

First Impressions Are Important

In a world where appearances are valued as indexes to character, *Your Stationery* should represent you worthily—always and everywhere.

That atmosphere of character and refinement, which should distinguish all self-respecting correspondence is assured when you place your stationery order with us. If you allow us to furnish your

Letter Heads, Bill Heads, Shipping Tags, Office Forms, Envelopes, Statements, Etc.

they will reflect the dignity and self-respect of the discriminating, and be an excellent advertisement for your business, for a business man may be judged by the quality and style of his printed matter.

The Advocate Job Printing Department

is without doubt the best equipped on the North Shore, and consequently in a position to turn out all kinds of Job Printing *Neatly, Promptly and Satisfactorily*, at very reasonable prices. We are constantly adding new type and material to our already up-to-date equipment, and we have recently put in several of the newest type faces manufactured.

Let Us Prove

to YOU the truth of the above statement by giving us a trial order for any of the above mentioned office requisites, or an order for

Posters or Dodgers, any size Flyers, Circulars, Programs Menus, Display Cards, Business or Visiting Cards, Price Lists, Booklets

in fact, ANYTHING YOU WANT PRINTED Neat, Artistic Two-Color Work a Specialty. Call on us when you need anything in our line. We assure satisfaction.

Mail orders receive our careful and prompt attention. Write us for prices.

Yours for Good Service

The Advocate Job Department

Phone 23

P. O. Box 359

Everything in Printing.

PASTORS WHO ATTACK PAPERS ARE REBUKED

Cedar Rapids, Ia., Dec. 20.—Criticism of newspapers by ministers usually is groundless, unsound and untrue, the Rev. Earl Hoon, pastor of St. Paul's M.E. Church, Sioux City, declared in an address before the Ad club here yesterday.

"The criticism," he declared, grows out of the average preacher on what news and advertising are. The average newspaper man tells the truth. It's a matter of getting the truth to him. Give him the truth and you will see what's printed. I've taken reporters to my confidence times without number and never have been betrayed."

He urged the church to "warm up" to newspaper men declaring the newspapers reach more men daily than the churches do in a month. "You do not need to play to the galleries to attract attention. Render service and you will receive service."

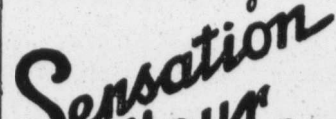


For lightness, for whiteness, for appetizing flavor and wholesome nourishment in your home-made bread use

North West Flour
THE BREAD FLOUR

"North West" has all the ideal bread-making qualities of the best Western hard spring wheat.

For delicious cakes, light as a feather, or crisp pastry that "melts in your mouth", get



Sensation Flour
FOR CAKES AND PASTRY

"Sensation" has the more delicate, pastry-making qualities of Ontario soft winter wheat. It reduces the cost for ingredients, particularly shortening.

Carried by dealers everywhere.

THE T. H. TAYLOR CO., LIMITED
CHATHAM, ONT.

Maritime Representative
H. E. RAINS,
HALIFAX, N.S.

HENRY FORD DECLARES HIMSELF FOR COOLIDGE

Declaring that he believed the "United States safe with Coolidge" Henry Ford, automobile manufacturer, whose name has been mentioned as a possible candidate for 1924, declared that he would not oppose President Coolidge. Mr. Ford pointed out that a presidential election was reputed to have a disturbing effect on business conditions but there was no reason why business should be disturbed. He said further that he did not believe the President should be required to take any of his time or strength for any sort of political campaign.

The announcement of Mr. Ford's support of President Coolidge came simultaneously with the filing in Lansing of petitions to place Mr. Ford's name on the Michigan Presidential primary election ballots next spring.

It is too late for Mr. Ford to withdraw from the Michigan Presidential primary election of next spring, James W. Helm who filed Ford's petitions at Lansing declared Mr. Helm, was Mr. Ford's unsuccessful opponent on the Democratic ticket in 1918 Michigan senatorial primaries.

The First V. C.

Although there have been more Victoria Crosses bestowed during the Great War than ever before, the little Maltese cross of bronze, with its inscription "For Valour," still remains the chief honor of a soldier's life. And not of a soldier's life only. The Victoria Cross has been won by sailors as well as clergymen and civilians; in fact, the very first cross was bestowed upon a sailor.

During the Crimean War our ships were bombarding Balaclava, a port of the Oland Isles, off the coast of Finland. Suddenly a live shell fell on board. A young sailor named Lucas, sprang forward seized the shell and threw it into the sea, where it harmlessly spluttered out. For this gallant act Lucas received the first Victoria Cross. He afterwards rose to the rank of Admiral.

CANADIAN PRODUCTS

The population of Canada is one per cent of the world and Canada produces 90 per cent of the world output of cobalt; 38 per cent of nickel; 65 per cent of nickel; 32 per cent of alfalfa and pulp wood; 20 per cent of salt and dried fish; 18 per cent of oats; 15 per cent of wheat; 11 per cent of barley; 4 per cent of gold and 4 per cent of copper.

DEED FORMS

We have in stock, Deed Forms, Teacher's Agreements, School District School Tax Books, Dog Tax Books, Assessment Lists, Road Tax Books, Poor and County Rates.

THE ADVOCATE

Fiery Cross Will Stir Churchmen

London, Dec. 16.—The ancient Scottish custom of passing the fiery cross from town to town to rouse the clansmen to arms is to be emulated by the Anglo-Catholics, or extreme high church party of the Church of England, next year when a fiery cross will be passed from parish to parish throughout the country as a symbol of continuous intercession for the conversion of England. While a church holds the cross it will be responsible for the continuous prayer, day and night, and the cross will be passed on to the next parish, where there will be continuous prayers during the time the cross is held.



Fletcher's CASTORIA

MOTHER! Fletcher's Castoria is a harmless Substitute for Castor Oil, Paregoric, Teething Drops and Soothing Syrups, prepared to relieve Infants in arms and Children all ages of

Constipation Wind Colic
Flatulency To Sweeten Stomach
Diarrhea Regulate Bowels

Aids in the assimilation of Food, promoting Cheerfulness, Rest, and Natural Sleep without Opiates

To avoid imitations, always look for the signature of *Wm. H. Fletcher*. Proven directions on each package. Physicians everywhere recommend it.

When Opportunity Comes

HOW much money have you "put by" at the present time?

Enough to pay a doctor in case of sudden illness in your family? Enough to make a payment on a home should you be offered a bargain? Enough to take advantage of a sudden business opportunity?

Ordinary opportunities, ordinary happenings, these, yet how many are ready for tomorrow's big chance—tomorrow's emergency? The man with a good bank balance is always ready for the unexpected.

Keep ever before you the importance to yourself of saving money regularly and persistently.

THE ROYAL BANK OF CANADA

THOMAS CLARKE, Manager
Newcastle, N. B.

Will Your House Be Warm This Winter?

Now is the time to place your order for

Storm Windows Storm Doors Basement Sashes

(Rushed Orders Rushed)

GEO. BURCHILL & SONS WOODWORKING FACTORY

Phone 108-6

South Nelson, N. B.

Something to Consider

Who makes the RANGES sold here and did you ever try to find out the REPUTATION of the foundries back of the ranges on sale? Then did you ever consider the KNOWLEDGE the salesman has of a stove or range while he TALKS to you and you are looking over a range? There is nothing so VOID of SENSE as a person talking RANGE who has not grown up in the business.

When you want a RANGE call and let us REASON a bit with you.

We have the finest line of RANGES produced in CANADA. Our prices cannot be trimmed. We know the Business and have no substitute for QUALITY.

This is the REASON we have the RANGE business of the entire country.

FURNACES STOVES RANGES
Hot Water Heating and Plumbing a Specialty

B. F. MALTBY,

Phone 121