

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

Insist on the Original



KRAFT CHEESE

THIS TRADE MARK

Kraft MacLaren Cheese Co. Limited, Montreal

Send me, free, "Cheese and Ways to Serve It"

LOOK FOR Name _____ Address _____

Compare these Accounts

DATE	DR	CR	BALANCE
1920		50	50
1921			
1922			
1923			
1924			
1925			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.

Which is yours?

DATE	DR	CR	BALANCE
1920		50	50
1921	10		40
1922	10		30
1923	10		20
1924	10		10
1925	10		0

The Royal Bank of Canada

Newcastle Branch Thomas Clarke, Manager

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

Subscribe for the Advocate

BATHURST SCORES ANOTHER VICTORY

The Bathurst stick-handlers handed Chatham another slap when Thursday night they defeated them to the tune of 8-3. The game saw the return of a well-known Bathurst star—Roe McKenna. Roe proved that his absence from Bathurst ice has not impaired his playing.

At the opening of the first period Chatham carried the game to the home goal and kept the play there for 15 minutes. The suspense was finally broken by Lawlor at 15 minutes. Three minutes later McKenna slammed in a tally and the period ended 2-0 for the locals. Penalties were equal. Carrol and Kerr of Chatham each spent 2 minutes in the box. In the final 15 seconds the Chatham goal was carried away.

Frame the second was a heart-breaker. Steller hockey of the most perfect brand was furnished by both sides. Near the opening Lawlor caught the butt end of a stick in the right optic and went off for the period. McKenna made a beautiful end to end rush but failed to score. Two minutes later when the hands showed 12 minutes he slammed in a counter for Bathurst. Shortly after Finnegan made a save that warmed the hearts of all. At 16 mins. Bathurst scored a goal which was ruled out being offside. At 17 mins. Carrol rushed and shot from left ice. The rubber hit the front posts and rebounded. The rebound was caught by McKenna and turned to a score.

At 19 1-2 Duncan of Chatham sunk another beauty. Period closed 4-1. Riordon Cripps drew the only penalty. A doubtful goal was netted by Chatham in this period. The Chatham goal-judge declared it no good. However between periods the gentleman upon persuasion changed his mind. Although his team and followers protested greatly, McLeod made the first decision hold.

The first spasm was slower, The hard playing showed on both side, Lawlor came back. Carrol tallied at 5 mins. Finn made a lovely save at 6 mins. Dannie Cribbs scored at 10 mins, on a beautiful rush and one minute later Chatham retaliated. Offside McMahn then took a journey to the box where he had been asking to go as night. Carrol lined up another score on a pass from Lawlor at 15 mins. and again on a rush at 15 1-2 mins. Chatham scored the final goal at 17 mins. To show how good he was feeling Ken. Carrol obliged the spectators with a lovely somersault in the closing minutes of the game.

The largest crowd of the year was out to witness game and no one was sorry for coming. McLeod furnished selections on the penny whistle to the complete satisfaction of all.

Protection in Great Britain

Industries in Britain may henceforth secure protection if they prove to the satisfaction of the board of Trade that they are suffering unfair abnormal competition and also demonstrate that the industry is managed efficiently and economically, but the period for protection will be limited by a finance bill wherein such protection is made legal. Moreover, no application will be considered relating to food and drink. The foregoing summarize a long white paper detailing the government's safeguarding of industries policy and which has received a mixed reception in the press. Conservative organs welcome "eminently reasonable" proposals which satisfy all but "most hide-bound free traders", the exception being the Morning Post, which claims that many industries will suffer for conscience's sake. The Liberal papers, however, angrily denounce "tariff by the back door" and they accuse the government of breach of pledge by failing to embody the proposals in a regular parliamentary bill.

GET INSULIN FROM COD AND POLLOCK

Cod and pollock will be a profitable source of insulin in the Maritime Provinces. This is the conclusion of two members of the department of physiology of Toronto University, who have investigated the preparation of insulin on a large scale from the so-called "principal islets of bony fishes." Their conclusions are referred to in the annual report of the department of physiology, under the direction of Prof. J. J. MacLeod which is contained in the annual report of President Falconer, for 1924.

"Their work," says the report "was done largely at the fishing grounds and at the biological station at Saint Andrew's, N. B. and they have worked out in detail methods by which satisfactory yields can be obtained from such fishes as the cod and pollock."

The report of the director of Connaught Laboratories states: "The success which has attended the production of insulin has been most encouraging. The operation of the new plant has made possible a series of price reductions so that at present the cost of insulin is about one-fifth of what it was in 1923. Insulin is distributed throughout Canada, Newfoundland, British West Indies, New Zealand, South Africa, Irish Free State, Uruguay, Spain, Palestine and Japan. Its cost to the average patient is less than 20 cents a day.

The report of the dean of the faculty of medicine, Dr. A. Primrose is the most lengthy of all the faculty reports. It includes Professor J. C. McLennan's paper on "Liquidation of Hydrogen and Helium" and Professor W. Lash Miller's studies of Bios.

All this scientific research costs money and it is gratifying to note that the university received many gifts and bequests from sources other than the Ontario Government. It received \$400,000 by the will of E. C. Whitney an offer of \$656,000 from the International Health Board of the Rockefeller Foundation, payment in full of \$1,148,901 from the same source for the faculty of medicine and about \$60,000 from numerous other benefactors.

REFUSES TO ARBITRATE AT THE HAGUE

Athens, Feb. 4—Expulsion of the Ecumenical Patriarch of the Greek Catholic Church from Turkey is an internal question of the Turkish government and does not infringe on the terms of treaty of Lausanne. The Angora government asserted today in reply to Greece's note protesting the expulsion. Turkey flatly rejected the Greek proposal that the question be submitted to arbitration of the Hague Court. Meanwhile Greece continues to see with the agitation against what a majority of the population and the government consider the high handed attitude of the Turks. Talk of war and a mobilization stirred the communists to new efforts, and many of them were arrested when "war demonstrations" were attempted throughout the nation.

Special anti-communist legislation will be introduced forthwith to prevent embarrassment of the government. Turkish naval manoeuvres are continued in the sea of Marmora. The Athenian press says today, and some of the news papers print an unconfirmed report that Turkey has started a secret transfer of troops from Asia Minor to Thrace.

"BUY AT HOME"

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.

The Advocate Job Department

Phone 23 P. O. Box 359

Everything in Printing.