for assistance, agency for district. Entry by proxy may be mide at any Lands Agency (but not Sub-Agency) on certain conditions.

Duties: Six months' residence especially as there are many objects of a patriotic and philanthropic charupon and cultivation of the land in acter to which the Canadian public have contributed most liberally. The practice above referred to does not commend itself to the Militia Council, each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 commend itself to the Militia Council, and steps will be taken to prevent a continuance of the same, and no such thing as appeals for subscriptions will be permitted except by express permission obtained beforehand from the Militia Council. 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.

TO GO TO ENGLAND Duties-Six months residence in ----New Regiments go to England It has been decided to send to England as complete units twelve in-fantry battalions now in training in each of three years after earning iomestead patent; also 50 acres extra cultivation Pre-emption patent may be obtained as scon as Two from the Maritim Provinces, one from Quebec, five from Ontario, two from Manitoba and Saskatchewan, and one each from Alberta and British Columbia. On the arrival of these troops in Eng-land, Canada's overseas force will number about one burdred thousand iomesterid patent, on certain conditions.

A settler who has exhausted his homestead right may take a pur-Government to purchase Canada's land, Canada's overseas force will chased homesteat in certain dis-wheat crop finds no favor with Dr. number about one hundred thousand. tricts. Price \$3.00 per acre. Duties -Must reside six months in each of three years, cultivate 50 acres and erect a house worth \$300.

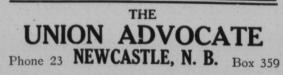
The area of cultivation is subject

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 reas 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 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 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 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 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 Northamberland County today is The Union Advocate. If you have any doubt, the tomo 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 phong call will bring our reentative to your store in five minutes.



dang

