

The Carleton Sentinel

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A. D. McCAIN, President
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GOVERNMENT SHOULD ADVERTISE

Speaking at the First National Industrial Advertising Conference of the Associated Advertising Clubs of the World, F. M. Felker, advised his hearers to "follow the sign post of sound advertising if you are seeking the highway of business success." The speaker declared also that his suggestion applies to the government as well as to business. Following this point logically, he shows that advertising can bring the government and business together, because advertising brings business and the public together and the government's relation to business is after all simply the public's relation to business. Incidentally, it might be said that proper advertising by the government would also tend to bring the government and the people in closer touch. It certainly would remove a burden of free advertising from the publishers of newspapers, the country over, who wish to be fair and generous, many times let down the bars to government material which would receive no such consideration if sent in for publication from private or business sources. Advertising has passed its experimental stage and has become one of the fundamentals for good business. The government should avail itself to a greater extent of the experiences of private interests and the various departments should include advertising estimates in their budgets instead of spending tens of thousands of dollars in propaganda that only the personal attitude of the editor or publisher can save from the waste basket. The head of a government department who said he was "making an experiment" in advertising in a certain portion of the country, laid himself open to the amusement of business and advertising men the country over, for advertising is no longer an experiment it has become a science that with proper application brings almost unlimited returns.

THE POTATO CROP

The Federal Department of Agriculture in a potato crop report, of June 1, says that farmers in the vicinity of Moncton and Albert County are planting about the same acreage as last year. The lower section of the St. John river valley will plant about the same as 1921, but Carleton and Victoria county farmers generally will plant about 75 per cent of last year's acreage to potatoes. There will also be a general curtailment of plantings on the Upper St. John River. Seeding operations are practically completed there being plenty of farm help available this year. In the district around Woodstock the acreage of the early crop will not be as heavy, but the acreage of Green Mountains will be about as large as last year. Ideal weather has prevailed for some time and land is in perfect condition. Of Prince Edward Island, the plantings do not commence until around June 1st. Reports indicate that the acreage to potatoes planted for table use will be somewhat less than last year but the acreage for seed will be increased by about three times, and probably more if certified seed were available. Green Mountains and Cobblers are the varieties most in demand as these varieties fill the requirements of the Southern United States market.

Ontario reports that the acreage of early potatoes has been increased by the whole probably 10 per cent. to 15 per cent., whereas the acreage to late

potatoes has been considerably reduced. In Quebec the indications are that the acreage of both early and late will vary but little from that of last year.

A PRAIRIE PARTY?

(St. John Globe)
The writer of "Glimpses of Parliament" in the Ottawa Citizen, an independent paper with Progressive leanings, made some interesting observations in his comments on the vote on the budget. He points out that the supplementary support for the government came from two sources—a portion of the Progressives of Ontario and two of that party and one independent from British Columbia, and he remarks: "It is a division which is rather significant and furnishes a fresh illustration of the fact that the third party's solidarity is confined to its men from the Prairie provinces. Neither on the tariff, nor on the railway rates question, nor again, on the wheat board, is unity apparent, and these things may portend the ultimate transformation of the party into a Prairie party, voicing particularly the views of that section of the country. They do it forcibly and courageously and well, but, in the main, it is the essence of sectionalism." The writer, who is a keen parliamentary observer, adds: "The rift in the lute in Ontario and west of the Rockies is therefore significant. The common assumption is that now that the Rubicon is crossed, in the face of the most menacing adversity, the government, if it had any misgivings as to its course, will carry on." It appears that at one stage there were prospects that the lead might be relatively slim—so much so as to justify an appeal to the country.

So live that you don't want it kept out of the papers—Ex.
That's the way. Make it easy for news editors.

Old-time road houses in Nova Scotia used to have a sign: "Entertainment for man and beast." Now-days it is: "Ice cream and gasoline."—Annapolis Spectator.

Jack Dempsey is wearing a monocle he cultivated in England, and while it looks ridiculous we have yet to hear of anyone with either the courage or ability to make him part with it.

Mr. and Mrs. Carl A. Sutton, of Boston, "playing Adam and Eve" in the Maine woods succeeded in duplicating the life of the originals in every way but one. It is safe to say, the first occupants of the garden of Eden didn't run up against the game warden who hauled them before a court on charges of violating the game laws. Perhaps, however, a parallel may be manufactured in that the original parents of man were punished for picking fruit from the forbidden trees of the garden.

It is surprisingly strange that Mr. Caldwell, M. P. for Carleton-Victoria should have joined with the western Progressives in voting against the Government's tariff proposals. The changes in the tariff, while not drastic enough for some of the politicians west of the Great Lakes, appeared to satisfy a number of the Ontario Progressives and they should have been acceptable to the member for Carleton-Victoria. The Liberals of that constituency who worked hard last December to secure the election of Mr. Caldwell will be disappointed over the attitude he displayed towards the budget.—Fredericton Mail.

Automobile accidents are mounting with rapidly so far, even though the motoring season has just begun.

Best by Test

For 30 years we have blended

"SALADA"

TEA

for the public taste. Today Salada is the largest selling tea in America. Is not this proof positive of its popularity?
A post card will bring samples. SALADA, MONTREAL.

Greater care should be exercised not only by drivers of cars but by pedestrians who, many times are at fault, through heedlessness in crossing streets and by dodging out from behind objects obstructing the view of the motorist. The small boy is one of the hazards an automobile operator has to meet. So many times in the excitement of their play they rush into the path of approaching cars that only the man or woman who has done extensive driving can reckon the number of narrow escapes. Many times the operators of machines are at fault, for few drive through streets as slowly as they should to have their car under immediate control. There is something to be said on both sides and only through the exercise of extreme caution by both pedestrian and operator can the number of casualties be lessened this season.

MARRIED

At the United Baptist parsonage, Woodstock, June 14, by Rev. L. E. Ackland, Fred M. Bartlett of Woodstock, Engineer with the C. P. R., was united in marriage to Ethel Verna Stairs of East Waterville, York county. After the ceremony, the bride couple left for an auto and camping trip through the province.

Mr. Hedley Colpitts of Minto, son of Mr. and Mrs. B. M. Colpitts, of Woodstock, and Miss Mary Thurtell of Newcastle Bridge, Queens county, were married at Minto, on Wednesday, Mrs. B. M. Colpitts and her two daughters, Misses Gladys and Merilla, of Woodstock, went to Minto to attend the wedding.

At the United Baptist parsonage, Woodstock, on Wednesday, June 14, Enoch J. Peck, and Ella Beatrice Lutz, both of North Lane, York Co., were united in marriage by Rev. L. E. Ackland.

At Williamstown, June 14, by Rev. Father Hayes, Vincent Fewer and Miss Charlotte Kennedy.

O. McPherson, Furniture Dealer, Undertaker, Armstrong, B. C. Minard's Liniment Co., Ltd., Yarmouth, N. S.

Dear Sirs,—Since the start of baseball season we have been hindered with sore muscles, sprained ankles, etc., but just as soon as we started using Minard's Liniment our troubles ended. Every baseball player should keep a bottle of your liniment handy.

Yours truly,
W. E. McPherson
Secretary of Armstrong High School Baseball Team

Yankee, boasting of great heat experienced in America: "It's so hot it burns the wings of the flies."
Pat: "That's nothing to what it is in Ireland. We have to feed the chickens on ice cream to keep them from laying boiled eggs."

CARD OF THANKS

Mr. and Mrs. Leslie Paulkner and family take this means of conveying to the people of Woodstock and vicinity their sincere and heartfelt gratitude for the many acts of kindness, beautiful floral offerings, and expressions of sympathy shown them during the illness and death of their beloved daughter and sister, Jennie Mabel Paulkner.

PERTH AND ANDOVER

Mrs. Guy G. Porter entertained at a dance and lunch at Lovely's Camp on Wednesday evening.

Mrs. Chas. Raymond entertained at an afternoon tea on Friday in honor of Miss Clark and Miss Edgar.

Tennis Tea was served on the verandah of Mrs. G. T. Baird on Saturday afternoon by Mrs. Baird, Mrs. McIntosh, Mrs. Guy Porter and Miss Helen Spike.

Miss Muriel Baird returned on Wednesday from a visit in Edmundston.

Mrs. Deacon, who has been the guest of Sheriff and Mrs. Tibbitts, left on Thursday for Edmundston, to visit Mrs. John Stevens.



McLaughlin-Buick "Master Four" Also Drives Through The Third Member

Whether it is a Four or a Six every McLaughlin-Buick measures up to the same rigid McLaughlin-Buick standards of design and construction. Whatever is McLaughlin-Buick, is McLaughlin-Buick throughout.

The McLaughlin-Buick Four, like the McLaughlin-Buick Six, drives through the torque tube third member on the axle. McLaughlin-Buick springs only support the body and ensure easy riding. A McLaughlin-Buick rear spring, accidentally broken, cannot mis-align the axle and tie you on the road. This design is generally found only on high-priced cars.

MASTER SIXES		MASTER FOURS	
22-44 Special Roadster	\$1965.00	23-34 Special Roadster	\$1340.00
22-45 Special Touring	1995.00	22-35 Special Touring	1375.00
22-46 Coupe	2695.00	22-36 Coupe	1895.00
22-47 Sedan	3095.00	22-37 Sedan	1095.00
22-48 4 Pass Coupe	2945.00		
22-49 Special 7 Pass. Touring	2345.00	All Prices F.O.B. Oshawa, Ont.	
22-50 7 Pass. Sedan	3445.00	Sales Tax Extra	

McLaughlin Cars are BILT, not merely assembled, in Canada

F. O. Creighton, Distributor
Woodstock, New Brunswick

The new 1922 models will be demonstrated and sold by Creighton & Ridley, Woodstock; C. W. McQuarrie, Hartland; J. A. Tompkins East Florenceville; B. C. Cliff, Centreville-Carleton County; Wrights Garage, Perth; Victoria Co. Bertel sens Garage, Grand Falls, Victoria Co.

McLAUGHLIN-BUICK



HATCHWAY
NO BUTTON UNDERWEAR

WIVES!

"No more Button Bother"



UNDERWEAR without buttons---for men and boys, and little boys. No more torn button-holes---no more

buttons torn out in the wash, because---no buttons.

Your men-folk can wear cooler, roomier, more comfortable Hatchway Underwear this summer. Costs no more than ordinary underwear---fits much better, lasts far longer. And no buttons.

The materials in Hatchway garments---cool, airy nainsook, soft-knitted balbriggan, or close-fitting elastic knit---give longer life, more durability and greater economy to summer underwear.

Men's Athletic -- \$1.50

WOODS UNDERWEAR COMPANY, Limited, Toronto

HATCHWAY
NO BUTTON UNDERWEAR

The John McLauchlan Co., Ltd.

Clothiers and Hatters
Woodstock, N. B.

Mr. Arthur LaPage of Birch Ridge, was the guest of Mr. and Mrs. Lee Bedell last week.

Delegates from here to Fredericton to attend the Woman's Institute Convention, left on Monday; from Perth, Mrs. Earle, Mrs. Marshall Armstrong; from Andover, Mrs. Jas. Porter, honorary member of institutes, Mrs. D. R. Bedell and Mrs. James Howlett.

Miss Anna Howlett returned home this week where she had been attending Normal School.

Mr. Jordan of St. John, was a week end guest of N. J. Wooten. Canon Smithers passed through on Monday, enroute for Lickford to visit the parish of Mr. Frank Sherlock.

Rev. J. Rees-Jones attended the deanery meeting at Edmundston last week.

Guy G. Porter returned on Monday from a business trip to St. John. Percy Bull went to Woodstock on Tuesday.

Mr. and Mrs. Reid of Carlingford, have moved into the rent of Alex Henderson.

Mr. and Mrs. Hanford Browning of River de Chute, spent Monday with Mrs. Hefferman.

OBITUARY

MR. S. R. HAYDEN

After a lingering illness, caused by heart trouble, the death of S. R. Hayden of Riley Brook, occurred at his home on June 18th.

Mr. Hayden was born at Hartland, 61 years ago. He moved to Riley Brook 26 years ago, where he has been a faithful worker for the good of the community in which he lived. He was a kind, loving husband and father, and leaves to mourn, his wife, three sons, Frank of Hartland, James and Ralph at home; four daughters, Mrs. D. A. Aiton, of Oxbow, Mrs. J. W. Plummer of Hartland, Mrs. J. E. Quinn of Riley Brook and Mary and Edith at home; one sister, Mrs. J. H. Sharp of Grafton, and one brother, Charles of Burnt Land Brook, all of whom were with him when he died.

Service conducted at the house by Rev. F. Burton Long, of Arthurville. His text was II Cor., 5: 1. He spoke on the Christian faith, hope, and God promise to the Christian. Interment was in the R. B. burying ground. The pall bearers were his three sons and three sons-in-law.

ALEXANDER SIMMONS

Alexander Simmons, died at his home, Allendale, York Co., on Wednesday of last week of dropsy and heart trouble, age 60 years. He leaves a wife and four children, one son and three daughters, three sisters, Mrs. Thomas Page, Presque Isle; Mrs. Clement Fraser and Mrs. John Ritchie, of this town; four brothers, George and Edward of Allendale; Charles of Pokioke, and Duncan of this town.

The funeral service was held on Friday at the Barony, conducted by the Rev. Mr. Richardson of Hawksshaw. The pall bearers were his four nephews.



Buy a
Brunswick
and
be satisfied

Prices reduced on all models

Easy terms if desired

The Creighton Musical Instrument Co.
Main St. Woodstock, N. B. Opp. Carisle

A Sock For Every Foot!

This Week we are Featuring

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From the Best Manufacturers

In Silks, Silk and Wool,
Lisle and Cotton

Produced by Celebrated English and Canadian Manufacturers

Prices from 50c to \$1.75

Keep Your Eye on This Ad. and Watch Our Windows.

H. W. COWAN

Men's Furnishings

Main St. Woodstock, N. B.

VICTORY, MUNICIPAL AND PUBLIC UTILITY

BONDS

BOUGHT -- SOLD -- QUOTED

E. R. TEED

Woodstock, N. B.

BOYS AND GIRLS

Watch Our Window
And This Space

For Something That Will Interest You
Very Much

We Will Tell You All About It Later

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Corner Main and King Streets

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Farmers Phone 23-2

Our Mail Order Department is at Your Service.