

FRESH FROM THE TEA
PLANTATIONS

Shipped direct from the Tea Gardens of India & Ceylon. Morse's Tea arrives fresh at the warehouse where it is blended and packed in airtight packages assuring fine, full fresh flavor.

FRESH FROM THE MORSE'S PACKAGE



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.

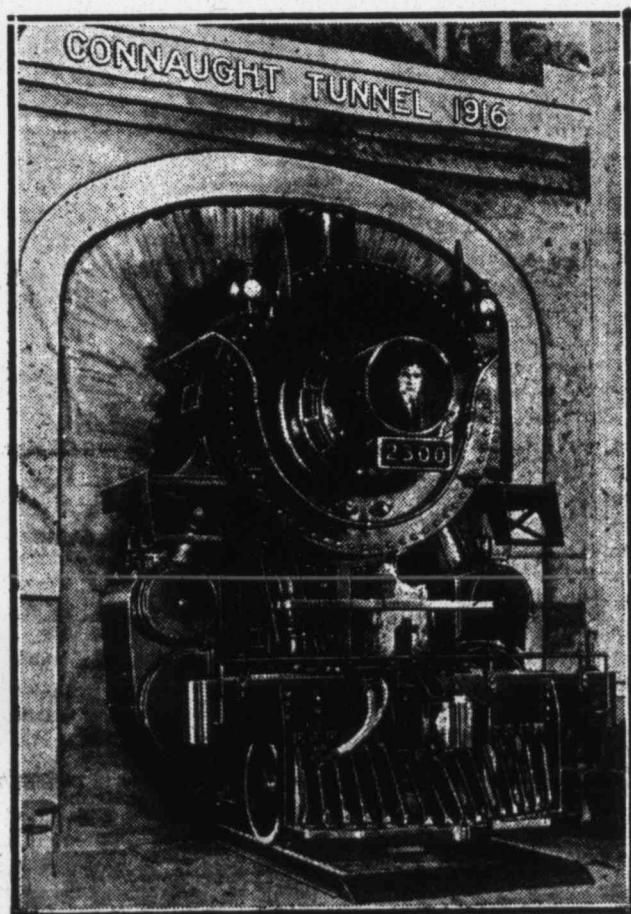
Your competitor's advertising is an influence which must be offset if you are to maintain your trace.

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



Smokeless Locomotive

Built of wood at the Angus Shops, this full sized model of one of the latest type locomotives was designed originally as a feature of the dinner decorations at the Chateau Frontenac on the occasion of the Quebec conference of the Canadian Pacific Railway officers. Equipped with bell, whistle and electric lights, not a bolt or bar is lacking to mar the illusion which is that of a perfect engine coming through the wall against which it is placed. The headlight holds a portrait of E. W. Beatty, president of the Canadian Pacific. At the Toronto Exhibition, August 23rd to September 5th, the model will be given a prominent position in the Company's exhibit.

2 FREIGHTS CRASH HEAD-ON AS SNOW OBSCURES VISION

Joseph McDermott, locomotive engineer, was killed and his fireman, Stanley Murphy, had a leg badly injured as the result of a head-on collision between two freight trains on the C. N. R. at Belledune station about 40 miles south of Campbellton, about 2 o'clock Tuesday afternoon.

The third section of freight No. 82, in charge of Conductor J. C. Cormier and Engineer Joseph McDermott, south-bound, was to meet the extra freight train, in charge of Conductor Walter McGinn and Engineer Edward Legere at Belledune.

The northbound freight had arrived at Belledune and was standing on the main line when the southbound freight crashed into her. A snow storm was in progress at the time and may possibly account for the enginemen in the southbound train not seeing the train on the main line in time to stop.

Driver McDermott and Fireman Murphy seeing a collision inevitable, jumped as the crash came.

Seven cars were derailed and wrecked and Driver McDermott was crushed to death under a carload. His body has been recovered. Fireman Murphy, in jumping, suffered a badly injured leg which it was feared was broken.

In addition to the engines being badly smashed up, some seven cars were derailed and more or less broken up. The car containing the horses turned completely over and 14 were killed.

The wreck is one of the worst that has occurred on the northern division of the Atlantic region in some years.


Both engines remained on the rails, which leaves the impression that had the enginemen remained in the cab they might have escaped with slight injury.

McDermott was a native of Kent county, but had been running out of Moncton for some years. He was about 40 years of age and unmarried.

Can Gain Little By Speeding

A series of tests made at Los Angeles by the Automobile Club of Southern California has demonstrated that the two old proverbs, "More haste, less speed," and "Haste Makes waste," might well be given serious consideration by the modern motorist.

In making the tests scouting cars were operated on three different routes in the city of Los Angeles. Each route was first traversed at the highest speed possible and yet escape arrest, and advantage was taken of every opportunity to make time. The same driver went over the same route a second time, observing all traffic laws and conforming to the rules of



BUCKLEY'S
BRONCHITIS
MIXTURE

COUGHS - COLDS
BRONCHITIS

AT ALL DRUGGISTS

40 75

For Sale in Newcastle and Nelson by
E. J. MORRIS

safe driving.

A summary of these trips shows that the driver who hurried saved only a total of ten minutes out of two hours driving, or five minutes to the hour. The total distance of the three routes across the city was 31.5 miles or an average of 10.5 miles to the trip. One trip showed a saving of five minutes, another three minutes and another two minutes. Club officials point out that in driving to save a possible five minutes over a ten mile trip, the small amount of time saved will not compensate the average driver for the extra gasoline used, the increased wear on brake linings, the risk of arrest with fine or jail sentence and the increased liability of collision.

Must Co-operate For World Peace

Britain and the United States must work together for the peace of the world, Viscount Cecil of Chelwood, winner of the \$25,000 peace award of the Woodrow Wilson Foundation, told the Pilgrims of the United States at a dinner at the Plaza Hotel, New York, this week.

An Anglo-American alliance to impose peace upon the rest of the world, however, "might be dangerous and dubious," Viscount Cecil warned, because "the rest of the world might not understand the altruism of our motives." He urged a common-peace policy with the free exercise of the joint influence of both nations.

In his last public appearance in the United States before he sailed for England, Viscount Cecil said that President Coolidge, with whom he conferred in Washington, had expressed gratitude at the friendly relations existing between the two countries. This meant a great deal he said "because in England we trust President Coolidge implicitly."

Asserting that Britons and Americans understand each better than ever before, Viscount Cecil attributed their ability to arrive at harmonious agreements to identity and sameness of point of view.



THE GREATEST
BODY
BUILDER

FATHER
JOHN'S
MEDICINE

IS PURE
WHOLESOME
NOURISHMENT

NO ALCOHOL

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.