

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



VALUE OF PAPER

The value of an aggressive weekly newspaper is not always admitted, although it is usually recognized. Little would be known of many urban centres and rural districts, were it not for these mediums. Through them, home activities are published to the world. Were doubters on this point to see the exchanges that come to the desk of the weekly editors, the fact would be realized that the record of events published for the home folk is not confined to them but is given in part, at least by reprinting to a much wider constituency. Articles of interest are copied and news of important events goes the round, thereby gaining for the home community publicity that could not be secured in any other way. The group will not admit this, but the sane thinking individual will not hesitate to agree. The service given by the weekly press is inestimable.

CARELESSNESS

Every day brings the report of some disastrous fire resulting in loss of life and property. In most cases it is entirely accidental and beyond the power of human control,

but still there can be little doubt that the exercise of proper care and vigilance would reduce the number of these deplorable tragedies. Carelessness is responsible for many of the troubles in our lives. People are usually careless because they think only of themselves, forgetting that what harms them cannot fail to inflict loss and suffering on others. Our welfare is so inevitably bound up with that of the community in which we live that it is our bounden duty to do our utmost to safeguard the common interests. People who are persistently careless are not good members of society, and should not be treated as such. Through carelessness disease is often spread through an entire community, bringing sorrow and affliction to innocent people. If our social duties were only more carefully considered a lot of unnecessary troubles and tragedies would be avoided.

YOUR KIND ATTENTION

Have you paid your subscription to "The Union Advocate"? If not please do it today, while you have it in mind; or you may forget about it again. It is so easy to forget about the little things

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

MAYOR RE-ELECTED IN CAMPBELLTON

Mayor Norman C. McKay was re-elected in the Campbellton civic contest last Tuesday, having a majority of 154 votes over his opponent, W. H. Wallace. Owing to the coldness of the day not a great deal of interest was shown in the contest the total number of votes cast being only 378. Of this number 266 were cast for Mayor McKay.

In his denial of a published statement that he was not a rate payer of the town and therefore not qualified to be a candidate in the election, the following statement from the town treasurer was issued by Mr. Wallace.

"This is to certify that the name of William H. Wallace is on the assessment list of the Town of Campbellton for the year 1924 for \$114, being assessed on \$6,000 real estate. This was omitted by the assessors when making up their list in the first place. Signed S. H. Lingley, Town Treasurer. Certified correct D. A. Kean, Chairman Board of Assessors."

DIPHTHERIA IN NOME, ALASKA, AND NO ANTITOXIN

Nome has a diphtheria epidemic and no antitoxin. The nearest known supply of antitoxin is at Anchorage, 600 miles away and must come by dog team. Several deaths have occurred. There is only one physician here and new cases are appearing daily. The United States Public Health Service in response to a request relayed by radio, cable and by land telegraph, has ordered 1000,000 antitoxin units dispatched from Seattle. This must come by way of Seward and the Alaska Railroad to Nenana, 400 miles away and thence by dog team. This would take 50 days.

Dan Sutherland, delegate in Congress from Alaska, has sent word that he is trying to get an airplane to fly from Fairbanks, Alaska, and pick up the anti-toxin at Nenana. By this means it would take about a week to bring the life-saving agent from Seattle.

The one physician has already shown signs of overwork, and George Maynard, Mayor of Nome, has appointed a special health board and engaged at public expense all the available nurses. The schools have been closed and Nome has been quarantined. A large percentage of the afflicted are Eskimos who in previous epidemics here have proved very susceptible to diseases that have scourged the white race.

PILES

Do not suffer another day with itching, burning, or smarting Piles. No surgical operation required.

Dr. Chase's Ointment will relieve you at once and afford lasting benefit. Sold at dealers or Edmanston, Dr. Toronto. Sample Box 1-00.

NEWCASTLE PARISH OFFICERS FOR 1925

List of Parish and County Officers for the Parish of Newcastle in the County of Northumberland for the year 1925.

Parish Clerk—Thomas Barnett.

District Clerks—Alex. Jessiman; D. Mahan.

Constables—Timothy McInnes, Robert Beckwith, John Ashford, John Creamer, Daniel Creamer, John Fallon, John Russell, John Ray, Jr. John H. Galliah, Cameron Smallwood, Frank Driscoll, John Wallace (J's son) H. B. Cassidy, John Jardine, Arthur, Fobres, George Johnston, Clifford McDonald, George Johnston, Richard Atchison, J. B. Floyd, Edward Wood, Phillip Galliah.

Weighers of Hay and Straw—Gilmour Stothart.

Revisers of Votes—Lawrence Doyle, Joseph McKnight.

Surveyors of Dams—John Jones, Peter Swanson.

Hog Reeves—Michael McMahan, James B. Russell, John M. Carty, Ed. Wood.

Field Drivers—George Doyle, James Cassie.

Timber Drivers—Charles Williston, Wm. Condon, Miles Carr-ell.

Boom Masters—John Robinson John McKenzie.

Assessors of Rates—Wm. Innes, A. S. Cameron, Dennis Ryan.

Inspectors of fish—Timothy W. Crocker, Edward Crocker, John Innes.

Collectors of Rates—Vincent McKinnon No. 1 and No. 2, Alfred Ray No. 3.

Surveyors of Lumber—Patrick Kane, James B. Russell, Robert son Lingley, Wm. F. Watters, Wm. F. Ryan, John E. T. Lindon, Allen Russell, John Campbell, Thomas Barnett, James Simpson, Albert Suckles, Daniel Sullivan, L. Doyle, Geo. Dolan, Stafford Russell, James Craik, (J's son) Michael Craik, Harry A. Gray, Rich T. Atchison, A. S. Cameron, Wm. Henderson, Stafford Lindon, John M. Wallace, James B. Sullivan, Andrew Simpson, Frederick Phillips Jr. Herbert Jessamin, Charles E. Fish, Albert F. Smith, Wm. Sullivan, Herbert Sullivan, Clifford Atkinson, Thomas Bayle Jr. Alexander Jackson, Chas. Cassidy, Allison Gray, Thomas Daughney, Vincent McKinnon, Clarence De Wolfe, James Falconer, John Matheson, John Robinson, James Ryan.

Measurers of Wood—Wm. T. Ryan, Stafford Lindon, John Russell, James Falconer, J. E. T. Lindon, Allen Russell, L. Doyle, Thomas Barnett, Daniel Sullivan Michael Craik, Harry A. Gray, Charles Cassidy.

Ferryman—John Kirkpatrick, Allan McGowan, John McDonald, John Crocker, (Lr. New) Charles Hanson.

Fence Viewers—Wm. Reid, Andrew Morrell, George Russell.

Pound Keepers—John McCarthy, Edward Wood, Charles Muzerall.

Sellers of Leather—Patrick Condon.

Measurers of Stone—Charles F. Fish.

County Court

The County Court met at Newcastle Tuesday, Jan. 27.

The first case entered on the docket was Nathan Cummings vs. John O'Brien; John A. Greaghan solicitor for plaintiff and Murray and Murray for defendant. Case was tried and the Judge reserved judgment.

Case of Gordon McKinley vs. Frank Walsh was settled out of court. Case of Catherine Quigley vs. Thomas Durick settled out of court.

The court adjourned at 3 o'clock all the business having been disposed of.

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.