

More bread and better bread

Strength and Stamina

The good hard wheat of Western Canada is full of richness and strength that builds flesh and bone. Purity Flour has all the qualities of this wheat. The cost per loaf is reduced when you use Purity Flour.

The Purity Flour Cook Book will be mailed postage paid to you for thirty cents—it's worth more. Write for one to-day to Western Canada Flour Mills Company, Limited Toronto, St. John, N.B., Winnipeg

PURITY FLOUR



For *Colds*

ASPIRIN

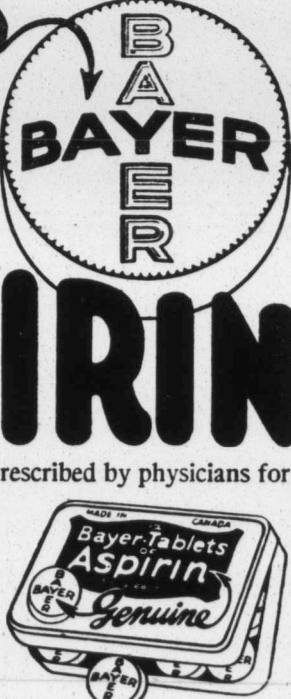
Proved safe by millions and prescribed by physicians for

Colds	Headache
Pain	Neuralgia
Toothache	Lumbago
Neuritis	Rheumatism

Safe → Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

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Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monosodium-acetate of Salicylic Acid (Acetyl Salicylic Acid, "A. S. A."). While it is well known that Aspirin means Bayer manufacture, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross."



Assuring Your Business

A policy of advertising is a policy of life assurance, and the protection thus secured is well worth its annual cost.

Old customers die or move away—they must be replaced.

Old customers are subject to the influence of temptation—they may be induced to divide their custom—to do some of their shopping at a competitor's.

New comers to this community will shop with you—become regular customers—if they are invited to do so.

Your competitor's advertising is an influence which must be offset if you are to maintain your trade.

Not to advertise regularly to the readers of the UNION ADVOCATE is to leave your business unprotected.

A WORD TO THE PUBLIC

It is no sign of weakness to follow the lead of advertising. You owe it to yourself to get the most for your money, the best goods and the best service. And if you find that your inclination is to shop where you are invited to shop rather than to continue to be a customer of the shop which never solicits your good-will you need have no compunctions of conscience.

Shop Where You are Invited to Shop

A BIG DRIVE TO INCREASE MEMBERSHIP

A big drive to increase the membership of the New Brunswick Tourist and Resources Association has been launched and everything points to a notable success. It will be remembered that last year the membership of this worthy association was increased to over 1700 by the somewhat novel method of Baby Drafts, which were handled without charge in the various centres through the courtesy of the Banks. This year the objective has been placed at 3000 and judging by the cordial reception which is being given to the small drafts, it would appear reasonable to suppose that the desired number of members will be secured during the present year. Up to the present time drafts have been sent out to Sackville, Port Elgin, Dorchester, Hillsboro, Moncton and St. John. Personal letters, each signed by the President of the Association, C. C. Avar of Sackville, are being issued with most gratifying results. Last year 70 people paid the membership fee in Sackville. This year it is expected that the number will be increased to 100. Last year no attempt was made to secure members in Port Elgin, Dorchester, and Hillsboro, so drafts on these places are going out for the first time. Everywhere they are being very kindly received, the general results being much more satisfactory this year than in 1924. The idea is to use the draft system in every city, town and village in New Brunswick.

It is noteworthy that last year 70 p. c. of the money obtained from membership fees, Government and Civil grants was spent in advertising in Canadian and American newspapers. Prince Edward Island and New Brunswick last year conducted a Joint Publicity Campaign and are going to do the same this year. It was hoped that Nova Scotia would join Prince Edward Island and New Brunswick and thus make a Maritime appeal but unfortunately Nova Scotia prefers to go it alone.

The feeling is that the Tourist business should be worth more to New Brunswick in 1925 than in any previous year in its history. In fact with the right kind of weather, the tourist traffic will be increased at least 50 p. c. over last year. It will be remembered that the estimated value of the tourist business to New Brunswick last year was \$5,000,000. If through judicious publicity and an extra effort, we are able to increase that amount to \$7,500,000 we will have done something well worth while.

It is to be hoped that wherever an appeal is made for members that the effort will be crowned with deserved success.

Borden's ST. CHARLES

With the Cream left in!

Keep a supply in your pantry

Free Recipe Book—Write the Borden Co. Limited, Montreal.

"Let the Maritime Provinces Flourish by Their Industries." BORDEN FACTORY—TRURO, N.S.



BOYD MOTOR STYLE

Write to-day for our big **FREE CATALOGUE** showing our full line of Bicycles for Men and Women, Boys and Girls.

MOTOR ATTACHMENTS

Tires, Coaster Brakes, Wheels, Inner Tubes, Lamps, Bells, Cyclometers, Saddles, Equipment and Parts of Bicycles. You can buy your supplies from us at wholesale prices.

T. W. BOYD & SON
27 Notre Dame Street West, Montreal.



SUCCESSION DUTIES TOTALLED \$163,124

Succession duties to the amount of \$163,123.73 were paid in New Brunswick in 1924 according to the report of the Comptroller General tabled in the House at Fredericton on Monday afternoon by Hon. Dr. J. E. Hetherington, Provincial Secretary.

The estate of the late Senator W. H. Thorne, of St. John, topped the list, having paid into the provincial treasury \$67,151.50. Others were—Henry Finnigan, \$1,247.57; John Lee, \$1,763.92; W. G. Scovik, \$1,403.30; Lawrence J. Donavan, \$1,163.93; James L. Stewart, \$1,106.91; F. E. DeMille, \$1,740; Silas McDiarmid, \$100; John P. Burchill, \$17,673.48; Edward S. R. Murray, \$8,616.92; Mary A. Barker, \$5,169.37; James McDade, \$301.87.

Prohibition Fines

The Comptroller General's report shows that \$48,844.84 was collected in fines under the Prohibition Act while beer licenses totalled \$3,224.30 and brewer's licenses \$200. The retail licenses amounted to \$60,173.14, with refunds totalling \$35.

The motion picture show licenses brought \$2,622.37 while letters patent granted to various companies enriched the province by \$7,585.

Amusement Tax

Contributors to this tax include W. H. Golding, Imperial, Saint John, \$8,710.65; Maritime Amusement Co., Saint John, \$488.32; T. J. O'Rourke, Fairville, \$565.14; T. J. O'Rourke, Palace, \$570.25; T. J. O'Rourke, Star, \$452.04; F. G. Spencer, Unique, \$2,419.03; F. G. Spencer, Opera House, \$6,582.07; F. G. Spencer, Fredericton, \$1,669.19; F. G. Spencer, Campbellton, \$1,676; F. G. Spencer, Woodstock, \$1,331.32; A. C. Smith, Saint John West, \$158.31; Fred Selby, Saint John, \$2,560; Ralph Thorne, Saint John West, \$200; Chautauqua brought \$2,760.51; exhibitions, \$6,048.70; rinks, \$2,346.45; dances, \$764.09; horse races, other than at exhibitions \$698.98; travelling shows, \$1,880.08; football and baseball, \$1,072.65; boxing, \$661.19; other sports, concerts, etc. \$303.49.

Insurance Companies

The fire insurance companies paid \$46,802.99 and life insurance companies \$46,481.01, accident insurance companies paying \$8,413.60.

The report shows \$29,771.12 collected in taxes from branches of the banks, as follows: Canadian Bank of Commerce, \$1,470.41; Dominion Bank, \$40.29; La Banque d'Hochelega, \$43.52; Bank of Nova Scotia \$11,012.09; Bank of Montreal, \$6,819.72; Standard Bank of Canada (1922), \$79.89; Standard Bank of Canada (1924), \$241.01; La Banque Provinciale du Canada, \$1,716.19; Royal Bank of Canada, \$7,673.24; Union Bank of Canada, \$574.76.

Expenditures in connection with Legislature last session amounted to \$72,933.29; of which \$54,171.35 was for indemnities, salaries of various House officials, etc.

Liquor Receipts

The total cash receipts of the New Brunswick Liquor Commission amounted to \$1,955,768.51 and the expenditures were \$1,529,746.29, leaving a balance profit of \$426,017.22.

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.