

Start Today to win the "Chevrolet" Motor Car in The Advocate's Big Voting Campaign

SWORN LARGEST CIRCULATION
of any paper published in Northumberland County

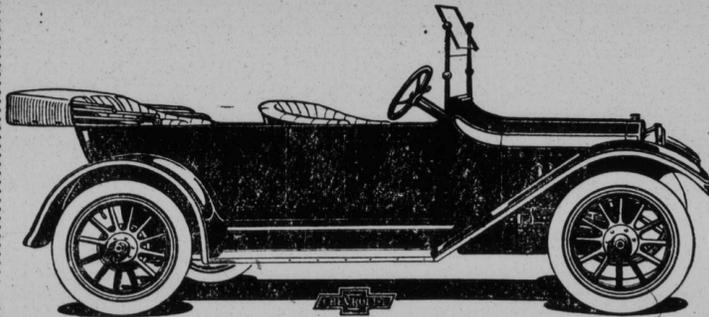
The Union Advocate

BEST ADVERTISING MEDIUM
in New Brunswick

VOL. XLIX

NEWCASTLE, N. B., WEDNESDAY, SEPTEMBER 13 1916

NO 38



FREE A BEAUTIFUL "CHEVROLET" TOURING CAR

This Splendid Motor Car will be Awarded as First Prize in The Advocate's Second Big Voting Campaign which is just beginning

The "Chevrolet" (pronounced "Shevro-lay") motor car has been aptly called the "wonder car." It deserves such a designation. The price of the car delivered at Newcastle, by The Lounsbury Co., Ltd., the New Brunswick distributors, is \$710. Never before has such a complete car been made to sell at such a price.

The "Chevrolet" (pronounced "Shevro-lay") motor car which will be awarded as first prize in The Advocate Voting Campaign, is known as model "Four-Ninety"—a five-passenger touring car carrying full automobile equipment. It has a mohair tufted top; envelope for the top and side curtains; electric horn, clear vision ventilating wind shield; speedometer; electrical starting and lighting system; ammeter and license brackets.

The "Chevrolet" is a Complete Car

The "Chevrolet," as the above description shows, possesses many features found only in high priced cars.

The "Chevrolet" has the following exclusive features and differs in many respects from all other automobiles, irrespective of price.

The "Chevrolet" has shock absorbing, duplex front springs and is the easiest riding car for its size in the world.

The "Chevrolet" has a self-lubricating clutch collar, eliminating clutch collar troubles, such as friction, heating and wear.

The "Chevrolet" has the rear wheel bearing carried on the wheel hub, just the reverse of the ordinary construction, the bearing being three times the size used in ordinary axles. This extra large bearing carried in the axle housing takes the load—the axle shaft carries no load.

The "Chevrolet" has a compound steering gear, composed of spur gears and sector, attached to body, simplest and safest ever invented. It is adjustable for wear.

The "Chevrolet" has a unit power plant carrying transmission on open brackets which gives accessibility to clutch and allows removal of transmission, if necessary, in twenty minutes.

The "Chevrolet" has a special brake arrangement, which insures powerful, quick acting and smooth brakes. Emergency brake internal contracting.

The "Chevrolet" does not have a single hinge joint to squeak or a spring shackle to rattle and only six grease cups will be found on the entire car.

The "Chevrolet" is powerful and light running. The "Chevrolet" is made in graceful lines and is a beautiful motor car.

The "Chevrolet" is a Magnificent Prize

TOTAL OF \$1360 WORTH OF PRIZES WILL BE AWARDED.

SECOND PRIZE: \$400 Cabinet Grand "Lonsdale" piano, manufactured and guaranteed by Lonsdale Piano Co., Toronto.

THIRD PRIZE: \$150 cabinet of highest grade silverplated tableware, manufactured and guaranteed by Canadian Wm. A. Rogers Limited, Toronto.

FOURTH PRIZE: \$100 six-piece silver plated tea service, manufactured and guaranteed by Canadian Wm. A. Rogers Limited, Toronto.

These prizes will be awarded in the order of standing to the contestants securing the highest number of votes during the campaign.

The campaign is open to ladies only, but anyone may assist a contestant. Any man may, therefore work for the "Chevrolet" or any of the other prizes by having any lady, with whom he can make suitable arrangements, enter the campaign as a contestant. It costs nothing to enter the campaign. All receipt books and other supplies needed are provided contestants free of charge.

Votes are obtained by securing subscription to The Union Advocate, MacLean's Magazine, Farmer's Magazine, or all three. See vote schedule published elsewhere.

IF YOU WANT TO WIN THE "Chevrolet" or any of the other prizes, enter the campaign now and start at once securing subscriptions and votes. Don't hesitate. Don't delay. This is a golden opportunity. You can't win by wishing. You can win by working. Start today. DO IT NOW.

See, write or telephone

CAMPAIGN DIRECTOR,
UNION ADVOCATE,
NEWCASTLE, N. B.

"Chevrolet" Touring Car Added to Big Prize List

Value of Prizes all but Doubled by addition of "the Wonder Car" as First Prize in Advocate's 2nd Big Voting Campaign—Ladies Only Eligible.

Today The Union Advocate takes great pleasure and no small degree of pride in announcing that a five-passenger "Chevrolet" touring car will be awarded as first prize in this paper's second big voting campaign, instead of the \$400 "Lonsdale" cabinet grand piano, which it was at first proposed to award as first prize. The announcement will doubtless be more than welcome to all the ladies at present entered in the campaign, as well as to many who have not seriously considered taking part in the campaign, but who would be glad to own and drive a first-class motor car, and in the Advocate's remarkable offer see a golden opportunity to acquire such a vehicle without one cent of expense to themselves.

The "Chevrolet" (pronounced "Shevro-lay") since its appearance in the automobile world only a short time ago, has all but revolutionized the motor car industry, and has set a new standard of excellence combined with low price, which it is now the ambition of other manufacturers to attain. The price of the "Chevrolet" at the factory of The Chevrolet Motor Car Company of Canada, Limited, at Oshawa, Ontario, is \$675, and with transportation charges added is \$710 delivered in Newcastle. At this price it is beyond dispute that there is no other car manufactured today anywhere that can approach the famous little "Chevrolet" as a motor car that is beautiful, powerful, strength, durability and intrinsic merit. The "Chevrolet" has the distinction of possessing several important features usually found only in high priced cars, and electric lighting and starting system, for instance, and also possesses many desirable features not to be found in any other car at any price. Those who have seen the "Chevrolet," of which a large number have been sold on local roads and in the city, will be particularly impressed with the graceful, neat and refined lines of the car, but while this is undeniable, a merit to be ascribed to the car is its attractive and valuable feature of the "Chevrolet" is a superior safety and it is worthy of note that the "Chevrolet" has much more to commend it to the discriminating critic of motor cars, than its appearance. People who want motor cars, while desiring an attractive appearance in a car, demand much more than mere good looks. They demand power for hills, sandy and muddy roads, and for speed. They demand strength of construction to stand the strain of hard roads. They demand comfort on good roads and bad, in fine weather and foul. They demand safety and security under all circumstances. And in all of these demands those who have taken the trouble to learn just what the "Chevrolet" is, and what it does, find all their demands met as they are met in no other popular priced car, and in fact in not all of the higher priced cars.

It was because the "Chevrolet" is a motor car of conspicuous and distinctive merit, that The Advocate decided upon it in preference to other motor cars as a suitable article for competition among the ladies who will take part in the Advocate voting campaign and as soon as this decision was reached arrangements were made immediately with The Lounsbury Co., Limited, the New Brunswick distributors of the "Chevrolet," for the delivery of one of these cars. The Advocate feels sure that his choice of a first prize will meet with the enthusiastic approval of contestants, as well as their friends and the public generally, in view of the fact that the "Chevrolet" is unquestionably the greatest value that could be procured in any article or combination of articles at anything like the selling price of this wonderful motor car.

The substitution of the "Chevrolet" as first prize in the place of the "Lonsdale" \$400 cabinet grand piano will be especially pleasing to those contestants who have their hearts set on winning the piano, as the "Lonsdale" is still included in the prize list, and will be awarded as the second grand prize in the campaign. This circumstance will render it easier to win the "Lonsdale" than would have been the case had it been retained as first prize, as it is obvious that any contestant who secures the second prize will be in a position to win the "Lonsdale" piano in itself is a prize worthy of the best, and most earnest efforts any contestant can put forth in order to win it. \$50 set of cut glass may be offered later as fifth prize. In no event will the prize list be reduced in any respect whatever. In addition to the prizes to be awarded, ten per cent cash commission will be paid to each and every contestant who remains actively in the campaign until the

as can be manufactured at any price. The sweet, pure tone of the "Lonsdale" is one particular merit which has seen the unqualified approval of the most competent musical critics, and another attractive feature is its simple design and refined appearance. More important than this, however, is the fact in its construction the "Lonsdale" comes as near to the standard of perfection as human skill can hope to approach. Only the best of materials throughout are used in the "Lonsdale," and combined with the highest skill and experience in piano making of its manufacture the result is a piano of an excellent merit and value. The "Lonsdale" is manufactured and guaranteed by The Lonsdale Piano Co., of Toronto. This piano was used last year in the Advocate campaign as first prize, and was won by Miss Margaret Appleby. It is highly prized and raised by this young lady after having been in her possession for more than a year and it is certain that the lady who wins the "Lonsdale" this year will experience all the pleasure and satisfaction in owning a "Lonsdale" that has fallen to the lot of Miss Appleby.

\$150. Third Prize
The alteration in the prize list noted above has resulted in increasing the value of every prize to be awarded in The Advocate Voting Campaign this year, and the third prize will be worth \$50 more than the third prize was last year. What was last year's second prize is this year's third prize. This is a handsome solid oak cabinet containing a hundred and sixteen pieces of the highest grade silverplated tableware, consisting of knives, forks and spoons. Each and every piece of this set is marked with the initials of the manufacturer, Wm. A. Rogers Limited, who guarantee this prize in every particular. Miss Nan Benn, of Nordin, was the winner of this cabinet last year when it was second prize, and she is today proud to be its possessor. The lady who wins third prize this year will undoubtedly be as pleased with her prize as Miss Benn was and is as the result of her success last year.

Fourth Prize Worth \$100
Fourth prize this year is double the value of last year's smallest prize. Owing to the increase in the total value of the prize list for the present campaign it has been decided tentatively to eliminate the cut glass this year, but this decision is not final, and if circumstances warrant the cut glass will be put in as fifth prize. For the time being, however, only four prizes will be offered for competition and the fourth prize will be the beautiful \$100 quadruple plated silver tea service which last year was awarded as third prize to Miss Zaida Hinton, of Doaktown, who was delighted with the prize. This tea service consists of six pieces each one stamped with the trademark and guarantee of Canadian Wm. A. Rogers Limited, and its worth, therefore, is not a matter of doubt.

The "Whys and Wherefores"
For the benefit of anyone who may feel any curiosity as to why The Advocate has seen fit to practically double the prize list in its present circulation campaign, it can do no harm to explain that the whole matter is simply a business proposition, the same as was last year's extremely successful campaign. At the beginning of this year's campaign suggestions were made to the campaign management to the effect that a substantial increase in the value of the prize list would secure additional results which would warrant the suggested increase in prizes, and after careful consideration of the question, the conclusion was reached that sound business considerations would justify the Advocate in putting into effect the suggestions made in regard to additional prize values.

In brief, that is all there is to be said in explanation of the change that has been made. The "Chevrolet" motor car will be awarded to the lady securing the highest number of votes during the campaign. The \$400 "Lonsdale" piano will go to the lady securing the second highest number of votes. The lady standing third will secure the \$150 cabinet of tableware, and the fourth lady in the standing will become the possessor of the \$100 silver plated tea service. A \$50 set of cut glass may be offered later as fifth prize. In no event will the prize list be reduced in any respect whatever. In addition to the prizes to be awarded, ten per cent cash commission will be paid to each and every contestant who remains actively in the campaign until the

MIRAMICHI HOSPITAL BOARD MEET

Handsome Donation From Sir Max Aitken—Maternity Ward and Training School to be Established Soon

The regular monthly meeting of the Board of Trustees of the Miramichi Hospital, was held Monday afternoon. Those present were: W. A. Park in the chair; P. M. Tweedie, Chatham; V. P. Allan; J. Ferguson, sec.; E. A. McCurdy, Treas.; Wm. Anderson, Burnt Church; P. A. Forsythe, Whitneyville; Joseph McKeitch, Doaktown; G. Percy Burdick, Nelson; R. Corry Clarke, the newly-elected representative of the town; Howard Williston, Dr. R. Nicholson, and Mesdames John Morrissy, O. Nicholson and E. H. Sinclair.

The report of the Lady Superintendent for the past month was read which showed very satisfactory results. A resolution of thanks to Sir Maxwell Aitken for his very generous donation of \$500 was unanimously passed by the Board. Various matters of routine were disposed of, and the meeting adjourned.

Eleven Men Lost in Quebec Bridge Collapse

Recruiting For The Engineers

Quebec, Sept. 12—Explorations of the collapse of the central span of the Quebec cantilever bridge while it was being hoisted into its position from the river yesterday, were being sought today by the St. Lawrence Bridge Company and the Quebec Bridge Commission. Accounts of survivors of the disaster and spectators on the bridge itself and river craft are at hopeless variance, some eyewitnesses holding that the span itself buckled first and others that the hoisting supports did not work uniformly at one corner, causing the span to sheer round and which put much strain on the other supports and perhaps on the beams of the span.

The St. Lawrence Bridge Company this morning had not issued any official explanation of what occurred, but was seeking information in the shape of photographs taken while the piece was being hoisted. There were eyewitnesses who said the span broke into fragments, though opposed to these stories are those of spectators who contend that the mass plunged into the river intact.

The cost of constructing a new span should not be more than the lost link, costing \$1,000,000, and this could be done in three months. No attempt at completing the bridge can be attempted this year and its opening due next spring must be indefinitely postponed.

The bridge span when it tumbled into the St. Lawrence did not block the ship channel and after an inspection of the spot yesterday by Quebec harbor officials it was decided that navigation could be resumed today by ocean going vessels. The river is 200 feet deep at the bridge site. The loss of life remained this morning at last night's estimate of eleven, this being the number of men unaccounted for. The explanation is made that yesterday, after getting out of the water, some of the bridge workers went home without reporting to the company's officials, thus giving rise to the belief that the loss of life would be large.

Road Improvement

She provincial authorities deserve great credit for their road work in this vicinity this summer. The road between Newcastle and Ferry Road—through Doaktown—has been thoroughly repaired, the big bridges being raised several feet and the road brought much nearer to a level. Much improvement has also been made between Ferry Road and Tabusintac, and elsewhere; and the road between Chatham and the Kent County line is being put into perfect shape.

Close, and who does not win a prize. Commissions will not be paid to prize winners nor to contestants who discontinue working before the campaign closes.

On account of having practically doubled the value of prizes to be awarded in the campaign, the campaign management has decided to extend the time of the campaign to Monday, November 6th, 1916, if it should appear advisable to do so, but beyond that date under any circumstances. It is more than probable, however, that the campaign period will be short and that the campaign will close on Monday, October 23rd. The closing date will be determined by developments within the next two weeks, and will be announced in The Advocate not later than the issue of September 27—two weeks from today.

Contestants who have already started in the campaign will receive full credit for the votes secured by them.

Recruiting For The Engineers

Company Sergt. Major Beattie, of the Canadian Engineers, is at the Waverley Hotel, which he is using as headquarters for special recruiting work which he is doing for this corps in Northumberland county. He has secured some additional men for the engineers here, and prospects, he says, seem fair for more to follow. Owing to the fact that the kind of service required in the Engineers apparently is not very well understood in this section of the country, Sergt. Major Beattie's efforts here so far have been largely of a missionary nature.

The name of the corps for which he is recruiting—Canadian Engineers—seems to convey the impression to many people that mechanical engineers are wanted; but such is not the case. The corps service embraces all branches of engineering, and is more particularly devoted to field engineering, including surveying, trench digging, camp sanitation, road and building, etc. A special course of instruction is given each recruit to qualify him for his required duties. To a very great extent this instruction is of a scientific character, which will be of high value in civil occupations of recruits after they return from the war.

Up to the present about 6,000 men have joined the Canadian Engineers, and 4,000 more are wanted. The recruits secured in the past have been above the average in quality and have included a high percentage of college and technically trained men, who saw in the service a rare opportunity to acquire practical experience.

The pay for the corps is the same as that of all the other branches of the service in the Canadian Expeditionary forces.

A Distinguished Visitor

The Earl of Ashburnham was at Hotel Miramichi several days last week and guided by Jack Hare, has gone up the Northwest Miramichi on a fishing and shooting expedition.

Married at Grand Falls

The marriage of Mr. John E. Andrews, formerly of the Royal Bank staff here, but now manager of the Grand Falls branch, and Miss Ream Fairburn Evans, only daughter of Mr. and Mrs. John J. Evans, was solemnized at the bride's home on Wednesday of last week.

Recruits Coming Forward

Recruiting for the 100 men for the 122nd Battalion is being carried on briskly. Lt.-Col. Mervin, Captains Holmes and Barry and Lt. Bonn, together with the band, are all engaged in the recruiting work, and up to the present some fifty recruits have been obtained and sent to camp. We are unable to get a complete list at present, but will have the same in full for next week.

Newcastle Women's Institute held its regular monthly meeting last night, resuming after a two month vacation. Mrs. C. C. Hayward presided, and there was a good attendance. Miss Helen Stables gave a reading on "Helpful Hints for New Assistants." It was decided to send an exhibit to the Apple Show in St. John's next November.