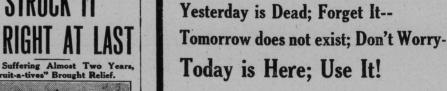


THE UNION ADVOCATE, WEDNESDAY. OCTOBER 13, 1915

What Do Victories in The Importance of Grain Screenings HE STRUCK IT the West Presage?

It is now old history that none of Weed-seeds made up 16 per cent. the Allies were in the least prepar- of the total weight of a car of west-







WHY

Yes, you INTEND to advertise. You fully appreciate the value of advertising. You have seen immense businesses built up by good advertising. But YOU intend to wait a little longer before you place that intended ad, in The Advocate. Certainly, you INTEND to advertise, but not until tomorrow. next month or perhaps until the war is over.

WAIT?

Friend, do you realize the people of Northumberland County are a prosperous people who are NOT going to wait until to-morrow, next month, or until the war is over before they BUY ! And they will buy from the man they have faith in-the man who advertises in their trusted home paper. The Union Advocate. This paper covers Northumberland County thoroughly. It goes into the home and STAYS there,

Recently we decided to make The Advocate the leader of all papers in the County of Northumberland in the matter of circulation and second to none of any rural paper in the Maritime Provinces. We -pared no expense to achieve this end.

So far as circulation is concerned, we have won out. There is not a corner in Northumberland County in which The Advocate does not circulate. As a matter of news-we lead, others follow. We give the biggest dollar's worth of news of any other paper in the county. We give the news first, while it is fresh. We receive weekly, letters, kind, thoughtful letters, commending us upon our work. Hundreds of new names have been added to our lists within the past two months. We expect these new subscribers will bring many more new ones.

Just think, Mr. Advertiser, what this enormous increase in our circulation means to you! You are not in business for your health-you are spending money in advertising for the purpose of getting increased business. As a business proposition, it is up to you to use the paper with the largest bona-fide paid up subscription list, and that paper in Northumberland County is

THE UNION ADVOCATE

Make up your mind TODAY, and get settled in a good position for the Christmas trade.





That it pays to be prompt has been proven time and again by The Advocate Job Department, and proof of this can be seen by the following extract from a letter received from a patron in Rexton, N. B. The reader can judge as to whether he is a SATISFIED patron or not:

"Rexton, N. B., 8th Oct. 1915

The Union Advocate Office, Newcastle, N. B.

Dear Sirs :-- You are certainly the promptest people I ever tried for auction posters. I received the last order the very next day after sending you the order.

I had a rush on for auctions lately, and I may have some more before the winter. If so, you will get the work.

1 am yours truly,

(Name withheld.)

This is one of many just such letters as are being received from time to time at this office, and they bear evidence that wherever a mail order customer of The Ailvocate is found, you can be sure he is a satisfied one. We endeavor to always give our best attention to orders received by mail, large or small, and while we cannot always be as prompt as in the case above referred to, owing to the heavy run of work always on hand, we make a point of delivering the tinished work at our very earliest convenience, by the quickest and cheapest (to the customer) route.

You will find the stock suited to your needs, and a satisfactory cost price. Let us have your next order as a trial-WE GUARANTEE SATISFAG-TION

