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More Bread and Better Bread  
Buy it and see for yourself.



## MILITARY MATTERS

### MILITARY CUSTOMS AND ETIQUETTE

There is a certain etiquette and custom to be observed in military and naval matters that the ordinary civilian is ignorant of, and now that we have military and naval men among us a few hints may be useful to those in doubt.

Take the case of addressing or speaking of officers. All subalterns—that is, officers under the rank of captain—should be referred to as Mr. The rank is not mentioned, but he is spoken of or to as Mr. Brown, not Lieutenant Brown, while letters should be addressed "J. Brown, Esq."—Regiment, except official communications, which show his rank. His visiting cards should also be written without naming rank but showing his regiment.

In speaking to a captain the rank and name is always used, as "Good day, Captain Smith," but never "How are you, Captain?" On the contrary, it is quite correct for intimate friends to address a Major, Lieutenant, Colonel or Colonel by rank only as "Good morning, Major," "Good bye, Colonel."

A Lieutenant Colonel is called Colonel by courtesy and letters are addressed to Captains, Majors etc., stating rank as Colonel Jones. Regimentary rank are addressed by the high or title, that is a captain holding the rank of brevet-major would be called major. Then there is the case of officers holding administrative positions in addition to their rank such as Quartermasters, Adjutants, Paymasters, etc., which are appointments only, so it is absolutely wrong to speak of Adjutant Robinson or Quartermaster Thomson. The correct way is Captain Robinson, the Adjutant, or Major Thomson, the Quartermaster.

In the Navy, Lieutenant Commanders and Commanders receive the title of Captain by courtesy, and so Commander Johnson, R.N., is addressed as Captain Johnson. The relative rank of officers in the army and navy is sometimes puzzling; a Lieutenant in the Royal Navy ranks as a Captain in the Army. Lieutenant Commanders with Majors, Commanders with Lieut. Colonels and Captains with full Colonels, and so on.

The etiquette of the soldiers' dress is also a complex one and there are certain rules and customs which must be observed. A soldier never salutes unless he has his cap or other head covering on, and so an officer not having his head covered does not return the salute of a soldier, and so in the street military men acknowledging the bow of a friend do not remove their caps, but simply salute, and so soldiers present when the National Anthem is played stand at the salute until it is finished. But without any headgear they stand at attention. Individual soldiers meeting a battalion on the march should halt, turn toward the commanding officer and salute, and also pay similar honors to the colors if any. Similarly, civilians should pay the same respect by raising their hats.

A body of wounded are always to be saluted either by single soldiers or a body, who should present arms. A mistake often made is to refer to an officer as attached to a regiment, whereas an officer duly appointed is a member of his unit, though an officer of one corps may be attached to another temporarily for duty, pay, etc. We often see in the newspapers that a sergeant or man has been promoted to commissioned rank on the field; this is absolutely wrong, as nothing of the sort occurs. He may be recommended for a commission by the General, but promotion on the field is extremely rare. There are many other particular manners and customs of the army and navy, that are dealt with by regulation or governed by military custom.

### German Casualties

Total 2,535,768

The total German casualties to date, as reported in the British House of Commons, are as follows: Killed 588,986 Died from various causes 24,080

Wounded and Missing 613,066 Prisoners 356,153 Total 2,535,768

### Chance for all to Become Officers

Men in Ranks Will be Encouraged to Qualify for Commissions.

A democratic change has been inaugurated by Major General Sir Sam Hughes, minister of militia, in the manner of preparing and educating officers for military service.

With a view to providing qualified officers and non-commissioned officers for the Canadian expeditionary force, an infantry school of instruction will be established at the headquarters of each military district; and members of the Canadian expeditionary force, of whatever rank of service, will be permitted to attend provided that they are recommended by their commanding officers and there is room for them.

The minister is desirous that men of standing in business, professional, agricultural or mechanical life should take training. They can readily attach themselves to any militia or overseas regiment if not in service before, and on presenting themselves, will be admitted.

Battalion schools for non-commissioned officers will be established in connection with each regiment, while special classes for specific objects can be established at any time.

### No Conscription of Wealth

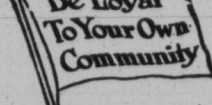
The suggestion made in the British House of Commons by William C. Anderson, Labor member for the Attercliffe division of Sheffield, that as a pendant to the military service bill another bill should be introduced for the conscription of all surplus of wealth, had a chilly reception.

Premier Asquith declined to give facilities for such a measure. He reminded Mr. Anderson that considerable steps in the direction indicated already had been taken by the income tax, by the super-tax and by the excess profits tax. The Prime Minister added:

"I need hardly say it may be necessary to impose further burdens of this character. Meanwhile, I cannot anticipate the measures which may be imposed in the future finance bill by giving the suggested facilities."

There is more Catarrh in this section of the country than all other diseases put together, and for years it was supposed to be incurable. Doctors prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Catarrh is a local disease, greatly influenced by constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is a constitutional remedy, is taken internally and acts through the blood on the mucous surfaces of the system. One Hundred Dollars reward is offered for any case that Hall's Catarrh Cure fails to cure. Send for circulars and testimonials.

F. J. CHENEY & CO., Toledo, Ohio Sold by Druggists, 75c. Hall's Family Pills for constipation



### This Book helped me improve my Farm.

It is the most valuable book I own and it cost me nothing.

It has saved me time, labor and money and I've got better looking, more durable and more serviceable buildings than I ever had before.

The first cost of concrete farm improvements is also the last cost. There's no after expense for paint or repairs—no danger from fire, rot or rust—no trouble of any kind. Besides they lower the insurance rate. If you haven't a copy of "What the Farmer can do with Concrete", send for one today. There's more than 150 pages of valuable building information, 52 practical plans, illustrated by diagrams and photographs, and dozens of other interesting facts.

A copy will be sent to you free of charge, immediately upon receipt of coupon below.

CANADA CEMENT COMPANY LIMITED, Montreal, Quebec.

### CUT OUT AND MAIL

CANADA CEMENT COMPANY LIMITED, Montreal, Quebec.

Name \_\_\_\_\_

Street and No. \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_

### Transatlantic Wood Trade

Increased Shipments of Lumber Last Year From all N. B. Ports but Albert.

(St. John Globe)

The figures of the transatlantic wood trade from St. John in 1915 are interesting reading, when compared with the figures for the previous year in spruce deals there has been an increased shipment of fifty-four million feet, and the increase would have been larger if the freight raise had not become almost prohibitive. Appended are the figures for the two years. It will be observed that Liverpool received less than either London or Channel ports, and the Mr. W. Malcolm Mackay continues to be the principal shipper.

Ports	Spruce	Birch	Plank
Liverpool 1914	11,629,237	574,100	
Liverpool 1915	17,751,232	499,557	
Manchester 1914	14,116,685	473,178	
Manchester 1915	17,986,695	315,843	
Fleetwood 1914		816,201	
Fleetwood 1915		9,914,128	921,646
Channel 1914	22,089,321	451,670	
Channel 1915	19,107,887		
Glasgow 1914	13,785,016	15,721	
Glasgow 1915	8,536,797	151,817	
London 1914	10,238,214	5,645,754	
London 1915	22,463,452	2,914,822	
Other ports 1914	8,074,270		
Other ports 1915	14,118,673		
Ireland 1914	12,417,504	20,782	
Ireland 1915	19,107,887		
Continent 1914	879,149		
Continent 1915	15,763,832		
Australia 1914	110,000		
Australia 1915			
South Africa 1914	2,463,823		
South Africa 1915	852,092		

Total 1914 84,927,826 7,551,181  
Total 1915 129,486,183 4,333,709  
Birch timber to the amount of 1,611 tons was shipped in 1915, compared with 1,411 tons in 1914.

The shipments from other New Brunswick ports were as follows:

Year	No. of Vessels	Tons	Deals	Sup. feet
1914	20	27,828	37,370,851	
1915	34	32,793	42,131,020	
Dalhousie	No. of Vessels	Tons	Deals	Sup. feet
1914	36	38,601	12,000,000	
1915	46	37,415	17,000,000	
Bathurst	No. of Vessels	Tons	Deals	Sup. feet
1914	10	7,172	10,779,943	
1915				
Chatham	No. of Vessels	Tons	Deals	Sup. feet
1914	16	25,468	35,945,187	
1915	63	38,594	46,156,057	
Newcastle	No. of Vessels	Tons	Deals	Sup. feet
1914	19	17,667	26,126,421	
1915	79	44,277	51,579,871	
Pictou	No. of Vessels	Tons	Deals	Sup. feet
1914	6	1,459	2,029,658	
1915				
Buctouche	No. of Vessels	Tons	Deals	Sup. feet
1914	1	204	253,354	
1915	2	572	909,604	
Sackville	No. of Vessels	Tons	Deals	Sup. feet
1914	1	296	392,198	
1915	7	1,309	1,447,295	
Albert	No. of Vessels	Tons	Deals	Sup. feet
1914	5	10,363	14,139,792	
1915	7	8,901	13,377,139	
Shediac	No. of Vessels	Tons	Deals	Sup. feet
1914	3		993,965	
1915				

It will be seen that there has been a large increase from the North Shore ports, as well as St. John. A recapitulation of the shipments in 1915, compared with the last three years, gives the following result:

Year	Spruce	Deals	etc.	Sup. Ft.
1912	245,806,682			
1913	270,963,621			
1914	217,906,813			
1915	325,890,743			

As prices were good, the transatlantic wood business was profitable during the year.

### TAKES OFF DANDRUFF. HAIR STOPS FALLING

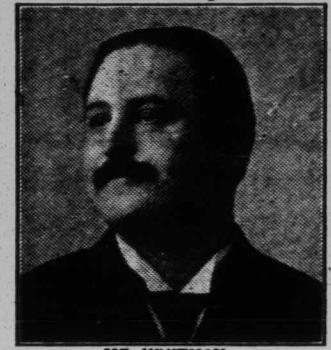
Save your Hair! Get a 25 cent bottle of Danderine right now—Also stops itching scalp.

Thin, brittle, colorless and scraggy hair is mute evidence of a neglected scalp; of dandruff—that awful scourge. There is nothing so destructive to the hair as dandruff. It robs the hair of its lustre, its strength and its very life; eventually producing a feverishness and itching of the scalp, which if not remedied causes the hair roots to shrink, loosen and die—then the hair falls out fast. A little Danderine tonight—any time—will surely save your hair.

Get a 25 cent bottle of Knowlton's Danderine from any drug store. You surely can have beautiful hair and lots of it if you will just try a little Danderine. Save your hair! Try it!

### HE STRUCK IT RIGHT AT LAST

After Suffering Almost Two Years, "Fruit-a-lives" Brought Relief.



MR. WHITMAN, 382 St. Valier St., Montreal.

"In 1912, I was taken suddenly ill with Acute Stomach Trouble and dropped in the street. I was treated by several physicians for nearly two years. I was in constant misery from my stomach and my weight dropped down from 225 pounds to 160 pounds. Several of my friends advised me to try 'Fruit-a-lives' and I did so. That was eight months ago. I began to improve almost with the first dose. No other medicine I ever used acted so pleasantly and quickly as 'Fruit-a-lives', and by using it I recovered from the distressing Stomach Trouble, and all pain and Constipation and misery were cured. I completely recovered by the use of 'Fruit-a-lives' and now I weigh 208 pounds. I cannot praise 'Fruit-a-lives' enough." H. WHITMAN.

30c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.



### SYNOPSIS OF CANADIAN NORTH-WEST LAND REGULATIONS

The sole head of a family, or any male over 18 years old, may homestead a quarter section of available Dominion land in Manitoba, Saskatchewan or Alberta. The applicant must appear in person at the Dominion Lands Agency or Sub-agency for district. Entry by proxy may be made at any Dominion Lands Agency (but not Sub-Agency), on certain conditions.

Duties: Six months' residence upon and cultivation of the land in each of three years. A homesteader may live within nine miles of his homestead on a farm of at least 80 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.

Duties: Six months' residence in each of three years after earning homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

A settler who has exhausted his homestead right may take a purchased homestead in certain districts. 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 to reduction in case of rough, scrubby or stony land. Live stock may be substituted for cultivation under certain conditions.

W. W. CORY, C. M. G., Deputy of the Minister of the Interior.

N. B.—Unauthorized publication of this advertisement will not be paid for.—64388. 49-6mos.

### EDDY'S

WHEN MATCHES ARE WANTED

### Telephones Made Money in Manitoba

Winnipeg, Jan. 26.—The Manitoba government telephones for the last fiscal year had a total revenue of \$1,769,589.20. Expenses were \$1,328,545.50 and interest charges \$418,502.91, leaving \$22,540 surplus.

Butter Parchment. Butter Parchment of the Best Quality is kept at the Advocate Job Dept. Sold in one or two pound sizes, or in the full size sheet, 24x36. Butter wrappers also printed with Special Blue printing ink that will not run or stain the butter. 41-

### Another Instance

-of-

# PROMPTNESS

Here is another instance of satisfaction given a mail order customer of The Advocate Job Department, which is only one of many received from time to time at this office. Promptness and good work are the secrets of the success of The Advocate's Job Department; and the following letter, as a voucher, shows that even in "rush" orders careful attention is not eliminated. This letter was received from a Toronto gentleman, and was written from Windsor, Nova Scotia. We have since been advised by the writer that a large number of replies to the circular in question had been received very shortly after its circulation. Following is the letter:

Windsor, Nova Scotia.  
December 7, 1915.

Miramichi Publishing Co., Limited,  
Newcastle, N. B.

Dear Sirs:

I wish to express my appreciation of the manner in which you filled my last order for printing. As this was "rush" order, I was prepared to make allowances for imperfections in the job, but I must say that if days instead of only a few hours had been devoted to the job, it could not have been executed in a more pleasing and satisfying style. In my opinion the circular alluded to is a well-nigh—if, indeed it is not altogether—a perfect piece of printing. Anyway it suits me perfectly. An office that can turn out such excellent printing as I consider this circular to be should be able to please anybody.

Yours very truly,

(Name withheld.)

The writer of the above letter, who has done considerable business in the lower provinces, has had several pieces of work done by The Advocate, and has been given entire satisfaction in all cases. It can, and will, do the same for you. You may be satisfied with the work you are receiving now, but you may be better satisfied after you have seen the class of work turned out by The Advocate. Samples of stock and prices printed will be mailed upon request. Write today.

### THE UNION ADVOCATE

# ADVERTISING DON'T PAY

Some merchants who do not advertise will tell you. They place their opinion above the opinion of the many thousands who do advertise because they KNOW that it pays. The trouble is those merchants do not know how to advertise RIGHT. They do not give their advt. the proper attention—they do not change often enough, and hardly know what to write when they do change them, and then blame the paper because their business does not increase. An infant will not thrive on ten bottles of poor milk in a year, nor will an advertisement increase a man's business with only ten changes in a year.

# START THE NEW YEAR RIGHT

Look at the matter as a Business Proposition. Figure up what your business will allow you to spend, and then find out, AND MAKE CERTAIN, where you can get the best results for the amount you spend. Give your advt. the same careful attention you give to buying and there will be a pleasant surprise in store for you at the end of the year.

So far as circulation is concerned, The Advocate is in the lead. There is not a corner in Northumberland County in which The Advocate does not circulate. As a matter of news—it leads, others follow. It gives the biggest dollar's worth of news of any other paper in the county. It gives the news first, while it is fresh. We receive weekly, letters, kind, thoughtful letters, commending us upon our work. Hundreds of new names have been added to our lists within the past few months. We expect these new subscribers will bring many more new ones.

Just think, Mr. Advertiser, what this enormous increase in our circulation means to you! You are not in business for your health—you are spending money in advertising for the purpose of getting increased business. As a business proposition, it is up to you to use the paper with the largest bona-fide paid up subscription list, and that paper in Northumberland County is THE UNION ADVOCATE.

### Get in Touch With 10,000 People

every week through the columns of

THE

# UNION ADVOCATE

Phone 23 NEWCASTLE, N. B. Box 359