

Western hard wheat is the best wheat in the world. Purity Flour is made only from the finest Western wheat. Purity, therefore, is unexcelled.

# PURITY FLOUR

More Bread and Better Bread

Compare these Accounts

Savings Bank Account No. 111			
DATE	DR	CR	BALANCE
1918		50	50
1919		10	60
1920		10	70
1921		10	80
1922		10	90
1923		10	100
			57.91

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.

Savings Bank Account No. 112			
DATE	DR	CR	BALANCE
1918		50	50
1919		10	60
1920		10	70
1921		10	80
1922		10	90
1923		10	100
			753.03

Which is yours?

The Royal Bank of Canada

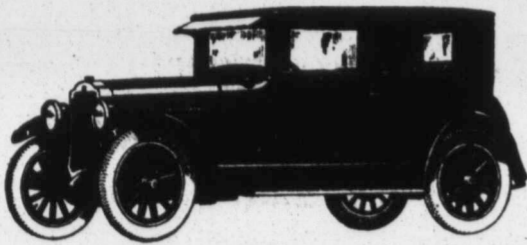
Newcastle Branch Thomas Clarke, Manager

## You Can Well Be Proud of Your Oldsmobile Coach

YOU will meet few cars on the road that can excel the new Oldsmobile Coach in the matter of appearance or all-round satisfaction. It has everything you could demand of a high-grade closed car. The body is by Fisher and is finished in the new, enduring, Duco Satin Finish. There is ample room for five passengers. The lines are gracefully rounded, with the distinctive, new Oldsmobile radiator and hood.

The powerful, six-cylinder, refined Oldsmobile engine and the sturdy chassis construction insure dependable performance always.

Lounsbury Co Ltd  
NEWCASTLE, N. B.



### C. N. RAILWAYS ISSUE NEAT BOOKLET

A booklet which will be welcomed by every canoeist has been issued by the Fish and Game Department of the Canadian National Railways. It is titled "Canoe Trips and Nature Photography" and in a matter of forty pages offers suggestions for 22 canoe trips. There is a map showing the route of every trip and there is at least one trip for every province except Prince Edward Island.

The booklet is something decidedly new in railway publications, and it has been designed to serve a long felt want. In the past it has been a difficult matter for canoeists to secure accurate information and maps on trips they would like to take and for that reason many have had to abandon their plans or confine their operations to territory with which they were familiar. The Canoe Trip booklet of the Canadian National Railways overcomes this difficulty. The booklet outlines various trips and gives information as to outfitters, game and fish, etc. But this is only part of the service. When the canoeist has found a trip which attracts him, all he has to do is to send the number of the trip to the General Tourist department of the Canadian National Railways and he will be provided with the fullest particulars as to portages, camping sites, fishing spots, etc., and also with a large blue print map which can be used as a chart during his journey.

### Advertising

Everybody must agree that advertising has taken a distinct place in the requirements of all businesses. When news papers speak of advertising they are usually accused of talking shop to catch customers. But advertising is something more than "shop." It has done things that have made for the progress of civilization. It has brought home new uses and new conveniences to millions. It has created much larger demands which brought charges for services at a lower cost to the people. Advertising increases business and good will. It also creates new habits and stimulates new thinking. The advertising columns of every publication are more valuable to the general public than the mere carrying of the shop windows of merchants into their homes. There is a psychology of advertising.

Go back a few generations and consider the laborious and slow process of getting even a great invention to the aid of the people and the surprisingly important part of advertising as a spur to civilization will be quickly apparent. Advertising is a vital factor to progress, directly and indirectly. Had the invention of steam carried its publicity agent and modern advertising methods, its great benefits would spread over the world in short order. It would have been speedily put to general use in the manufacturing world had the present avenues of publicity been open to the inventors. Steam was long in being "discovered" as a revolutionary improvement in the mechanics of industry. Advertising would have put on the market with speed a store of labor and time-saving steam. Civilization would have been advanced sooner by the advertising of steam to turn the wheels of the world.

### Swedes Are Match Makers For World

Jonkoping, Sweden, April 8—A match a day for every man, woman and child in the world is now being turned out by the factories owned or controlled by the Swedish Match Corporation, according to a report issued here.

The average output now amounts to 30,000 matches a second, or 10,000,000,000 boxes a year. If placed in a single pile the match boxes made in eight months would reach from the earth to the moon, it is alleged.

Practically all the raw materials used for match making in Sweden have to be imported; the aspen wood comes chiefly from Russia.

### A "Cold" Summer

(Chicago Journal of Commerce)

When scientists disagree on weather prospects, the usual generally follows. Lieut-Commander Brandt believes this to be a cold summer and 1926 a summerless year. That would be a world catastrophe indeed, and is indicated by ocean temperatures, the Washington naval hydrographer says.

But Chicago's district weather forecaster, Professor Cox, steps on the Brandt theory. He says the theory put out at Washington is a hit or miss proposition, mere guesses, and that we may have hot or cool summers this year or next. Nothing in reports of ocean temperatures indicate a cold summer, he says. Indeed we are already starting off with some 33 degrees more of heat than the average for thirty-three years—in Chicago. Fruit trees are blossoming two or three weeks earlier than usual along the Ohio Valley.

The oceans were unusually warm last year and in 1923, yet we had a cool summer in 1921. Then Professor Cox declares definite scientific forecasts of weather have not come beyond one week, and even then they are often wrong. We have not yet reached the point where we can, with any degree of accuracy, predict even general weather conditions three months or a year or two ahead. The weather we have always with us, and experience alone, and astronomical conditions duplicated for centuries past, teach us that the seasons come regularly in their turns, seed time, growing time, harvest and winter in the temperate zones.

These are conclusions that appeal to common sense. The sun rules the days and the seasons. We may be sure it will be on the job this summer and next, and need not worry lest it fail. All experience is that longforecasts ahead are merely guesses, as the professor says.

### FACTS ABOUT TEA SERIES—No. 6

## Appearance of Tea No Guide

The only way to test tea is to taste it. Many people have the idea that a finely rolled and tippy tea is superior in flavour to a large rough leaf. In reality this is not of necessity the case. The altitude at which the tea plant grows determines the amount of essential oil and alkaloid theine in the leaf. The essential oil gives tea its flavour; the theine contributes the stimulating value. The only way to insure always receiving a uniform quality is to insist upon a skillfully blended and scientifically sealed tea like "SALADA" whose reliability, goodness and delicious flavour have become a household word.

# "SALADA"

The Handiest  
**SKIN DOCTOR**  
IN THE HOME



Ready For Any Emergency!

Mustard is valuable  
in the diet

Did you know that mustard not only gives more zest and flavor to meats, but also stimulates your digestion? Because it aids assimilation it adds nourishment to foods.

but it must be Colman's

### Movie-Making in Canadian Rockies



1—Directing an Alaskan drama in Alberta. 2—A Northern villain hiding in the Rockies. 3—A scene from "The Alaskan" featuring Thomas Meighan and screened near Banff. 4—Thomas Meighan.

While it may be true that in the making of moving pictures Canada lags a trifle behind the United States, there is at least one particular in which American producers are becoming more and more dependant upon the Dominion for the proper production of their super-films. And that particular is—scenery.

They may have their stars, their mechanical contrivances, their experience and their wealth, but during the past few years they have learned that for sheer beauty of scenery and splendor of "settings", the Canadian Pacific Rocky Mountains are unsurpassable. That this discovery was made at all is due mainly to one, Mr. Ernest Shipman. Two or three years ago it occurred to Mr. Shipman (who has produced some notable pictures in his time) that there were certain spots in the Rocky Mountains, such as Banff, Lake Louise, Emerald Lake and their environs, which were, on account of their singular beauty, admirably adapted to the production of Northern dramas. So he marshalled his forces, placed his beloved megaphone securely under his arms and embarked, via the Canadian Pacific Railway, for the Rocky Mountains.

Here, with Henry MacRae directing, he proceeded to film "The Foreigner" near the shores of Lake Louise, with the magnificent mountains for a background, and, for a stage, one of the most exquisite spots on earth. The result was that, not only did he produce a splendid picture but that the Rockies sprang into instant popularity as a setting for northern dramas.

Since then scores of other "super-films" have been produced and many villains have paid the penalty of their foul deeds, many modest maidens have yielded to the wooing of strong, silent men; many dauntless heroes have faced the nameless terrors of the Alaskan wilds, on the peaceful shores of Emerald Lake and the innocent highway between Banff and Windermere.

Among the most notable pictures screened entirely or in part, with the Rockies for a background, are "Back to God's Country", "The River's End", "The Alaskan", "Empty Hands", "The Sky Pilot", "Glengarry Schooldays", "The Man From Glengarry", "The Valley of Silent Men", "Frisivious Sal", "Strongheart" and "The Foreigner".

The chances are, then, that when

you sit in your favorite movie house and gaze in silent admiration on the forbidding beauty of Alaska, the hills of Shasta or the still Sierras, you are, in reality, gazing at something far nearer home, not nearly so forbidding and infinitely more beautiful—the Rocky Mountains themselves.

So, America may have her Hollywood and her monopoly of the industry, but now that the value of the Rockies as a place where people may shoot the rapids, kill each other, make love, win fortunes and indulge in the other pleasant pastimes peculiar to moviedom, has been realized, it is to be hoped that Canada's position in the realm of the silent drama will shortly become more prominent than it has been in the past.

The Rockies are now easily accessible, there are Canadian Pacific hotels at some of the most attractive points, the light, atmosphere and other conditions are good, and there is no reason in the world why they should not eventually become a veritable "Hollywood of the Hills."