If this name is on the barrel you can buy with confidence.

PURITY FLOUR

More Bread and Better Bread

This Shall be The Sign

The Babe Born in a Manger in Bethlehem That Became the Saviour of the World—For Nearly 2000 Years Stood the Test and Still Rings True.

This shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger.—St. Luke ii· 12.

Our God, heaven cannot hold Him,
Nor earth sustain;
Heaven and earth shall flee away
When He comes to reign;
In the bleak mid-winter
A stable-place sufficed
The Lord God Almighty,
Jesus Christ.

—Christina G. Rossetti.

Suddenly, in the air before them, not farther up than a low hill-top, flared a lambent flames; as they looked at it, the apparition contracted into a focus of dazzling lustre. Their hearts beat fast their souls thrilled, and they shouted as with one voice, "The Star! the Star! God is with us.'" —Ben Hur.

The light intensified rapidly; they closed their eyes against its burning brilliance! When they dared look up again, lo! the star, perfect as any in the heavens, but low down and moving slowly before them. And they folded their hands, and shouted, and rejoiced with exceedingly joy.—Ben Hur.

Did you ever realize the apparent strangeness of that "sign" by which the shepherds were to recognize the King and Saviour of all men? The angel messengers did not tell them to go to Jerusalem and seek in the royal palace there or a richly-draped cradle and a child guarded night and day by soldiers. God's idea of glory is very different to ours, and the pomps and vanity of earthly riches have no value in His eyes. The "sign" given to the shephrds does not seem as strange today as it did then. The glory of the Life and Death of our Master has gradually influenced men's ideals, and we are able to see that true greatness may often deliberately choose such lowly and painful things as are typified by the manger and the Cross. Count Tolstoy gave up his riches and chose the life of a peasant and his name stands high on earth's roll of honor, even though his own country denied his body burial according to the custom of the Russian Church. He may have been unbalanced in some matters, but he was far "greater" in his peasant's hut than if he had been willing to live in a palace while his people were suffering terrible privations and hardships in order to supply him with luxuries.

Why does the world admire the King of the Belgians? Is it not because he stands with his people, sharing their danger and their sorrow?

So the "sign" was well chosen, after all! Men are learning to approve God's choice, and to acknowledge that it was the right one.

"As He can endless glory weave
From what men reckon shame,
In His own world He is content
To play a losing game."

The shepherds were wischeart-ed and able to recognize the glory of their King, even when it was hidden under a veil of apparent helplessness and poverty. They went back to their work "glorifying God for all they had heard and seen." Let us be as clear-sighted, and reverence the beauty of holiness—the reflected glory of God—wherever we find it. Nathaniel said doubtfully: "Can there any good thing come out of Nazareth?" In these days people are very ready to say: "Can any good thing come out of Germany?"

Look for the sign! If we see anyone accepting hardships for himself, in order that others may be helped, let us praise God because His image still shines out where least expected. Here is a story told by the driver of a motor lorry carring supplies to the British army: "I had a German officer sitting here. He was frightfully wounded, so that I had to put one arm around his neck to keep him from slipping, while I held the steering wheel with the other hand. My chum offered him a piece of bread, but he shook his head and said. 'The men first.' After we had fed the others—all in a fearfully famished state—he ate ravenously· I think that was fine of him."

So we read of Captain Hedley Vicars' self-forgetting fellowship with his men sixty years ago. He gave up his tent to less hardy soldiers and made his bed outside during the cold Russian winter—a bed of stones and leaves.

Our Lord was not an escetic. He did not choose hardships because He considered pain a better thing than pleasure.

God wants to get as near His people as possible. The great message of Christmas is "Emmanuel—God with us." He wants to get close to the poorest, and suffer with those who suffer. Therefore the Babe of Bethlehem had a manger for a bed, and a long strip of cotton or linen wound about His tender body—hastily prepared "swaddling clothes" instead of embroidered, lace-trimmed robes.

God's idea of glory is not outward show, but love and fellowship. Can you understand the spirit of the nurse who said last spring to Bishop Ingram: "Isn't it lovely, Bishop, to be the nearest to the firing line, right under the guns! It is not often one is allowed so near"

"Allowed so near!" We are very apt to shrink away from danger and hardships, but some noble souls are so filled with the Christ-spirit that they consider it a privilege to be allowed "nearest to the firing line." We may be thanking God because the ocean protects us from bomb-throwing Zeppelins, but the Bishop of London told his people to be glad that they shared, to some extent, the danger of their dear ones at the front. These were his inspiring words: "Why should the boys in the trenches have all the danger? Why should not some of us in middle life have a little danger? It is a good thing that we share an infinitesimal amount of danger compared with them, because it puts us on our mettle to bear what danger there is with absolutely unmoved nerves. 'Underneath' are the Everlasting Arms.'"

There is an old legend of a saint who was visited by a supernatural guest. The stranger claimed to be Christ Himself; but the saint, looking at his hands and feet, said, "I do not see the print of the nails." The "sign" by which we are to recognize Divine glory is not a palace of purple and fine linen but lowly, loving service at real cost to self.

Once, while the Son of God walked visibly on earth, the inner glory shone through the veil of flesh. St. Peter wanted to stay on the Mount of Transfiguration and rejoice selfishly in the grandeur. But his Master was of a different mind. Quietly He led the way down to the waiting, troubled people below. There He ministered to them, telling the wondering disciples that His reward would not be earthly honors but shame, the contempt of men, torture and death.

Does the "sign" seem a mistake? Is the world utterly unable to understand God's idea of glory? Of course, we can see God's point of view when we really face realities, instead of chasing after sham greatness? Take the case of Miss Edith Cavell, for instance. Can you not see—does not the world see—that the undaunted woman who followed in the footsteps of One Who "saved others," and was for that very reason unable to save Himself, was far nobler than the officer who shot her? Would you not rather share her glory than her murderer's shame?

Two little boys in Poland were once found frozen to death. The eldest—a little chap of six or seven—had taken off his own shoes and put them over the felt shoes of his little brother. His own feet were bare. Was there no glory to be seen in those stiff little bare feet?

We are not too dull to recognize Divine glory in self-sacrifice which reaches to the heights; let us watch for it also in the commonplace happenings of every day and try to copy the Great Example set before us. The only real glory is the glory of love. Christmas is the festival of love, the time when Christians reach out eagerly to show by outward action the heart's "goodwill to men." This shall be the "sign."

"Herein is love; to strip the shoulders bare,
If need be, that frailer one may wear
A mantle to protect it from the storm;
To bear the frost-king's breath so one be warm;
To crush the tears it would be sweet to shed,
And smile so others may have joy instead.
Herein is love: to daily sacrifice
The hope that to the bosom closest lies;
To mutely bear reproach and suffer wrong,
Nor lift the voice to show where it belong;
Nay, now, nor tell it e'en to God above—
Herein is love indeed, herein is love."

—Dora Farncomb.

GREECE—AND THE WAR

Since the early days of the war Greece has been one of the big conundrums. Italy, Bulgaria and Roumania have been big questions. Roumania still remains in doubt and no one seems to have any real clear idea as to just how she will go. The most likely course for her has seemed to favor the Allies. She has shown many indications of friendliness toward Russia and her people are closely related to Russia in every way.

But, Greece is a different proposition. Her Royal family seem to be strongly pro-German, as is natural, her queen being the Kaiser's sister. On the other hand her people are strongly in favor of the Allies and have a special dislike for the Bulgarians, in particular, whom they fought bitterly in the last and recent Balkan war.

The desire of the people, as a whole is to join the Allies. This is clearly shown by the great demonstration in favor of Former Premier Venezuellos and his party. The Premier urged the king to join the Allies but the king would not consent. Venezuellos and his cabinet resigned. The King appointed a new Premier and a new cabinet was formed. An election was then held. Venezuellos and his party were returned to power by a large vote. Again Venezuellos urged the King to follow his advice. Another election was held and the government appointed by the King, used every effort possible to get a large vote and to get a majority of it in favor of the King's party. Venezuellos knew it would be useless for him to be returned to power as he would simply have to resign again. So, he decided to make a powerful but silent demonstration, by having his party simply refrain from voting at all.

A complete canvass showed that only a very small part of all voters had voted.

The great silent majority were in favor of Venezuellos and his party in their policy of joining the allies. This indicates clearly to the Royal party that if they and their cabinet persists in a neutral stand they are going contrary to the repeatedly expressed desire of the great body of the Greek nation and thereby incurring the gravest danger both to themselves and their country.

But, one fact exists which may at any moment compel Greece to join the Allies:—The allies have strongly fortified themselves at Salonika, some miles inside the Greek border and the Germans and their allies are pressing along close after them. A great battle may be expected at any time between our forces and the Teutons at and around Salonika. It is hard to see how Greece can avoid being drawn into such battles fought in her own country and desolating her land for hundreds of square miles. And when she is drawn into the fight it would naturally be against the invader. She has already permitted the landing of the allies and helped them in all ways possible to strengthen their positions around and about Salonika, so, it is hardly likely that she would fight against us.

So, as uncertain as she has seemed in the recent past, it is reasonable to presume that we shall soon have her as a very helpful ally, fighting side-by-side with us to drive the Teuton from her land and restore peace to a waiting world.

Before You Build—

Get This Free Book

It contains 150 pages like those shown here—116 pages give practical instructions for improving your farm, including the most economical way to construct all kinds of buildings, walks, foundations, feeding floors, walls, troughs, tanks, fence posts, and 43 other things needed on every farm. There are 11 pages of illustrations vital to every farmer who intends to build a silo. 22 pages show what concrete is; how to mix it; the tools needed; what kind of sand, stone and gravel are best; how to make forms; how to place concrete; and reinforce it, etc., etc. In fact it tells everything necessary to know about the world's best and most economical building material—concrete.

This book is the compiled authority to farm farmers—purchased and handled by the farmers. If you haven't a copy of this valuable book, one will be sent to you free. Fill in coupon and mail today.

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Herald Building, Montreal.

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"FRUIT-A-TIVES" THE MARVELLOUS FRUIT MEDICINE

Has Relieved More Cases of Stomach, Liver, Blood, Kidney and Skin Trouble Than Any Other Medicine

THOUSANDS OWE THEIR GOOD HEALTH TO IT

Made From The Juices of Apples, Oranges, Figs and Prunes Combined With Tonics and Antiseptics.

"Fruit-a-tives" means health. In years to come, people will look back to the discovery of 'Fruit-a-tives' and wonder how they ever managed to get along without these wonderful tablets, *made from fruit juices.*

"FRUIT-A-TIVES" is excellent for Indigestion, Dyspepsia and Sour Stomach. 'Fruit-a-tives' is the only certain remedy that will correct *chronic Constipation and Liver trouble.*

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"FRUIT-A-TIVES" has been one of the great successes of the century and the sales are enormous, both in Canada and the United States. 50c. a box, 6 for $2.50, trial size 25c. At all dealers, or sent postpaid on receipt of price by Fruit-a-tives 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

Do you try to buy high-grade printed matter the same as you would pig iron and coal at so much per. It can't be done. Why? Because printed matter to be RIGHT must be sixty per cent. brains mixed with forty per cent. of cuteness and material be attractive.

Printed matter lacking one of the elements and made to sell

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 advts. 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