

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

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Everything in Printing.

WHAT THE SEA BOTTOM IS LIKE

When the ordinary person thinks of the bottom of the sea, said Dr. C.H. Townsend, director of the New York Aquarium, to a writer in the American Magazine, he imagines it covered with the wonderful plant life he has seen, either in reality or in pictures covering the bed of the ocean near Jamaica or Bermuda or the southern California coast. But such wonderful sea floral life is to be found only where the water is relatively shallow. It cannot exist without light.

More than half of the hundred and forty million square miles of water on the globe is more than two thousand fathoms deep, or rather more than two miles. At that depth there is utter darkness; the visible rays of the sun do not penetrate deeper than a few hundred fathoms at the most. Consequently the greatest part of the bed of the ocean does not have any plant life whatever except microscopic diatoms.

But even at the greatest there is animal life, and in some places it is abundant. The abundance of life at the bottom of the sea is often in proportion to the abundance of life at the surface. In those parts of the ocean where there is almost no life in the upper waters, there is little or none at the bottom. On the other hand, we once drew up sponges, which are a form of animal life, from a depth of 44,173 fathoms, or some four and three-quarter miles. That haul was made near the Tongo Islands in the South Pacific, where surface life was fairly abundant. The explanation is that deep sea creatures depend on the creatures at the surface for food. It is true that some deep-sea animals prey on others. But the others in turn must be fed. Virtually everything goes to the bottom; there is a constant "rain" of dead organisms from the upper strata of the sea to its bed. Those organisms form the primary food supply for the animal life below.

Immense areas of the bed of the ocean are covered with deposits formed by the remains of organisms that predominate. There are diatom ooze, pteropod ooze, globigerina ooze and so on.

Other immense areas of the ocean have beds of red clay. There is no ooze covering it, because in those parts there is virtually no life at the surface. The red-clay areas are far from any shore and so receive none of the sediment washed away from the land. They might well be called the deserts of the sea, for they have no plant life and almost no animal life.

That red clay is perhaps the oldest deposit at the bottom of the ocean. It must have formed very slowly and partly from volcanic matter such as pumice and volcanic glass; the fragments were slowly worn to pieces, and the various substances finally decomposed and formed clays. The red color is owing to oxides of iron and of manganese in the volcanic rocks.



Take It From Me

Never mind the business outlook. Be on the look-out for business.

The fellow with steady habits and a steady tongue always has a steady job.

The boss is always glad to see the fellow back from his vacation, who is glad to get back.

Another good thing about telling the truth is, you don't have to remember what you say.

There are a lot of fellows waiting to take the man's job who says "it can't be done" or "they can't be sold."

More applications—for positions these days carry the line, "I own my own car," than "I own my own home."

The bill collector who rings the bell while standing on a door mat bearing the word, "welcome" feels he is above lying.

If you have anything to say, say it, and with as few words as possible. That is what Abraham Lincoln did, and the world still remembers and repeats what he said.

Auto speedsters, like the hurry-up salesman, often land in the ditch. This would be just retribution were it not for the fact that they often injure others by their foolish haste.

A southern ducky when asked "so few colored people ever committed suicide answered, "As I sits it, Boss, it's worry wot makes people kill 'emselfs, an' when a nigguh's worried en' sits down ter think, why he jist nacherly goes ter sleep."—Moral—Don't worry.

The young fellow who has a coffee and doughnut breakfast down in town, an armchair lunch, and eats a delicatessen dinner out of paper bags when he gets home in the evening, nine times out of ten has married some fool girl because she was a good dancer.

THIS M. P. WILL BE ALL DRESSED UP

When She Enters the House of Commons.

London, Dec. 10—Lady Terrington, Liberal member in Wycombe, Buckingham, has found time to tell the public how she intends to dress when she goes to Parliament.

"I intend to wear my best clothes," she asserts. "I will put on my fur coat and my pearls. I don't believe in a woman parliamentarian wearing a dull little frock with a Quakerish collar. That sort of thing is all humbug. Everybody knows I live in a large house and keep servants and motor cars. It is sheer hypocrisy to pretend you have no nice things when you display them openly in your own home and when you make social appearances."

This was apparently a jibe at Lady Astor, who, it is recalled, set the fashion for a demure and unobtrusive style of dress in the Commons.

A shallow talker seldom makes a deep impression.

A cough is a warning that you need **SCOTT'S EMULSION**

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The old reliable remedy for rheumatism, neuralgia, sore throat and sprains.

Best Liniment Made Mrs. A. F. LARSEN, EDMONTON, writes: "I fell from a building and received what the doctor called a very bad sprained ankle, and told me I must not walk on it for three weeks. I got MINARD'S LINIMENT and in six days I was out to work again. I think it the best Liniment made."

Minard's Liniment always gives satisfaction. For any ache or pain. It gives instant relief. Minard's Liniment Co., Limited Yarmouth, N.S.



What Did You Give Last Christmas?

TOYS for the kiddies—all broken now. "Something useful" for the grown-ups—now worn out or forgotten. A cash bonus for your employees—appreciated but long since spent. Other "last-minute" presents—expensive but unsuitable. Are they remembered now? Q This year give them a Bank Book—make their first deposit and urge them to add to it regularly. Q Could anything be more suitable and enduring?

A Special Christmas Cover is provided for Gift Books.

The Royal Bank of Canada

Always

Over 100 Years of Success
A Doctor's Prescription
For Internal and External Use

Johnson's Anodyne Liniment

The famous old anodyne that is different from others. For more than a century it has proved its mastery over Colds, Coughs, Grippe, Sore Throat, Cramps, Chills, Sprains, Burns, Cuts, etc. The family safeguard against suffering and serious troubles in thousands of homes throughout the land.

All Dealers 25 and 50c.

On Guard

Northumberland Women in Fight

Two female resident of the Grand Downs were the principals in a police court case in Chatham on Thursday. The case was an aftermath of a neighborly squabble when the two women engaged in a fist encounter. The plaintiff was represented by John P. Barry and the defendant by W. Harold Davidson. Magistrate Gaynor found a verdict of guilty against the defendant and a fine of \$10 or two months in jail was imposed. She was also bound over to keep the peace. Both women were warned to keep out of the court in future.

Something to Consider

Who makes the RANGES sold here and did you ever try to find out the REPUTATION of the foundries back of the ranges on sale? Then did you ever consider the KNOWLEDGE the salesman has of a stove or range while he TALKS to you and you are looking over a range? There is nothing so VOID of SENSE as a person talking RANGE who has not grown up in the business.

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This is the REASON we have the RANGE business of the entire country.

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