

15¢ PER PKG. — and in 1/2 lb VACUUM (AIR-TIGHT) TINS



OLD CHUM
The Tobacco of Quality

Compare these Accounts

Savings Bank Account No. 711			
DATE	DR	CR	BALANCE
1920		50	50
1921		50	100
1922		50	150
1923		50	200
1924		50	250
1925		50	300
			579

Both started five years ago with \$50. One has remained dormant through neglect, the other shows a substantial balance gained by regular deposits of \$10 a month—a sum most people squander monthly on trifles.

Which is yours?

Savings Bank Account No. 712			
DATE	DR	CR	BALANCE
1920		50	50
1921		100	150
1922		100	250
1923		100	350
1924		100	450
1925		100	550
			753.03

The Royal Bank of Canada
Newcastle Branch Thomas Clarke, Manager

HAMILTON'S THIN ZEPHYR BISCUITS
Light, Crisp and Flaky
HAMILTON'S FRESH FROM THE OVEN TO YOU
THIN ZEPHYR BISCUITS

After a strenuous day at the office—Invigorating as a sea breeze!

ADVERTISING AND BUSINESS

Advertising and business are close partners. They are responsively sympathetic. In the times of the years ago advertising was good in periods when business was good, and if there was a panic advertising slumped. Now there is less indication that business affects advertising in as great a degree as advertising affects business. In the old times merchants, for example, advertised in the local papers liberally when business was high, spirits high, cash plentiful and when they "felt they could afford to spend money with the newspapers." But that era has passed.

Business men put their first rank business judgement, sense, skill into their advertising campaigns; for on these advertising campaigns depends the volume of their business. Competition is sharp; if business is good they advertise to keep it so and to get their own share and a little more if possible of what's doing in the trading line; if business is "cool," then they realize the absolute necessity for advertising for a number of good reasons. The

people, they know, are then eagerly looking for the best places and the best prices, the business is not plentiful enough to go around with two or three liberal helpings and they resort to attractive, intense, emphatic advertising to get the largest possible proportion of what there is in sight.

In the old times the business men put advertising into the business system only when he thought the system was strong enough to stand it, nowadays he feeds his business a regular diet of advertising to keep its circulation normal, its strength vigorous, its growth steady; he gives it the extra treatment when he finds that a tonic or a stimulant is most required.

Business men are coming to the same view of advertising as an element, a vital, everyday, regular, steady element in business.

SCOTT'S EMULSION
of vitamin-rich cod-liver oil is especially helpful to an under-weight child.
GIVE SCOTT'S REGULARLY

Wheat-Eating People

Canadian farmers grow the best wheat in the world and Canadians naturally eat more wheat than any other race of people, considerably more, strange to say on the average than the people of the United States.

The following table shows succinctly the number of bushels per capita eaten by various races and people: Canada, 9.5; France, 7.9; United Kingdom, 6.0; Australia, 5.5; United States, 5.3; Argentine, 5.2; Chile 3.4; Sweden, 2.5; Germany, 3.2; British India, .8; Mexico, .8; Japan .5.

World's Deepest Mine

The deepest mine in the world is the Morro Velho, Brazil. It has reached a vertical depth of 6,426 feet below the surface of the earth. This great depth is attained not by one shaft but a series of five, staggered to follow the 45 degree pitch of the lode with which it is connected by cross-cuts.

In India there is a mine in which a depth of 5,400 feet has been reached; while in Michigan there is a copper mine which is one mile deep vertically. In South Africa there is a mine where the engineers are planning to sink a shaft to a depth of 5,000 feet.

Choppy Bits

No war is over until the allies are as friendly toward one another as they were toward the enemy.

It isn't recorded that any people became great by scoffing at religion.

...we have teeth. The trouble is money are the kind that come out at night.

Substitute for Sugar

Of great importance to the sweetening world has been made by the United States Department of Agriculture—that large quantities of a chemical known as inulin can be extracted from artichokes, and that this inulin is sweeter than itself as great again as cane sugar.

Artichokes want practically no cultivation, and are regarded more as useless weeds than anything else in North America, though the Indians used them as a food before the white men arrived.

Careful experiments are being made to see how far inulin can be used as a substitute for sugar, which is still expensive when compared with its old price.

The Editors Reply

Simpkins considered himself a humorist. He sent a selection of his original jokes to the editor of a newspaper and confidently awaited a remittance. His excitement ran high when he received a letter, obviously from the newspaper office.

He opened it with feverish haste. There was no cheque, however, just a small note, as follows:

"Dear Sir,—Your jokes received. Some we have seen before; some we have not seen yet."

A Hot Argument

—Never helps develop cool judgments.

—Is a poor way to make warm friends.

—Seldom settles any real differences.

—Cannot be conducted in low tones.

—Means tongues in high wits brains in neutral.

—Never smothers any old animosities.

—Seldom increases any one's self-respect.

SENATE VACANCIES WILL BE FILLED

Hon. A. B. Copp or Hon. W. E. Foster May Get New Brunswick Appointment.

A despatch to the Toronto Mail and Empire, under Ottawa date line, declares that before the prospective Dominion general election the Government will fill the present vacancies in the Senate. There are nine seats now vacant two in the Prince Edward Island quota, one in New Brunswick, two in Quebec two in Ontario and two in Alberta. The Mail and Empire despatch mentions the following as possible appointments to these vacancies:

Prince Edward Island—Hon. John Sinclair and J. J. Roches, M. P.

New Brunswick—Hon. A. B. Copp and Hon. W. E. Foster.

Quebec—Hon. Jacques Bureau, Sir Lomer Gouin and Hon. Dr. Beland.

Ontario—W. G. Raymond, Dr. Rankin, W. M. German and W. D. Euler, all members of the present Parliament.

Alberta—Hon. Philippe Roy, now Commissioner General in Paris; W. A. Buchanan and Hon. Frank Oliver.

OHIO BOYS SPEND VACATION IN N. B.

Reach New Mills in Two Special Cars to Camp Several Weeks

A camp for the sons of wealthy citizens of Cleveland, Ohio has been established at New Mills, between Campbellton and Bathurst, on the North Shore, and recently two special cars carried them to their vacation site, according to A. H. Lindsay.

"This camp is ideally situated," Mr. Lindsay said "and offers these boys every opportunity for healthful recreation, including baseball, swimming, fishing and hunting. Horseback riding is included. There is a staff of experts in charge and the boys are delighted with it. They will remain there for several weeks yet. It costs quite a bit of money to bring these boys down here but it is only another indication of the growing popularity of this province as a vacation ground during the hot summer months."

INDEED HE WOULD

There were three of them—an Englishman, an Irishman, and a Scotsman; and they had been discussing the relative values of their respective nationalities.


"Well well," said the Englishman, who was bent on an amicable solution of the question, "I'm proud of being an Englishman, but if I were not an Englishman I would—well, I would be an Irishman."

"And sure," replied the Irishman, quite ready to return the compliment "if I were not an Irishman—I would be an Englishman."

"And now what would you be if you were not a Scotsman?" continued the Englishman, addressing the Scot.

"What would I be if I were not a Scotsman?" repeated the latter.

"Well, if I weren't a Scotchman—ah, I would be just dem weel ashamed of myse'."



GILLET'S LYE EATS DIRT
GILLET'S 100% PURE LYE
GILLET'S 100% PURE FLAKE LYE

Puts Flavour into Home Cooking

Don't think of Mustard merely as a spicy relish to enjoy with cold meat.

Mustard is a seasoning to be used as widely as you use salt and pepper.

Mustard brings out the natural hidden flavours of cooked dishes and, adding its own flavour, gives them a new zest and relish.

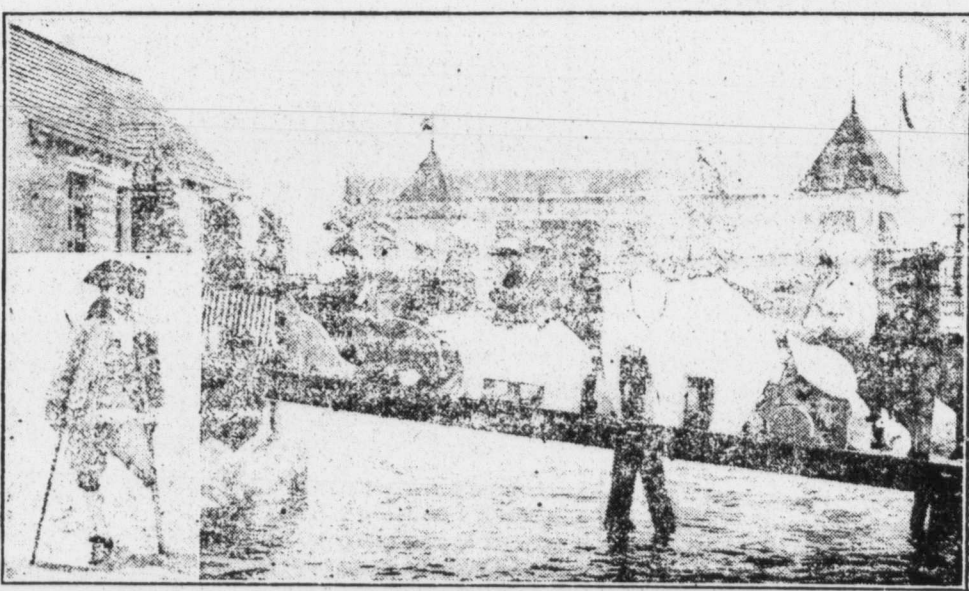
Colman's Mustard
aids digestion

Nut-Flavored Potatoes

The homely Irish potato may soon lose its simplicity and adopt sophisticated foreign manners if experiments now being conducted by the U. S. Department of Agriculture succeed.

Agricultural explorers have brought from the high Andes of Columbia and Peru rare varieties of potatoes that have a flesh as yellow as butter and a delicious nutty flavor. The tubers are a little smaller than the North American variety. Experts of the department are now engaged in crossing the new Andean potato with the common "spud". It is hoped that new forms will be developed that will combine the flavor and color of the Peruvian potato with the size and reliability of the North American tuber, and one that will be readily adaptable to the climate of the United States.

Alice Discovers New Wonderland at Wembley



"The animals went into the Ark in case it should rain." "Long John Silver was also there."

"I know what we'll do," said Alice, "let's go to Wembley." "What do you want to go to Wembley for?" asked the Walrus, who was always asking foolish questions anyway.

"I want to see the sailing ships and sealins-wax and cabbages and kings," replied Alice.

"Ha, ha," laughed the Walrus, "you won't see any sealins-wax there, it's all at Madame Tussauds and I have my doubts about the cabbages, too."

"Well, I shall see lots of sailing ships and kings," said Alice starting to cry, for she was very fond of cabbages, "and, anyway, if you go to the Exhibition alone you won't be able to get in to Treasure Island as they don't admit adults unless they are escorted by children."

"Oh, all right," said the Walrus, who, being 182 years old, no longer regarded himself as a child and had secretly wanted to go to Treasure Island all the time.

So away they went.

When they arrived at Treasure Island they found a real train—not a very big one, it is true, but nevertheless, the real train in the world—putting like a grampus, at a little station labelled Banff, as if anxious to get on its way around Wonderland.

"Look," said Alice, "there's Peter Pan."

"That ain't Peter Pan," said the Walrus, whose education had been sadly neglected, "that's a Canadian Pacific engine."

"I don't care," answered Alice, starting to cry again, for like all modern children, she hated to be contradicted by her elders, "it's called Peter Pan because it goes everywhere and never gets old or tiresome." This sly reference to his are effectively rebuffed the Walrus, who now relapsed into silence, and didn't say another word until they were seated in the little train and slowly pulling out of Banff.

It would take too long to describe all the things they saw or all the wonderful people they met, but they had such an interesting time that Alice soon forgot all about her cabbages and sealins-wax.

There was Long John Silver, with his one eye and wooden leg and piratical disposition; and there were Mother Goose, Sir Francis Drake, Robinson Crusoe and Man Friday, Humpty Dumpty, Little Bo Peep, Jack and Gill and all the other fairland people Alice had read about but never met before. And they saw the animals going into the Ark which Noah had provided for them in case a rainy day should come along and wash off all their paint.

Of course, they saw lots of other things, too—the Rocky Mountains, for instance, and the Golden Hind.

"While we're about it," said Alice, when they had seen all there was to see at Treasure Island, "we might as well go in and see the Canadian Pacific Pavilion. Everybody goes there, you know." So in they went, and saw all the good things to eat and wear and work with that they have in Canada. They were shown around the building by a big man in blue who had "C.P.R." on his epaulettes, and explained to them that the initials meant Canadian Pacific Railway, and that they had put up this building and made Treasure Island in order to let the boys and girls in England know what a fine country Canada is. But it presently began to get dark and Alice had to take the Walrus home and give him a bath before he went to bed.

"Well, that's that," remarked the Walrus, when they got outside.

"Of course, it is," replied Alice, "what else would it be?" "I mean it's all over now," grumbled the Walrus who had been annoyed because Alice had refused to allow him to go into the Ark with the other animals, "and you didn't see any sealins-wax or cabbages, and not many kings either."

"That's quite true," replied Alice patiently, "but I've found out a lot about Canada and I've had a jolly good time, so you may grouse as much as you like—I'm quite satisfied."

And so they went home, and the funny part of it is, Alice did not wake up—for she had not been dreaming at all.