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COAL ADVANCING the 24th of Peter

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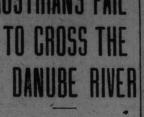
, Mr. M



inforçed at Western Wing, driven back near St. Quentin-Centre weakened.

TWENTY-THREE OFFICERS IN ONE GERMAN REGT. KILLED.

London, Sept. 25, 5.12 p. m.-Tele



Driven Back With Heavy Losses in Attempt to Make Crossing at Belgrade ----Russians Take Czyschky

and Foulstyn.

Petrograd, Sept. 35.—An official an-nouncement from the Grand Duke Nicholas, commander-in-chief of the Russian forces in the field, says: "On the southwest front the Rus sian troops have taken possession of the fortified position of Czyschky and

the fortified position of Czyschky and Foulstyn, which covered up Khryof and other positions in the Radyman region (between Jaroslau and Prze mysl), taking all the enemy's artil-lery. The Przemysl garrison has avacuated Bourgade and Medyka and has been repulsed in the eastern seg-ment toward the line of forts. There has been no fighting on the cover

erve miles further west. Probably by now," the correspon-it continues, "they have also taken eszow, another important strategic int ten miles to the westward or rty from Jaroslau. NORTHUMBERLAND GO.

The Russian pursuit of the Austro-man forces is proceeding at a rap-ate. By crossing the river Visiok ' got within one day's march of Vistula and the town of Tarnow, ch is only a couple of marches on Cracow and has direct connec-s by railway with Budapest and una".

K. Hether Supt of Education Dr. Carter Agricultural Director R. P. and Miss Eleanor Robinson, e the Educational Review prese teachers enrolled. Addresses were given by Ins Mersereau and Dr. Carter. Inspector Mersereau Nature and, however, and on the fifth day able to bring their guns into ac-The enemy's artillery was speed-werpowered and then came bay-

Newcastle, Sept. 25.—The 37th an-ual session of the Northumberland

infantry fire. (aska and at Zab enemy attempted attacks in th tion of Malaada and Tzig



Washington, Sept. 24—Captain Sam tel S. Burdett, 73 years old, once com-nander-in-chief of the G. A. R., died . 25 (6.12 p.m.)—Speak-meeting of his neigh-criccieth, Wales, Chan-xchequer Lloyd George aration that the war rday in England. A

a deau at Financian despatch received here today. He was in command of the Fern at the battle of Santiago and landed the first detachment of United States marines at Taku, China, in the Boxes

It took fifteen years to break Nap-oleon, the Chancellor continued. He said he did not think it would take anything like as long to vanquish Emperor William, but long or short, Eng-and was going to see it through.

## HOLLAND-AMERICAN Tonight ! Clean your bowels and stop headache, LINER CAPTURED

colds, sour stomachs. BY BRITISH CRUISER

BILIOUS. "CASCARETS"

NORTHUMBERLAND CO. TEACHERS IN SESSION Thirty-seventh Annual Convention opened on Thursday-Value of Less by Speakers. Mexcastle, Sept. 25.—The 37th ara nal assission of the Northumberlar Contor the Northumberlar Convertion school district to Imperial and Convertion for school district to Imperial and Convertion Agriculture opened by Speakers. Mexcastle, Sept. 25.—The 37th ara nal session of the Northumberlar Convertion Sept. 25.—The 37th ara nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion School district to Imperial and Diagent School westerday Nal School westerday Nal School Sept. 25.—The 37th ara Nal session of the Northumberlar Convertion School Sch

## "Lest We Forget"

WE need to be reminded quite as much as to be informed. Memory has been jocularly described as "the thing we forget with." Out of sight is apt to be out of mind.

An advertiser who relies on the memory of the public leans on a broken reed. The absence of its advertising from the newspapers has been the beginning of the end for many a firm. "The present suitor hath ever the advantage over the absent lover.



Steadily Reducing Forti- of Lissa - Hoist British fications - British Reinforcements Arrive in France

Paris. Sept. 25 .- British reinforc edrmans have landed in France. The edrmans have occupied the heights of the Meuse and are marching on St.

ich have occupied the op-

by the French. Sept. 25.—Heaviest siege is steadily reducing the forti-at Verdun. The loss of life a on the German side is esti-10,000 killed and 20,000

Boulogne. Boulogne. London, Sept. 25, 8.50 p. m.—A des-patch to Reuter's Telegram Company from Boulogne says: "About mid-day a German aeroplane disted men on the armor-sunk by a German sub-Tuesday were rescued, divided as follows: From 354; from the Aboukir, te Cressy. 188.

and French flags to entice enemy--Fleet to fight.

Paris, Sept. 25, 5 p. m.—A despatch o the Italian newspaper Messagero brwarded to Paris by the Rome cor

Dalmatia after bombarding the fort

German Airship Drops Bombs Into Boulogne.





A business that has achieved its magnitude or strength as the result of faithful advertising plays itself false if it suspends or ceases its advertising, on the grounds - of economy. It is poor business vision which fails to see the principal feeder of business, and fatal judgment which cuts off or interrupts its flow. Economies may be warranted, but they had better be effected in any other department than in the sales depart-ment—the department of revenue. Any course which shoves your customer back from you or hides you from your customer is ruinous. The man with the money needs to be constantly sought. Advertising is the great discoverer of new customers, the great retainer of old ones.

If you forget the public, the public will forget you.