

SWORN LARGEST
CIRCULATION
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—in—
Northumberland County

The Union Advocate

BEST ADVERTISING
MEDIUM
—in—
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NO 36.

A TRIPLE ALLIANCE

Awaits this week's Buyers. An alliance of great sales--An alliance of matchless values--An alliance of low prices and desirable stocks--awaits you in our store all this week. Consider for a moment our attractions! Many of our Satisfied Patrons back up our statement

OUR \$16.50 PRIZE PACKAGES

Will attract an army of Thrifty Buyers all this week. Past experience taught our patrons the importance of this sale, and the real values in these packages. Here is the Lucky List of Last Week's Buyers:

Miss Mary Murray, - \$5.00	Mrs. May Galley, - \$1.00
Mrs. Hubert Ruth, - 1.00	Mrs. John Sobey, - 1.00
Miss A. Collins, - 1.00	Mrs. Stanley Sweeny, - .25
Mrs. George Bethune, - 55	Mrs. W. Hogan - .50
Miss Helen Neif, - 35	Mrs. Irving Murray, - 20
George Corcoran, .20	

There are a few more dollar coupons and one big prize of four dollars amongst the dollar packages. In order to satisfy our patrons we are making a few more twenty-five cent packages and giving five dollars more in prizes. All the big stock of twenty-five cent packages was exhausted Saturday night.

Ladies' White Lawn Waists

Different patterns and sizes

Sale Price 49c.

Ladies' and Misses Shoes

in Oxford and Pumps, sizes 1 to 3, regular up to \$3.50.

To Clear the lot \$1.00

Ladies' Oxfords

Lester Shoes in tan. Shapely last. Quality that lasts. Regular \$3.50.

Sale Price \$2.25

Ladies' Cloth Top Oxfords

Elegance and comfort. Regular \$3.50.

Sale Price \$2.25

Ladies' Pumps

in Tan. Natty, nifty and neat. Reg. \$2.50.

Sale Price \$1.25

Ladies' Low Shoes

in Black Calf. Style and wear. Reg. \$2.50

Sale Price \$1.25

Ladies' Lace Boots

High Top, in black. Style and quality combined. Sizes 2-3½. Regular \$3.50.

Sale Price \$2.50

Gingham

of assorted patterns, fine quality. Regular 15c per yard.

Sale Price 12c.

Cotton Crepe

Regular 18c per yard.

Sale Price 12c.

Prints

Light Patterns. Regular 12c per yard

Sale Price 10c.

No Sale of this character this year has offered such great values. The reason for this great sale is this: By giving such Big Values at a time when it does the most good, we secure an advertisement that will be lasting. We are bidding for the future, familiarizing you with the good goods that we sell at such very little prices

A. D. FARRAH & CO.

Orangemen Attend Divine Service

And Listen to Eloquent Address by Rev. S. J. Macarthur

A large number of the Orangemen of Loggsville, Chatham, Douglastown and Newcastle, attended divine service in St James' Church, Newcastle, Sunday afternoon, and were addressed by the pastor, Rev. S. J. Macarthur.

After the opening devotional exercises, in which Rev. Dr. C. W. Squires assisted, Rev. Mr. Macarthur, taking his text from the story of Rahab and the Israelites spies, as told in the second chapter of Joshua, spoke in part as follows:

At first glance Rahab appears to have acted a contemptible part, in betraying her king and country to the invader. But due allowance must be made for the times in which she lived. Things were then done in the name of religion that, in our greater light, would not now be tolerated. And as we read the narrative more carefully, we see meanings that are not noticed at first. Rahab, although of immoral character, was a public woman, and, meeting many men, studied the changing conditions and made up her mind that the religion manners and customs of the Canaanites were inferior to and must therefore go down before the purer and stronger ideals of the Israelites. Making up her mind to this, she determined to save herself and relatives from the inevitable wreck and perpetuate her family by amalgamation with the conquerors. It required wisdom, foresight and great courage to do this, but having decided it was right, she risked her life to carry out her decision. She lived up to the light she had, and when her word had been pledged she kept it at all risks. And the spies kept their word.

The lesson is obvious. As those ancient people lived up to their word and kept their vows, so should we. We ought to live up to the light that we have, but we are not doing so. We live on a lower plane than we ought--are less patriotic, less truly religious than we could and should be. We have sinned against God and against the light we have.

We ought to be true to our pledged word. There are things told in the Bible well calculated to put us to shame. It would be better for us in both church and State if we remembered our covenants and kept them.

These are great problems for us to solve. We are living in a serious time--a time over which many are thinking long and deeply. We are not out of the woods yet. Our ship of state is not yet beyond the breakers. An increasing degree of sacrifice will be called for--the testing of the nation has not yet reached the height of its trial.

The response, so far, has been good. Not only have the men of Britain answered, the call of their country, not only have the women taken their places as clerks, etc., but 500,000 women are working in munition plants. And we must be prepared to make a great and mighty effort yet before victory comes.

The first great problem Canada will have, because of the war, is that of population. The vicar of Wakefield truly says, that the man who marries and raises a family is better than the most patriotic talking bachelor. This problem of population is greatly aggravated because of the waste of men in the war. We confront a serious danger. Today, as never before, we need prayer, study of the word of God, and study of the problems that confront our nation.

Rahab studied the situation in her day, because she felt that ultimate and eternal issues devolved upon her conclusions. Thus the power of sin was burned out of her soul, and she rose to a brighter plane.

Every man owes a duty to posterity, to his country, to his God, to set up an altar in a home of his own. Many of Canada's young men will never return. The young wife will see them no more and die a widow, the sweetheart, a

Earnest Workers Will Reap Rich Rewards

Any Lady in Circulation Zone Eligible to Compete for \$400 Piano and \$300 Worth of Other Splendid Prizes

While but three days under way, The Advocate's second big voting campaign, which formally opened on Monday last, is making highly satisfactory progress, and present indications are that this year's great prize distribution affair will be altogether as successful and satisfactory as the one conducted by The Union Advocate last year. One big factor in the favorable reception which The Advocate's second competition has already been received, is undoubtedly to be found in the thoroughly satisfactory manner in which the 1915 campaign was run, and in the exceptionally high-class articles awarded as prizes last year. Everybody remembers the magnificent \$400.00 Lonsdale Cabinet grand piano, which was won by Miss Margaret Appleby; the \$150 cabinet of highest grade silver plated tableware, won by Miss Nan Benn, of Nordin; the \$100 silver plated tea service, which Miss Zaida Hinton, of Doaktown, captured; and the beautiful \$50 set of genuine cut glass, won by Miss Florence Parker, of Millerton. Since last year's competition, each and all of these ladies have been proud to work, and those who do the most possessors of these various articles, and on many occasions have taken a great deal of pleasure in showing their prizes and praising their merits and value. From this circumstance the knowledge has spread abroad throughout the Advocate's circulation zone, that the prizes were in every respect all that was claimed for them, and were worth all the effort put forth by their winners in capturing them.

This year exactly the same prizes as were offered for competition last year, are offered again. The simple reason for this selection is that nothing more satisfactory in every respect could be found to take their

places. The \$400 Lonsdale piano is manufactured and guaranteed by The Lonsdale Piano Co., of Toronto. The \$150 cabinet of silverware is manufactured and guaranteed by Canadian Wm. A. Rogers, of Toronto, as is also the third prize, consisting of a six piece silver plated tea service. The Wallaceburg Cut Glass Works, of Wallaceburg, Ont., manufacture the \$50 set of genuine cut glass which will be awarded as fourth prize.

The Advocate voting campaign, as most people understand is a simple, straightforward, business proposition, in which the only factor that will enable any contestant to win one of these beautiful and valuable prizes, is plain everyday, earnest, work. Any lady living within the Advocate circulation zone is eligible to enter the campaign, and share in the distribution of the rewards. It costs nothing to enter the campaign. There are no receipt books or supplies or any sort to buy, no subscriptions to pay for, and no expenditure of any kind required from any prospective, or actual contestant. All that is required is work, and those who do the most effective work will be the prize winners. The campaign lasts only six weeks, and anyone who contemplates entering the campaign, should do so at once and get started collecting subscriptions and securing votes before some other enterprising contestant or contestants gain a big lead. Now conditions render the chances of all contestants fairly equal. Another few days may change conditions a great deal. Any lady who desires to win any of the Advocate prizes this year, should lose no time in sending in her name, and getting receipt books and instructions as how to proceed.

COMPLIMENTARY BALLOT

This ballot if returned into the Advocate Campaign Department, in accordance with the rules of the Campaign, on or before September 28, 1916, will be good for

100 VOTES

to the credit of the Contestant whose name and address is filled in below.

Contestants Name

Address

NOTE—These ballots will be received and credited in groups of ten only. By fastening the ballots together in groups of ten it will be necessary to have the contestant's name and address written on the first ballot of each group.

maiden. It means fewer homes in this land.

We must teach our young people their duty to the future. Every man should make a home. But, to enable him to do so, there must be, first, provision made for a much better distribution of wealth; and, second, there must be less extravagance. The average man now does not expect his daughter to begin life as her mother began it. The tendency now for young couples is to begin where their parents left off. At this very hour, young men are making in munition works, etc., more money than ever before, but are spending it recklessly, and not one cent better off than ever before. What a menace to the nation is this spirit of extravagance that has taken possession of us?

We need a large spirit of helpfulness--a greater amount of the spirit of standing by and helping one another. This calls for greater conservatism. We need more faithfulness.

We need a greater reverence of God. From the minister's point of view, it is sad to note how many lightly break their vows. Let us think of our vows of Baptism, our obligations as members of the church and the community,

and consider how we have kept them. Would to God that all in Church and state and societies had the spirit that keeps all vows. Are we going to always and everywhere stand for what is true or are we not? If the churches and societies would only pull themselves together and look themselves in the face there would be new churches and new societies. Have I been true to my church? Have I been doing all I can to help? Am I reading and studying to understand the great political questions of the day? That must be voted upon, so that my influence shall be thrown on to the side of Right, Justice and Freedom? If in your heart of hearts you determine to keep your word and vows, you will serve your order, your church and your country in a day that may be much nearer than most people think, when the manhood of our land will be tried as never before.

New Advertisements

The advertisement of A. J. Bell & Co. will be found in this issue. They are offering 20% off on numerous articles as will be noted in their advt. Read their advt. and see if there is not some one article that appeals to you.