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WEDNESDAY SEPTEMBER 30, 1914 THE SEA DISASTER

The loss by the British fleet in the North Sea of three armored cruisers sunk by German torpedo boats is the most serious naval disaster of the war. Horrified by this terrible incident, the mind reverted instinctively to the warning uttered a few months ago by Admiral Sir Percy Scott, of the British navy, who declared that dreadnaughts were obsolete as the most effective naval weapons, and that the future naval arms were aeroplanes, airships, submarines, and torpedo boats.

The British fleet is standing today with its hands practically tied because of the tremendous responsibility it bears. The destruction of the fleet means the starvation of Great Britain. Let the fleet be conquered, and Germany will sweep to her victory in a comparatively short time. There are British hearts on those North Sea ships brave enough to undertake carrying the German position by storm, but to do so would be to place the people of Great Britain and of the whole Empire in jeopardy. Britain must wait, and her fleet must wait, until some plan has been devised for attacking the enemy with a minimum of danger of overwhelming disaster.

Germany has covered the North Sea with contact mines. She knows where these mines are. Her conduct is inhuman, because it is founded upon plans of warfare emphatically disapproved and renounced by the solemn convention of all civilized nations, of which she was formerly believed to be one. The fact must be faced, however, that she has chosen this means of fighting. She knows where the mines are. Her ships can come and go freely, avoiding the places of danger, while British ships are in continual peril of being blown up without a chance to fight against the hellish, unseen enemy.

Can this situation long endure? Obviously it cannot. Germany cannot be permitted to eat away the effective fighting strength of the British fleet until her own failure to meet the strength of Britain on the seas is balanced by the British loss. Germany's success in sending three British ships in the North Sea to the bottom means that the day of retribution is at hand as surely as the British fleet is the most efficient fighting weapon man has yet forged for his protection. Extraordinary efforts will now be put forward to destroy the German fleet, and favorable news may be awaited with confidence.—Montreal Mail.

THE SMALLER ADVERTISER

Smaller retail merchants sometimes become discouraged by the competition in newspaper space of larger stores. They imagine that people do not read the small notices. Any newspaper man can give incidents out of his personal experience showing the contrary. A man with a very small space indeed often tells his story in such a pertinent business like conversational way, that readers turn to his little ad just as a financial operator turns to the stock market. It does not take a gift for saying smart things to make this kind of impression. It is simply the idea of writing as you talk, saying the things in advertising that you would say to a customer if you had him before the counter. A merchant who desires to try advertising in a small way should not try to say too much in that space.

Just a few words each time, about some one particular thing, is most effective. Just this kind of an ad. in The Daily Bulletin would bring surprising results. The merchant would not be wasting time by giving this matter a thought. The more ads. the better circulation a paper gets.

AS THE GERMANS SEE US

The women suffragists of the United States were once indignant that "women" was legally classed with "children, idiots and Indians." The Staats Zeitung, of New York, is indignant that the allies are bringing against the cultured armies of Germany, negroes, savages from India, and CANADIANS.—Ex.

ANNUAL MEETING TEACHERS' INSTITUTE

(Continued from page 1) had begun in the province, it would again move the resolution which seconded by Mr. R. D. Haasom he had moved in, and which had been adopted by this Institute at its Newcastle meeting in 1907, following an excellent paper on Medical Inspection by Dr. Baxter:

Resolved That in the opinion of this Institute it is desirable that the Board of Education enact a Regulation making compulsory the Medical Inspection of all school buildings and pupils.

This was seconded by Inspector Mercereau, in a speech warmly commending Dr. Meivin's paper, and carried unanimously.

Miss Eleanor Robinson, the gifted Editor of the Educational Review, gave a delightful and instructive address on Books and the Teaching of Literature to the Intermediate grades. She argued that pupils should be taught to use books (1) as tools, and (2) as literature. Literature should be read for delight and only secondary for intellectual benefit.

R. P. Steves, M. A., Director of Agricultural Education, followed with an admirable address on how Nature Study and Agricultural Education should be conducted by the teachers. School gardens should be in every district. They would encourage home gardens and better farming. In one district in Ontario the average yield of oats per acre had been increased from 27 to 77.

Friday afternoon, Prof. F. A. Good of the Provincial Normal School, showed the Institute how elementary Astronomy should be taught.

His lesson was followed and ably supplemented by Ex-Mayor Jas. Nicol of Chatham.

The audit committee reported the Secretary-Treasurer's accounts correct and a balance on hand of \$17.60.

Votes of thanks were tendered all those who had helped to make the Institute a success.

It was decided, if it could be so arranged, to meet next year with Gloucester and Restigouche Institute at Bathurst—falling this, at Newcastle, on the last Thursday and Friday of next September.

Following officers were chosen for coming year:

Pres.—Prin. G. H. Harrison V. P.—Miss Jennie B. Gremley. Sec.—Treas.—H. H. Stuart (re-elected). Additional members of executive—Prins. Wm. C. Haines and Geo. A. Warren, with Past Pres. Prin. L. R. Hetherington.

Adjourned.

Pleased to Recommend Babies Own Tablets

Mrs. Henri Bernier, Anceline, Que., writes: "It is with pleasure that I recommend Baby's Own Tablets which I have given my little ones for stomach and bowel troubles, constipation, loss of sleep and simple fevers. No mother of young children should be without them." The Tablets are guaranteed to be free from injurious drugs and may be given to the youngest child with perfect safety and good results. They are sold by medicine dealers or by mail at 25 cent a box from The Dr. Williams' Medicine Co., Brockville, Ont.

MOTORS MAKE DEAR TEA, SAYS LONDON PAPER

Tea, all except China, has gone up in price from twopenny to fourpenny a pound since this time last year. The finest Indian has gone up fourpenny, ordinary Indian and Ceylon teas twopenny a pound. The reason, curious as it may seem, is the fact that more and more people are buying motor-cars every year.

Brisk selling in the motor world means a growing demand for rubber for wheel tires. This led in the time of the rubber boom to a sharp rise in the price of rubber. It so happens that rubber and tea are two crops that require exactly the same conditions of soil and climate, with the result that ever since the beginning of the rubber boom more and more tea planters have dropped tea for rubber. The effect of the shorter supplies of tea is just beginning to be felt in the present rise of price.

So that is why our tea is dear. If your tea merchant is not raising his price he is giving you poorer quality for your money. The cost of your cup of tea is going to rise further, too.

EVERY HOUSEWIFE CAN DO HER SHARE

How Ottawa Women Are Combining to Ensure Employment For Canadians—A Good Plan

"At a time when the Empire is straining every nerve against the common enemy it is essential that each and every section of the community should stand together. Canada is sending her soldiers to the help of Great Britain, but it must be remembered that scarcely less effective help can be rendered by keeping trade and industries prosperous throughout the Dominion. No one is able to say how the strain of war may affect us. Already there is a prospect of unemployment on a considerable scale during the coming winter.

"There are many ways in which the evil of unemployment may be fought, but one way is to keep up the demand for Canadian products in order that Canadian industries may continue in operation. Articles that are being produced in Canada are also being imported annually to the value of \$104,629,879. By purchasing only commodities produced in Canada we should largely increase the output of our industries and provide employment for large numbers of workmen. To attain this desirable end it is hoped that, in so far as possible, housewives and others will buy products 'made in Canada.'

Household League

This was the resolution passed at a meeting of several leading Canadian women in Ottawa on Saturday. They met to discuss ways and means whereby the women of Canada could effectively lend their assistance in tiding Canada over the probable stress and trial of the coming winter. Amongst the ladies present were Mrs. T. W. Crothers, wife of the Minister of Labor, Mrs. W. T. Herridge, wife of the moderator of the Presbyterian Church, Mrs. Adam Shortt, Mrs. Dr. Lyman, Mrs. R. H. Coats, and Mrs. J. A. Wilson, national convener of Household Economics. The meeting was held under the auspices of the Household League of Ottawa.

Official figures relating to the importation of goods produced in Canada were laid before the meeting, and it was found that in certain products \$30,237,983 worth of the \$104,629,879 imported came from the United States alone. For instance Canada, which is a wheat country herself, imports \$268,617 worth of wheat flour from the United States. If Canadian women would see that they purchased Canadian flour only this in itself would be a great help.

Soap is another household commodity which is manufactured in Canada, yet we import \$1,227,997 worth a year. 917 men are employed in this industry in Canada, but if our women would purchase only Canadian soap there would be employment for very many more.

It is the same with baking powder. We import \$179,180 worth, the amount from the United States being \$177,617.

Figures Given Canada imports blue for washing clothes to the extent of \$50,421, biscuits \$275,260, buckwheat meal or flour \$9,290, corsets \$560,054, baskets \$126,970, buttons \$851,822, candles \$98,665, carpet sweepers \$16,102, clothes wringers \$36,483, combs \$238,516, cotton goods which includes embroideries, clothing, socks, and stockings \$27,345, 112, canned fruit \$523,397, gloves \$2,786,788, hair work \$218,104, jellies and jam \$515,617, Indian corn meal \$176,779, lard \$1,356,292, milk \$22,301, oatmeal and rolled oats \$3,526, pickles \$465,866, rye flour \$19,577, silks \$8,877,576, sauces \$341,213, paints \$1,768,356, sugar candy and confectionery \$1,549,867, starch \$109,148, woolen goods which includes shirts, stockings and knitted goods as well as tweeds \$20,732,271, stoves \$1,058,367, hats and caps \$793,746, furs \$1,373,121, fancy goods \$5,010,920, dried apples \$16,833, furniture \$3,187,780, cocoa \$1,046,131, blacking \$126,328, brooms, whisks, etc., \$697,210; boots and shoes \$520,709, aerated waters \$24,702.

In the production of these articles of household use there are 1,631 establishments throughout Canada and there are 85,630 employes. It would stimulate industry and it would mean employment for more if Canadian men and women would insist upon receiving Canadian goods when they are making purchases.

The shutting off of imports from Continental Europe into Canada, due to the war, gives many home industries an unexampled opportunity for immense and immediate development.

Canada will prosper at the expense of Continental Europe. This is not a time in Canada for repining on the part of the business man. We must be careful, even frugal, but we must also be bold.

Mr. and Mrs. A. Perley Whitehead, who left yesterday for Lynn Mass., were given a hearty welcome by their Chatham friends in Chatham on Friday night.

Miss Edna McPherson, of Moncton, is visiting her sister, Mrs. John Kingston, Jr.

Miss Ethel Allison of Newcastle, spent Sunday with the Misses Walls of Chatham.—Gazette.

MILK IN THE COCOANUT BETTER GET AFTER IT

Great Opportunity For "Made-in-Canada" Products—European Products Are Now Shut Out

While the nations of Europe are at war, the people of Canada have a duty to their own land as well as to the Mother Country. While regretting the issue forced on the Mother Country and giving contingents to England's aid, let us also give all the help we can to ourselves. Canada's own big problem is that of a country which has imported much—and suddenly finds those importations cut off. You will get at the milk in the cocoanut at once by glancing at the following lists:

List No. 1 Some of the things we have been importing from Germany, Austria, etc., to the value of \$38,000,000 per annum:

Aniline dyes, baskets, books, boots, buttons, brooms, brushes, canned goods, chemicals, chinaware, clocks, clothing, collars and cuffs, cotton goods, combs, curtains, colors and dye stuffs, cutlery, dolls, drugs, earthenware, embroideries, electric apparatus, feathers, furs, fringe and tassels, gloves and mitts, glass and glassware, guns, hats, hosiery, hops, jewelry, knitted goods, leather goods, lace, labels, locomotive tires, machinery, millinery, mineral waters, musical instruments, optical instruments, paints and colors, perfumes, pianos, pharmaceutical preparations, piano parts, piano key ivories, pipes, purses, ribbons, rubber goods, seeds, shoes, laces, silk knitted and other goods, silverware, soaps, spirits, stockings and socks, time recorders, tobacco, toilet articles, tools, toys, underwear, woodenware, woolen goods, watches.

List No. 2 Some of the things mentioned in List No. 1 that we now make in Canada in competition with the manufacturers of Continental Europe:

Baskets, books, boots, buttons, brooms, brushes, canned goods, carpets, chemicals, collars and cuffs, cotton goods, clothing, combs, colors and dye stuffs, cutlery, dolls, drugs, earthenware, electric apparatus, feathers, furs, glass and glassware, gloves and mitts, guns, hats, hosiery, jewelry, knitted goods, lamps leather goods, labels, machinery, millinery, mineral waters, musical instruments, optical instruments, paints and colors, paper, perfumes, pipes, pharmaceutical preparations, pianos, piano parts, purses, ribbons, rubber goods, seeds, silverware, silk knitted goods, soaps, spirits, stockings and socks, time recorders, toilet articles, tools, underwear, woodenware, woolen goods.

A Great Advantage The Canadian manufacturers of the articles in List No. 2 have now an advantage greater than any tariff wall. The competition of Continental Europe has been withdrawn and will remain withdrawn until the war is over at least. Let the Canadian manufacturers make the most of the situation. And let the people of Canada rally round our manufacturers and help them make the most of it, for we need them and the things they make as never before.

The immediate result of the European war, in Canada, was a check to business. The second result will be to stimulate business—if we keep our heads, and go after business.

We believe every Canadian will follow this timely advice.

NEW ARRIVALS

Among the late additions to our stock is a line of Patriotic Tablets and Paperettes. These are dainty and particularly appealing at the present time.

Our Fall Goods arriving in large quantities. We bought early, so we have no trouble to obtain delivery of import goods.

FOLLANSBEE & CO.

London, Sept. 29 (2.50 a. m.)—The air, yesterday, killing eleven children Zeppelin dirigible dropped a bomb in according to a despatch from Petrograd to a school house at Bielostok, Russia.—The Morning Post.

Nyal's Blood Purifier

Comes in a Big Brown Bottle, full of Health and Happiness Fixes you all up for this Changeable Weather The Price is One Dollar NEWCASTLE A. E. SHAW, Druggist LOGGIEVILLE

War Maps Free!

To follow intelligently the European War situation and keep in touch with the lightning movements of the troops a comprehensive war map of Europe giving all details is essential. Of all the Maps issued there is but one that fills the bill, and that is the one issued specially by the celebrated map makers—G. W. Bacon & Co., London, Eng.

The Publishers of "The Family Herald and Weekly Star of Montreal, always alive to the best interests of their subscribers the moment the map was issued, cabled an offer for Canadian rights of the map. Their offer has been accepted, and "Family Herald" subscribers will have the best Map available.

The Union Advocate has concluded arrangements with "The Family Herald and Weekly Star" by which our readers may also secure the map free of charge. In this issue will be found a cutting of the two papers, including the Map. The offer is one that every reader of The Advocate should accept.

Newspapers are paying dearly for the war. The price of paper is going up, up, up! The cost of telegrams and cablegrams has increased from thirty to fifty per cent. Scores of newspapers have suspended publication, and hundreds of others have raised the subscription price. For the present "The Family Herald and Weekly Star" of Montreal, being in an exceptionally strong position is able for the present, at all events, to keep its rate as formerly, but an increase later on may become necessary. In the meantime, during the next thirty days, our readers are offered the greatest bargain in the newspaper world today. Read over announcement on page two of this paper, and order, at once.

Don't Forget That orders are still being taken for "Be Loyal" cuts at The Advocate office.

ARE YOU RUN DOWN?

Nervous, tired, have no self confidence, afraid something is going to happen without any reason for thinking so; don't sleep nights—

Then Take REZISTOL! It will make you feel fine immediately 25c, 50c and \$1.00 a bottle



MAIL CONTRACT

SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until Noon, on Friday, the 6th November 1914 for the conveyance of His Majesty's Mails, on a proposed Contract for four years, 12 times per week each way, between McNamee and I. R. C. Station from the Pleasure P. M. General.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Offices of McNamee and at the office of the Post Office Inspector.

N. R. COLTER, P. O. Superintendent, Post office Inspector's office, 32-3 St. John, N. B., Sept. 18th, 1914

MINARD'S LINIMENT CURES DANDRUFF.

CASTORIA For Infants and Children. The Kind You Have Always Bought

Bears the Signature of J. C. Watson

NEW GOODS FOR MEN AT CREAGHAN'S



Just now we herald the arrival of new Hats, Caps, Shirts, Gloves, Sweaters, Overcoats, Underwear, in fact everything in up-to-date wearing apparel for men.

A visit to our Men's Dept. will convince you of the superiority of our goods and the fairness of our prices.

Well dressed men shop at Creaghan's. Fall in line and trade where the good goods come from.



My Fall Stock

is complete and I can give you Close Prices on the following:

Men's Working Gloves and Mitts, Men's Sheep Lined Coats, Stable Blankets, Out Door Blanket Spreads, Waterproof Horse Covers, Driving Harness, Hand Made Horse Collars, Horse Goods of all kinds, Palmer Shoe Packs, Veterinary Medicine

Everything being purchased by me before the recent rise in prices I can give you extra value for your money on the above lines.

G. M. LAKE, - NEWCASTLE, N. B. Phone 161

YOU ARE YOU?

In all the world there is no duplicate of you. In all the 750,000 years man has been on the earth—according to the geologists—there has never been a man exactly like you.

Don't clothe yourself, therefore, as if you were somebody else. Your clothes should be personal. Of course they should conform to fashion, but they should also conform to the fashion to your personality—to you.

That is the meaning of perfect fit. Our success is due to the fact that we recognize the you-ness of you. Our customers are noticeable for their good dressing. Their dress is inconspicuously correct.

Call; let us prove how it costs less to be tailor dressed this summer.

J. D. KENNEDY, My Tailor NEWCASTLE, N. B.

Guard the Rising Generation by using always in the Home EDDY'S

"Sesqui" Non-Poisonous Matches

POSITIVELY HARMLESS TO CHILDREN, EVEN IF ACCIDENTALLY SWALLOWED, BECAUSE THE COMPOSITION WITH WHICH THE HEADS ARE TIPPED, CONTAINS NO POISONOUS INGREDIENTS

London, Sept. 29 (2.50 a. m.)—The air, yesterday, killing eleven children Zeppelin dirigible dropped a bomb in according to a despatch from Petrograd to a school house at Bielostok, Russia.—The Morning Post.