



VOL. XLVIII

NEWCASTLE, N. B., WEDNESDAY, SEPTEMBER 29 1915

United Teachers' Institutes Meet in Bathurst

Interesting and Instructive Papers Read by Teachers---List of Northumberland County **Teachers Present**

The Polygood Quarties. Better Telephone Service and Land Stitlement Question Discussed-Meding-Hold Montage and Mon

Newcastle Board of Trade Active in Town's Interest Ceremonies Took Place in Amusement Hall and

Adjourned Meeting Held Saturday Evening---Mayor Stothart Will Build Grist Mill on Wood-

Chatham's Big Fair Opened Monday Night

Were Attended by Premier Clarke, Hon. J. A. Murray and Hon. John Morrissy

Week's War News

Ottawa, Ont., Sept. 23—The trans- The Swedish stramer Forsvik, 1107 port Metagama, with Canadian troops tons gress, was sunk on Sunday by his arrived at a port in England. a mine or a torpedo. Her crew was landed here today.

Constipation

The Army of

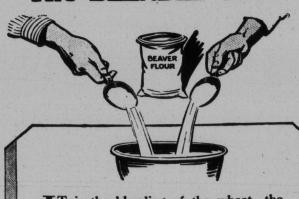
Allied Captains of War Twisting Noose for Kaiser

London Editor Predicts That Snow Will be "Winding Sheet of the German Hosts"

The fortross triangle which includes Dubno. Royno and Lutsk is almost entirely in the possession of the Russians.

In Galicia the Austrians have been driven back across the rivers which run parallel to the border.

The BLENDED Flour



T is the blending of the wheat—the accurate balancing of Ontario fall wheat with a proper proportion of western wheat—that makes "Beaver" Flour such a splendid baking flour, uniform in strength and quality at all times. This is why "Beaver" Flour is equally good for Bread and Pastry. Try it. Your grocer has it.

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HAVE YOU A-MODERN BATH ROOM IN YOUR HOME? IF NOT, WHY NOT? IN TOWN OR COUNTRY

We can equip your farm home and buildings with every city convenience, Heating Sewerage disposal System, Bath Room, Hot and Cold water at tap, pneumatic water system and efficient fire protection.

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STOVES, PLUMIBNG, HEATING Next Door to Post Office



LEMON SOUR, IRON BREW, GINGER ALE, GINGER BEER (stone bettles), SCOTIA ALE, SCOTIA STOUT, OXOLO, AS-SORTED POP. ALSO CIGARS.

D. FARRAH & CO

IHE ROYAL BANK OF CANADA

INCORPORATED 1869.

LIABILITIES Capital Paid up \$ 11,560,000.00 Reserve Fund 12,560,000.00 Undivided Profits £10,219.00 Notes in Circulation 10,385,376.69 Deposits 136,729,483.41 Due to Other Banks 3.118,902.00 Bills Payable (Acceptances by London Br.) 3,352,148.77

\$178,316,130,29 ASSETS Cash on hand and in Banks \$30,476,000.19 Government and Municipal Securities 3,778,533.88 Railway and other Bonds Debentures and Stocks .. 12,622,217,20

Deposits with Dominion Government for Security of Note Circulation 578,000.00

Loans and Discounts \$105,363,239.92

Bank Premises 5,648,630.29 \$178,316,130.29

HEAD OFFICE, MONTREAL

185 Branches in Canada and Newfoundland LONDON, ENGLAND NEW YORK CITY

2 Bank Bldgs., Princess St., E. C. Cor. William and Cedar Sts. BUSINESS ACCOUNTS CARRIED UPON FAVORABLE TERMS SAVINGS DEPARTMENT AT ALL BRANCHES.

SAFETY DEPOSIT BOXES

In the Bank's Steel Lined Vault, rented at from \$5.00 per annum upwards. These boxes are most convenient and necessary for all posessing valuable papers such as Wills, Mortgages, Insurance Policies, Bonds, Stock Certificates, etc.

> NEWCASTLE, N. B. BRANCH E. A. McCurdy, Manager

The Army of Constiguil Constitution of Constitution of Constitution Co REDROSE TEA "is good tea"

PATENT SOLICITOR

WM. S. BABCOCK,

1 The House to

NEWCASTLE, N. B.

We will try to make it the most popular hotel on the grand Miram-chi river. Cusine Department Un-

Table To The ired raveler

Every Attention Given to Guests

Vegetables in season.

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Phone Nos. House, 136; Shop-59

IF YOU WANT A GOOD PIECE OF

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Turkeys, Geese, Chickens, Lamb.

BURK WHITE

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Edward Dalton,

McCallum Street.

OF TO-DAY

Is the perfected product of

the Matchmaking business.

'SILENT PARLOR''

on any rough surface, is war-

ranted to give a steady, clear

THE E. B. EDDY. CO., LTD.

CANADA.

light, first stroke.

If correctly held and struck

THE MATCH

F I PROLWILLIS

Newcastle, N. B.

The House they will Call Home will be the MIRAMICHI HOTEL

When Writing to Advertisers Mention the Union Advocate.

ADVERTISE HERE

IF YOU READ somebody ad, here, why won't others read your ad, here. You will get the same results that others are getting.

STENOGRAPHER'S NOTE ECOKS Expert witness in patent suits. tf. for information.

Second land chall canver in good condition wanted. Aprily at the Advocate effice for particulars.

EPSOM BOUDOIR PAPER Epsem Pure Tissue Boudeir paper, flat, for sale at the Advocate Job Dept. 10c per package.

COAT MAKER WANTED WANTED—A ood Coat Maker. Apply to STANGER & HARRISON, 38-3pd. Frederi ton, N. B.

CORNET FOR SALE Silver plated Bb Cornet in good condition, with case and A shank, two mouthpieces. Apply at ADVOCATE OFFICE. THE S. B. Miller's

\$2 day. Also commission for local man representative with fair cluca-tion. Experience annecessary. Spare-time accepted. Nichela Limited, Publishers, Teronto. 39-2 39-2 Fresh Meats Always on hand

IMPERIAL TOILET PAPER

Imperial Perforated Tolkt Paper, first quality, in rolls, 10c per roll, at the Advocate Job Dept. Shop corner of Jane and Pleasant Warehouse To Let Phone 42-1yr.

werehouse of the front of swhart. Possession given at Apply to W. A. PARK, Sept. 20th Newcastle, N.B.

Girl Wanted

A girl familiar with general house ork. Good wages paid for one who thoroughly experienced. Apply to MRS. E. A. MCCURDY

Janitor Wanted

Janitor wanted at the Royal Bank sible. of Canada. For particulars as to salary and duties apply to

43-1 yr.

W. J. DUNN

HACKMAN

Hack to and from all trains and boats. Parties driven anywhere in town. Orders left at Hotel Miramichi will be attended to NEWCASTLE, N. B. Phone 100-21

DALTON'S

Livery, Sales and Exchange Stables

Do you try to buy highsame as you would pig iron and coal at so much It can't be done. Why? Because printed matter to be RIGHT must be sixty per cent. brains mixed with forty per cent. of material and mechani-

Printed matter turned out of The Advocate Job Dept. is RIGHT.

Fredericton **Business College** ---WILL OPEN ITS---

FALL TERM

-ON-

Wednes. Sept. 1st.

Now is the time to Write for full particulars. Address.

W. J. OSBORNE, Fredericton, N. B.

Local and Provincial I. C. R. Employee

The fire feels good these cold St. John was visited by a \$10,00 venings. Five weddings were solemnized in A very slight furry of snow fe Sussex last Wednesday. Newcastle? here shortly afternoon on Saturday.

STENOGRAPHER'S NOTE ECOKS

Good quality Stenegrapher. Note Patents obtained in all countries. 99
Books for sale at the Advocate Job St. James Street, Montreal. Write
Dept. Price 10 cents.

Are you reading "The Pillar of Light," by Louis Tracey, in the Ad-Hour on Friday night was much vecate? If not, you are missing an enjoyed by the large manter presinteresting story.

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Meat Store

Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Hoyes, Marsh Read, St. John, reLind Mrs. W. J. Cunningham, of St. Lind Mrs. W. Lind Mr

Notwithstanding the fact that analyselften has already sent many fer young men to the front, remits are still coming in and are line sent to Sussex.

Mr. George McDade, formerly publicity commistioner of Pyeld cicton, was operated on at St. John a few days ago by Dr. A. Pierce Crocket for massl trouble. His friends his remits are still coming in and are or Country-fed Pork Call at

John D. McDenald, the famous provincial beckey player, has been invalided to his home in Sydney. Both legs were hadly wounded in the big Ypres battle last May.

The biography of Senator Islae Stephenson, of Maninette, Wisconsin, and a native of Mangerville, Sunbury County, is to be published in book form seen after the Wisconsin lumber king returns to his home after his visit to New Brunswick.

Mu'ton, Ham, Bacon, Bologna, Saus- regarding per anent road work.

Mayor R. A. Leger, of the Shediac Tewn Council, has resigned his office on account of the exception he has taken to the attitude of the Council regarding per anent road work.

Lieut. R. Marray, son of Hery J. Murray, Minister of Agriculture is now at Ottawa taking a course in musketry before joining the 64th Battalien to which he has been appointed.

Mr. and Mrs. A. W. Michell, of Granby, Que., announce the capagement of their only daughter. Florence Louise, to Mr. Clyde Kerr Stewart, of Peterborough, Ont., formerly of Chatham, The marriage will take piece quietly on Getober sixth.—World.

The prescrying sensen is now goage, Corn Beef, Pork, Cabbage and a full line of Fish. Prices low as pos-

BURK WHITE
RUSSELL BUILDING
NEWGASTLE, N. B.

18—0

E. A. MCCCRDY, Mr.

18—0

E. A. MCCCRDY, Mr.

18—19

PROFESSIONAL

| Phone 98

Catyr
| Professional test of the has been as the own in the search of the country fain all other than the search of the country faint the profession of the

Rev. Dr. Policy, of Daihousic, N. B., has been appointed by the pres-bytery of Miramichi interim moder-ator of the session of Escuainac, (P. Q.) in the place of Rev. W. G. Firth of Tide Head resigned, on account of his health. DALTON'S

Died in Harcourt

Clerk on I. C. R. Died Wednesday

Bathurst Village

Call to Newcastle Responded to

lien million feet of jumber was destroyed.

It was fortunate for Batharst that the strong wind hat was blowing at the time, was blowing in an opposite direction to the Village, or the results would have ben a reposite of the Cumpbellton disaster.

About 3.30 o'clock; call for assistance was received by the Newgray-Mr. and Mrs. J. Russell.

Bouquet—Miss F. Shephard.

Spray-Mr. and Mrs. James Sketweek Service — Wednesday Prayer and testimony meeting 7.30 p. m.

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Spray-Mr. and M

firemen also responded.

The firemen report that the New castle engine which has just unjuried work and one which has just unjuried work and work and work and work and work are taker, Mr. Beckwith did admiral work. A great deal of scepticism prevailed about town as to how this engine would work, but this has been a good test, and perhaps after all will prove valuable to the fire department under the management of its new engineer.

Interment was made.

Messrs, Wm. Melunis, Wm. Shep-Maloney, Maloney, Maloney, Maloney, Maloney, Maloney, Maloney, Maloney, Maloney, Maloney, Morning and Evening Prayer—Malorey acted as acted as pallbearers.

Lynch Property

Sold to Frasers

St. Mary's Church

St. Mary's Church

Patriotic Lottery Wednesday, Oct. 20th

Five Splendid Prizes to be Drawn for Auction Day

Aged Resident Dead at Sunny Corner

Sixteen Year Old **Engineer Drowned**

Harry Wathen, Former Postal Frank Crosbie, Engineer on Tug Boat Arthur, Drowned at Chatham

Mr. A. P. Allin, tham of St. John.

Mr. A. P. Allin, tham of St. John.

Mr. George Stables and Miss Addies week.

Mr. D. Fook by printer, of St. John.

Mr. George Stables and Miss Addies with the Stables of Newtzstle, vere in Moncon on Saturiay.

Mr. D. Fook by printer, of St. John.

Mr. George Stables and Miss Addies with the Stables of Newtzstle, vere in Moncon on Saturiay.

Mr. D. Fook by printer, of St. John.

Mr. George Stables and Miss Addies with the Stables of Newtzstle wit

Victim of Sad Railway Accident Visited by Fire Laid to Rest in St. Andrew's

by Firemen—Engine Had
Try-out

Bethurst Village was visited by a serious fire Widnesday afternoon lest the fire breaking out in the lumber yards of the Bathurst Lumber Company, and about fifteen million million feet of lumber was destroyed.

The funeral of the late Torrance P. Graham, took place on Thursday, Sept. 25rd, at St. Andrew's Church. The service was conducted by the Rev. W. J. Bate, pastor. The floral tributes vere many and beautiful sons with word "papa."

Soray—Mr. and Mrs. Will. Mann. Moneton, N. B.

Spray—Mr. and Vis. M. Mann.

Fredericton Firm to Take Over Mill and Timber Lands on November 1st

One of the most important timber leid deals that has been put through in New Brunswick for some time is just now being completed and involves the transfer of the entire holdings of the Timothy Lynch & Company on the Miramichi, controlled by the estate of the late Mr. Vespers, with Benedicion of the Lynch, of this city.

was decided to run a lettory.

The prizes will consist of: 1st—1 Plano.
2nd—1 Driving Wagon 2nd—1 Company on the estate of the late Mr. Lynch, of this city.

The purchasers are Frasers, Limited, also of this city, and the property thus being transferred includes 122 square miles of Crown lands which the Lynch Company has held under license, as well as miles and private lands on the Miramichi. The transfer is to be effective, it is understood, on November 1st next. The drawing will take place a Newcastle Rink on Oct. 20th, 1915.

Aged Recident to run a lettory.

Company on the Miramichi, controlled by the estate of the late Mr. Lynch, of this city.

The purchasers are Frasers, Limited, also of this city, and the property thus being transferred includes 122 square miles of Crown lands which the Lynch Company has held under license, as well as miles and private lands on the Miramichi. The transfer is to be effective, it is understood, on November 1st next, but the price is not stated.—Gleaner.

Children baptized, when there at Saptisms, 2.00 p. m.

Sunday School Classes, 2.30 p. m.

Vespers, with Benediction of the Blessed Sacramon, etc., 7.00 p. m.

Methodist Church

Rev. Dr. Harrison

Sunday Services 11.00 a, m. an 1 7.00 p. m.

Figure 1 to the controlled by the estate of the late Mr.

Lynch, of this city.

The purchasers are Frasers, Limited, also of this city, and the property thus being transferred includes 122 square miles of Crown lands which the Lynch Company has held under license, as well as miles in the distance of the late Mr.

Lynch, of this city.

The price is not the five purchase at the property thus being transferred includes 122 square miles of Crown lands with the Lynch Company has held under license, as well as miles in the distance of Crown lands which the Lynch Company has held under license, as well as miles in the distance of Crown lands with the Lynch Company has held under license, as well as miles in the distance of Crown lands with the Lynch Company has held under license, as well as mi

Big Three Days' Racing, Wed- Worshop Sunday, 11.00 a. m. and nesday, Thursday and Friday

And account of his health.

First of Tide Head resigned, on account of his health.

Fredericton has received word of the appointment of Sergeant Major J. J. Good formerly stationed with H. Company, R. C. R. in Frederich on as quartermaster of the restriction. as quartermaster of the personal form of the same praise. The Tablets which on made him a battalion at Shorneliff. England, been with the 12th Battalion as ser-cant major and taking charge of instruction work.

H. The list of contributions to St. John's Patriolic Auction acree from S20 worth of circus to a \$200 plano player and records. How are the people of the western section of the calculation of the calculation of the same praise. The Tablets which on made him a battalion as ser-level with the 12th Battalion as ser-lev

ADVERTISING IFS

If you patronize the Advocate's Classified Ad. page, you wi'l get sure results.

week the Classified Advts. it would Leave St. John, Mon., Wed., and mean increased co-operation, and co- Friday at 9 a. m., for Lubec, East operation is the great modern word.

If you have a house for sale or to Wed. and Fri., at 9 a. m. rent, you want a maid. you h ve some particular article you wish to sell, a special bargain in some particular STEAMSHIPS NORTHLAND AND line, or it there is any of the many little things that do not just come to word, and you will marvel at the re- A. E. FLEMING, T. F. & P. A., _ 4 .. a at .a 1 ti. ##!

HOW LONG WILL

War Against Health Is Quickly Ended By "Fruit-a-tives".



MRS. DEWOLFE

East Ship Harbour, N.S. "It is with great pleasure that I write to tell you of the wonderful benefit I have received from taking 'Fruit-a-tives'. For years I was a dreadfu sufferer from Constipation and Head-Arthur Nothing in the way of medical seemed to help me. Then I finally tried 'Fruit-a-tives' and the effect was splendid. After taking one box, I feel like a new person and I am deeply thankful to have relief from those

sickening Headaches". Mrs. MARTHA DEWOLFE. "FRUIT-A-TIVES", the medicine made from fruit juices, has relieved more sufferers from Headaches, Constipation, Stomach, Liver, Kidney and Skin Troubles than any other medicine. 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent on receipt of price by Fruit-a-tives Limited, Ottawa.

CHURCH DIRECTORY SUNDAY SERVICES

United Baptist Church

(During winter months from November to May.) Early Mass with sermon, etc., 9.00

Sabbath School, 2.30 p. m.

ernor Cobb.

FALL EXCURSIONS LOW FARES Return Limit 30 Days

If everybody would follow up each St. John to Portland port, Portland and Boston. Return leave Central Wharf, Boston, Mon.,

MAINE STEAMSHIP LINE

your notice, think them up, try an advt. in the Advocate's Classified Tues., Thurs., and Sat. at 6.30 p. m. Column on page three, at one cent a A. C. CURRIE, Agent, St. John N. B. St. John, N. B.

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OVER BABY'S ILLNESS

sends out KING COLE TEA confident that it will please. He has a

positive assurance of its quality, in the guarantee on every package--entire satisfaction or money refunded. There is no stronger guarantee of quality.

"You'll like the flavor."



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NEWS OF THE COUNTY

Interesting Items Written by The Advocate's Regular Correspondents for its Readers.

Northumberland

Staff Officers

Signalling Section

Machine Gun Section

A Compan

Lieut, Ceell P. Smith, Chatham,

R. C. Hevey, Ludlow,

D. Argeneau. Recersville

Arbeau, Upper Blackville

Howard Bryenten, Bryenton.

Joseph Blackier, Rogersvill G. M. Barry, Blackville.

Frank Boucher, Rogersville

J. M. Crewe, Chathan Alfred Cady, Chatham

Allan Cripps, Chatham

E. W. Geediellow, South E.

George Gigs y. Newcastle.

Albert Hersey, Loggieville

Alezal Hyzmanof, Loggieville Win, Hebett, Rozersville, W. R. Jenkins, Loggieville, A. W. Johnston, Chaffar a, Elmon Lumsdon, Chaplin I

Felix Malley, Chatham, A. F. D. Maan, Chatham, Wm. Mathers, Douglastown J. W. Myles, Chatham

A. F. D. Maan, Chatham, Wm. Mathers, Douglastown, J. W. Myles, Chatham, C. J. Malley, Reschank Harry Murphy, Bridetown, W. E. Mullin, Strathalam, S. W. McDenald, Blackvill, L. McKenzie, Douglastown, G. D. MacArthar, Chatham, Frank McDeugall, Chatham, Andrew McDeugall, Escumb Andrew McDeugall, Escumb

Frank
Andrew McDeugain
Andrew McDeugain
J. G. McGrath, Esculainae,
W. A. McInnis, Douglestow
F. A. McLean, Chatham,
W. G. Nowlan, Chatham,
Challie Robichaul, Loggiew,
Challie Robichaul, Challie Robichaul,
Challie Robichaul, Challie

K. A. McLean, Chatham.
W. G. Nowlan, Chatham.
Eddiy Rebichand, Loggicylle
L. C. Robertson Tabushtac,
Wm. Robicand, L. ggicylle
Albert Richart, Recerville
Joseph H. Ross, Blackylle,
Geo, M. Stuart, Blackylle,
Lamel Sewell, Chatham,
Joseph White, Negate,
Andrew Wells, Newcaste,

B. Company

P. H. Pursey, Nelson, Arthur Arbeau, Upper Backville, Chas, Alexander, Newcastle, Angus Buckley, Chatham, Ronald Buxtes, Newcastle,

McDeugall. Escuminge.

F. C. Cripps, Ch. than

John Craft. Chatham. A. P. Doucette, Colletts.

Roy Bourke. Upper Blacky le

Wm. Cummingham, Chatham

Sergt. G. H. Dean, Blackville

BLACKVILLE NOTES

was attended by Miss Bridget Lay- per dishes; to Mr. John Vanderton, who also wore white silk. Mr. beck and Miss Grace Russell for the ton, who also were white silk. Mr. beck and Miss Grace Russell for the Lance-Corporal Medley L. Flett. Duncan Davidson, brother of the excellent music they furnished, and Derby Junction.

15c to \$150 groom, acted as best man.

the happy couple motored to the Mrs. Martin, of Vaucouver, is vis

presents showing the high esteem in which the young couple were held.

Mrs. Horence Bryen.cn has gone to Stillwater, Minn. to spend the Mr. Mathew Urquhart of Boston, white with her aunt. Mrs. James is visiting his old home here after Leslie.

absence of five years Miss Irene Crawford has gone to A Big Surprise St. Stephen, where she has accepted a position in Ganong's Caudy factory Mr. Morrissy Dunn went to Chat-

DERBY ITEMS

Sept. 27-A pretty wedding was On Wednesday evening, the 22nd. solemnized in St. Raphael's Church the Ladies' Aid of Derby Presbyteron Wednesday morning at 5.30 ian Church held a beat supper and G'clock, wighn Mist Mary Cripps, the social at the residence of Mr. names of Northumberland officers CLOCKS AND WATCHES-A nice daughter of Mrs. Winifred Cripps, David Delano. A very excellent sup- and men now at Valcortier with the assortment of Clocks, good time keepbecame the bride of Mr. Burton Day- per was served and a good time en- 55th Battalion: iesen, sen of Mrs. Henry Lipsett, joyed by all. Upwards of \$70 was. The bridg was becomingly attired it lealized. The ladies wish to tender The bride was becomingly attired; realized. The ladies wish to tender Major Cuthbert Donald. Upper plated watches, \$1.00 and \$1.15. Gun white silk embroidered net over Jap their thanks to Mr. and Mrs. Delano Blackville. stik, white sain slippers and white for the use of their house; to Mr. Capt. J. D. K. MacNaughten, pay-hat, with white willow plumes, and Albert Bryenton for the use of sup-master. Chatham.

After the ceremony which was as auctioneer, and to all others who performed by Rev. S. J. Crumbley, helpel to make the affeir a success. home, where a very sump- iting her father, Mr. John Bryenton, tous breakfast was partaken of after an absence of several years. Ser They left on the seven o'clock train Rally Day was fittingly observed Purn for Fredericton and St. John. The in the Derby Presbyterian Church Sergt, J. L. Roy, Chatham, Sergt, J. A. Arthur, Chatham, bride's going away dress was a on Sunday. A number of recitations
navy blue tailored made suit and chiffren. The church was prettily
Sergt. J. A. Arthur, Chatham.
Sergt. J. B. Amos, Donktown

white hat.

The bride was the recipi nt of a decorated with flowers and flags, ing. large number of costly and useful The pastor gave an able liscourse.

in Submarines

in Submarines

Mr. Morrissy Dunn went to Chatham on Winesday to attend St.

Thomas' College.

Mrs. J. B. Curtis of McGivenys
Jct. has been visiting friends here.

Mrs. Barry of Lowell, Mass and into expectations
is visitin; relatives here.

Mr. James Tailon of Napan, N. B.
is spending a few days with his been called home on account of the Elness of her morted in Boston.

Messers, C. B. Ross, James Mebanding morrows in Head of the wall too.

Messers, C. B. Ross, James Mebanding morrows and held a party in honer of Chester Walls who left on Morlay deeple where called home of the lawn of Mrs. Connors and held a party in honer of Chester Walls who left on Morlay deeple where he linends studying for the limitsty. The members of the St. Andrews Sunday School presented him with a handsome umbrella.

Mr. James Cavanaugh of Blissfield is visiting friends here.

Mr. Thomas Underhill who has been acalled home on account of the liness of his mother, Mrs. Alfred Cunderhill, returned to Newcaste on Monday.

Miss Ethel McDonald arrived home from Boston on Saturday and is visiting her old home hers.

BOIESTOWN NEWS

in Submarines and the aeroplane the submarine and the dependant in the submarine and the aeroplane will have vied with cred other in their Jet, and the account in the submarine will be more facilities. The submarine has been longer known and in the case of the submarine has been longer known and into exet they have percased in white submarine has been longer known and into exet they have percased in the submarine base been longer thought to have been more completely informed the acroplane has been longer known and into exet they have percased in the cred other thought to have been more completely informed water craft than in the case of the best submarine possibly this may be defined with craft than in the case of the submarine possibly this may be defined with a particular than in the case of the submarine possibly this may be defined with a particular than in the case of the submarine possibly this may be defined

Licut. Herman S. Murray Road, N. B., formerly at

the summer with her father, Mr.
Jas. Murphy, left for Portland. Me.
posterday morning. She was accompanied by many relations and
friends as far as Fradericton.

Mr. Jas. Stewart passed away after a lingering Ein-ss at his home
on Parker's Ridge on Wednesdayiest. The funeral service was conducted by the Rev. A. H. Mitchle
on Friday afternoon. Interment was
made in the new cemetery at Bloomfield.

Many of our young men are takfing advantage of the cpen hunting
field.

Many of our young men are takfing advantage of the cpen hunting
season and have gone on trips
through the woods of the Miramich
River.

Latest War News.

London. Sept. 29—An official communication, just made public, dealing
with the operations in France Tuesday, says that in the heavy fighting
around Loos the British have take
two exceptionally strong German
lines of trenches and bomb proof shel
ters several hundred yards in extent
this ring taken the Germans several
line, the statement says, the British
are now after the third line of trenche
es. In all, more the heaving fighting
are now after the third line of trenche
es. In all, more the heavy fighting
are now after the third line of trenche
es. In all, more the heavy fighting
are now after the third line of trenche
es. In all, more the discovery of some
ears of ceptain this. Bitch Grown the Secretary of
the United States Nay.

London. Sept. 29—An official communication, just made public, dealing
with the operations in France Tuesday, says that in the heavy fighting
around Loos the British have take
two exceptionally strong Germani
lines of trenches and bomb proof shel
ters several hundred yards in extent
the time for his own. Semetime before
the United States Nay.

Both Bear Corporation in France Tuesday, says that in the heavy fighting
around Loos the British have take
two exceptionally strong Germani
lines of trenches and bomb proof shel
ters several hundred yards in extent
the time for his own. Semetime for his own.

Service the time for his own. Semetime before
the Unit

es. In all, more than 3,000 prisoners have been taken and twenty-one guns and forty machine guns have been captured and others destroyed.

ADVERTISING "IFS"

The statement says:

"The following has been received from Field Marshal Sir John French "Severe fighting has continued to mail advertiser into a big merchant chat place. We now hold all the ground north of Hill No. 70, which the enemy retook on the 26th.

"We have made further progress to the south of Loos and captured another gun. The total number of guns captured by us is now twenty one. There are several more between us and the enemy which have been abandoned by him.

"Our number of prisoners now exceeds 3,000.

"The number of machine guns captured is forty. Many more have been destroyed by our bombardment.

States has done the same. It would so the same. It would to the same. Much might be gain to the Happy Hour will surpass any serial photo-play yet mad. "The Broken Coin is a Universal masserial photo-play yet mad. "The surplesc. the Master Key, etc Swift as light, powerful as faite, thrilling with enotion and brimful of exciting incidents Tha Broken Coin fairly carries the spectators right off their feet into the realms of exciting incidents Tha Broken Coin fairly carries the spectators right off their feet into the realms of bround fairly carries the spectators right off their feet into the realms of exciting with endition of exciting with endition of exciting incidents. The Broke Coin is a Universal masserial in this Province by any means. The cost of a serial of this described town of

Arrivals!

n rear of Post Office, I wish to an nounce to the Public, that I have just opened a choice line of

Groceries, Provisions, Confec-Boys With the 55th tionery, Crockeryware, Fancy Goods, Etc.

> Ben" at Show. Bers gold and nickel metal watches, good time keepers. POCKET KN:VES in large variety. PIPES-A nice assortment from

HARMONICAS-10c up. LUNCH BOXES-05e to 50e. STATIONERY-Gold Bond and Columbia Note, in ruled and unruled. Society Note Paper and Envelopes in Boxes, SEE "Our Allies" Linen Sergt. Leonard Loggie. O. M. S. Tablet at 15c. THE BEST IN TOWN.

Crockeryware

CUPS AND SAUCERS. in White. Cerp. C. H. Lyons, Carroll's Cross-TEAPOTS-A large assortment at

Corp. George Hachey, Regersville, di TOILET SETS-A large variety in Corp. J. D. McColm. North Esk. 6 and 10 pleces from \$2.00 up. Lance Corp. James Bowling, New-TEA SETS-42 and 44 pleces-from Lance Corp. Joseph S. Gallant. Rogersville.

WATER SETS in Ivory and Heavy CHINA CREAM PITCHERS-TO

BEAN POTS in sizes from 1/2 gal

GALVANIZED WATER PAILS. Fruit and Vegetables in Season Davies Hams and Bacon, Clear Cut Try our pickled Hocks at 10c 1b excellent with cabbage

THOS. RUSSELI 'PHONE 79

BORN

Mr. and Mrs. Richarl Malley elsen, on Monday, Sept. 27th,

Mrs. Jam's Lyon of Millerton, was talked to Bithurst a few days ago, owing to the Eliness of her daugh-ter, Mrs. Wm. O'Donne'l.

H. F. McKINLE GENERAL MERCHANT

McKinleyville, - N. B.

FULL LINE OF Groceries and General Merchandise ALWAYS ON HAND

All orders received by mail given Murray prompt attention. Carload of Feed and Flour has

WALTER FREEZE

Contractor & Builder DOAKTOWN, N.B.

ORDERS FOR Sash, Doors, Frames and all building material Given Prompt Attention

Contracts Solicited

<u>•</u> IN TIME OF WAR



best knows its value.

Hundreds suffer loss of sight. Timely attention might have prevented it. Examination free.

Satisfaction guaranteed.

DICKISON TROY Druggists & Opticians "The Newcastle & Blackville "The Rexal! Stores"

We will allow a cash discount of 10% off the prices of all Sewing Machines bought from us during the month of August.

We do this to more generally introduce our Sewing Machines which we believe to be unsurpassed by any on this market.

Regular Prices \$25.00 27.50 30.00 35.00 and 45.00 WARRANTED FOR 10 YEARS

Satisfaction guaranteed or money refunded.

W. STOTHAR

WE SELL

Beaver Board Roofing Paper Metal Ceiling Steel Roofing

in Addition to our Regular Lines of Outside and Interior 'Finish of Native and Foreign Woods

NEWCASTLE PLANING MILL

Phone 139 CANADIAN GEAR WORKS, LTD.

of all kinds

We have now in stock a shipment of lnk comprising COMMERCIAL INK NUBIAN BLACK INK GLOSSY BLACK INK (for cr-DRAWING INK STAMPING INK FOUNTAIN PEN INK WHITE, RED AND BLUE INK

INDELIBLE INK

FOLLANSBEE

Knee and Travelling RUGS

-IN-

Wool Shawls Plush and **Bound Wool** -AT-

M. LAKE'S

The Harness & Shoepack Man NEWCASTLE, N. B.

To Correspondents

Correspondents sending in county items will kindly mail the same to reach this office not later than Tuesday morning. Notes received Wednesday morning cannot be given

WE CARRY A FULL LINE OF THE FOLLOWING **MANUFACTURES**

MacFarlane Lang & Co's Biscuits

Christie Brown & Co's Biscuits

Moirs Ltd. Chocolates, Cakes and Bread

WM. FERGUSON, Fish B'ldg.

Flowers Flowers Flowers PATRONIZE A HOME INDUSTRY

EVERYTHING IN FLOWERS AT WOODBURN FARM

CONSERVATORIES, CHATHAM. SEE OUR SPRING FLOWER ANNOUNCEMENT

If there is anything you want to know about, write or phone Inspection.

OUR SPECIALTY

Funeral Designs at short notice. Wedding Boquets and General Floral Decorations.

Headquarters for Tomato Plant, Cabbage, Cauilflower and Celery

Phone No. 20. CHATHAM.N. E.

੶ **Advertising Where** It Counts

The Union Advocate has always been noted as a medium that reaches the right people, and during the past few months hundreds of new names have been added to its subscription lists. This means that the advertising message it carries home will come to the notice of more people who are in a position to buy than ever before---satisfying itself and satisfying the advertiser.

These facts, obvious as they are to the experienced advertiser, should be noted by every reader who has anything to offer the public. Advocate advertisements pull for the advertiser who has something of real merit to offer.

TRY THE CLASSIFIED ADVT. COLUMN ON PACE 3

If you can make good bread from some flours, you can make better bread from

PURITY FLOUR

and more loaves to the barrel too. Buy it and see for yourself.



Minister's Action.

Trustworthy Opinions. The editor of The Kingston Standard about this time took the troe let owrite to some of the leading fin neiers and financial institutions in 18

United States requesting an opin on Mr. White's loan, and the repl

flattering to Mr. White, all admitting that the loan was a very successful

HON. W. T. WHITE.

Sketch by McConnell. flotation and the money secured on

exceptionally favorable terms.

In order that the public may become seized of the facts of the case we append below a few of the opinions received by the editor of The Kingston Standard from the great financial authorities of the United

Canada's Credit Good.

Mr. A. Barton Hepburn, ex-Controller of the United States, and for years President and now Chairman of the Chase National Bank, with its

hugh deposits of millions, wrote as

Dear Sir,-The credit of the

Canadian Government is deserved-ly so good and it has been able to borrow money so cheaply in the past that I am surprised that the recent loan negotiated should be criticized by the rate of interest.

criticized by the rate of interest. Such criticisms are unwise and unjust, and indicate an improper knowledge of the financial situation both at home and abroad. To begin with the credit of the Do-

minion Government is being util-

ized to a much greater extent now-adays than has been the case here-tofore. In connection with your railroad development, the Domin-ion has become the guarantor of a

very large amount of railway

bonds, and its guaranteed obliga-

bonds, and its guaranteed obliga-tions are selling at a much higher rate of interest than was paid upon the loan recently negotiated here. England could not duplicate that loan in New York to-day; were she to borrow, she would have to pay a higher rate of interest. Neither could any other European Govern-ment. Our investing public are not used to the obligations of for-eign Governments, and they would be hard to place with the investing

More Bread and Better Bread

NEWS OF THE COUNTY

BOIESTOWN NEWS

(Too late for last issue)

Sept. 29—Rev. T. H. Wheleley, for and year probyterior condent of this place, has been in town for the past few days renewing old acquaintances. Miss Leah Munn, who has been spending the summer with her brother Mr. Julsen Maan, or Holiville reviewed to her home this morning. Hiss Mar Cameron returned to New York this morning. She was accompanied as fir as Fredericton by her sister. Miss Annie Cameron.

Miss Effic Savigt, who has been visiting Mrs. Alex, 4870 of Hayes ville, returned to her home in Lowell this morning.

Mrs. Chaire M. Young and son Machar, of Taymouth, are visiting her parents, Mr. and Mrs. Joseph Norrad, Mr. Young has enlisted for overseas service and is now in Sussex.

We are glad to see that Mr. George Whalen has recovered from his recent operation for appendicitis.

Miss Rathleen Duffy, who was confined to ner home for a few days with a heavy cold, is now able to be in our midst axain.

A great number of our young folks are attending the Fredericton Exhibition this week.

The Misses Yvonne Boucher and coretts Stayens have returned from this week.

CHAIMW CORNED.

The Misses Yvonne Boucher and Loretta Stevens have returned from

Loretta Stevens have returned from their vacation.

We regret the departure of the Rev. S. J. Dick, who has been with us for the summer months, and who goes to Dalhousie University to continue his studies; also Rev. A. H. Mitchell, who leaves for Acadia University. They have been faithful workers for their Master, and their good example must influence the lives of the people of the community Mrs. Samuel Long has returned home from an extended 1 visit to the north of our province.

Mrs. Jas. S. Fairley and daughter Miss Merle MacDonald, have gon to visit her daughter Mrs. Fred McLaggan of Covered Bridge.

Miss Glenna Norrad has gone t see her grandparents, Mr. and Mrs Ernest Norrad of Fredericton.

Sunny Corner

(Too jate for last issue)

Sept. 29—Miss Mary Tozer spen the week-end with Miss Bella Cain Miss May Johnston was in Siliker a few days last week attending the Johnston—Somers wedding.

Mrs. Jan. Parks. Derby, is visiting for mother, Mrs. James Matchett. A large number attended the concert and Basket Social held in the Orange Hall Thursday and were very much pleased with the entertainment Mrs. John Bryenton is spending few days with her father. Wm. Mc Allister, who is in a very critical condition.

HOW THE DANGERS OF

BEGIN WITH ONE CENT FIRE MAY BE MINIMIZED

when cool evenings will demand the starting of fires in our homes. September and October have become known to firemen as the months. Any young boy who can lay away when chimneys and flues cause the a cent, doub'e it the second day an most trouble.

practical nature, if faithfully ed, will do much to prevent damage thirty days. to property and loss of life.

Stoves-Place a metal stove-board on the wood under the stove, and extending at least twelve inches in front of the ashpit door. Protect all walls and partitions within two teet of any stove with a metal shield leaving an air space between the shield and the wall. Leave no kindling or other wood in the oven over night. Do not hang clothes too near the stove or stovepipes.

Pipes-See that the lengths of stovepipes are well fitted together, free from rust holes and parted seams, wired firmly and fitted perfectly into the chimney. Stovepipes passing through partitions, walls, floors, attics and roofs are dangerous at best. Where these must pass through partitions, walls or floors, always use a large, ventilated douh'e thimble. You should examing the stovepipes in the attic. They may come apart or rust. Fluff and spider webs are likely to gather on and around them, to be set on fire when you least expect it.

Chimneys—Chimneys should be built from the ground up, and never rest on wood supports. The settling boys to lay away a few dol'ars for of the woodwork will cause cracks Christmas. n the chimney. Nor should the chimney walls be used to support joints or other woodwork. Soft fluff and spider webs, which are easbrick and poor mortar are often ily ignited. responsible for defects in the chim- Defects-Defective stoves, boilers. and cement mortar. Chimney walls be promptly repaired or replaced. the flue of ample size and lined with ing stoves, boilers, furnaces and fire clay or terra cotta. Never pipes. stuff up the flue holes with rags or Ashes-These should never b

above and around boilers, if within Use metal receptacles only, and three feet, with a metal shield, all dump ashes away from all buildings. It is best to rivet lengths of pipe cal, but very simple and merely call together to prevent disjoining. The for ordinary care. You cannot afpipe should fit perf ctly into the ford to be careless, when the lives chimney. Examine the pipe fre- of your loved ones, and the property quently for rust holes or other de- of yourse'f and neighbours, are at foots. Keep them free from dust stake. Let "Care and Caution" be

should be clea ed frequently.

SILLIKERS NOTES

SUNNY CORNER

DOUBLE AMOUNT EACH DAY

The season is fast approaching Thirty Working Days Would Make You a Millionaire

keep on docbling the amounts eac' The following suggestions of a day, as shown by the figures follow follow, ing. can become a millionaire it

> 1.28 5.12 10.24 40.96 81.92 327.68 655.36 1,310.72 2,621.44 5,242.88 10,485.76 20,971.52 83,886.08 167,772.16 671.088.64 1,342,177.28 \$5,368,709.12

Here is an opportunity for young

Use a good quality of brick furnaces, pipes and chimneys should should be at least eight inches thick. Overheating-Boware of overheat-

paper, nor cover them with any-thing but a metal stock. Chimneys bins, on wood floors or against wood partitions, wally, fences. Furnaces-Protect all woodwork buildings or any other woodwork. fire loss. so all woodwork near furnace pipes. Care These majters are Pechnic

There Is No Ground For No Other Colony of Britain Any Criticism of Finance Could Have Done Nearly So Well.

for the loan. The \$25,000,000 one-year notes were offered to the public at 100 and interest and are to-day quoted at 99 13-16 @ 99 15-16, while the two-year notes were offered at 99½ and interest and are quoted at 99½ and interest and are quoted at 99½ bid and 100 asked. With reference to the new British Government issue, it is not by any means certain that the rate will remain permanently at 4½ per cenf. The new issue is now quoted at a discount, and the Government has bound itself that if future issues shall be at a higher rate the holders of the present issue shall have the right to exchange their holdings and get the same rate. HEN Hon. W. T. White, Minister of Finance, floated his \$45,000,000 loan recently in New York a section of the Canadian press criticized it very strongly, claiming that the interest rate was too sigh, the issuing price too low, and the whole loan in other respects a mistake. Against these critics Hon. Mr. White ably defended

same rate. "J. SEIBERT, JR., 'President and Editor, "Com're'l & Financial Chronicle."

Speaks for Itself. Mr. Geo. F. Baker, Vice-President of the First Nationa! Bank, New York, writes:

"Dear Sir,—In reply to your letter of the 14th we would call your attention to the fact that we were one of the issuing houses for the \$45,000,000 Dominion of Canada loan recently placed in the United States. This fact alone would seem to answer your questions as to whether in our judgment there could be any proper criticism.

"GEO. F. BAKER, "Vice-Pres. First National Bank."

W. P. Hamilton, editor of the Wall Street Journal, writes as follows:

W. P. Hamilton, editor of the Wall Street Journal, writes as follows:

"Dear Sir,—Your letter followed me on my summer vacation or I should have taken the matter up sooner. I was surprised to see that some of the Canadian papers were discontented with the terms of the \$45,000,000 government loan floated here. As a matter of fact, Canada made a better bargain than could have been expected, and has established a successful credit here within one-half of one per cent. of that of Great Britain. What more could a belligerent ask? The talk of floating the loan at four and a half per cent. is childish. Anybody who knows the costs of underwriting could tell these crities that Canada would be worse off with a failure at four and a half per cent, than with success a five per cent.

"It would be invidious for me to

"It would be invidious for me to reflect upon the unpatriotic character of these criticisms. They only tend to embarrass inevitable future borrowing. I gravely doubt if any colony of the British Empire could now make a loan on terms as favorable. This is no time to embarrass your Minister of Finance. I assume that criticism is sheer ignorance and not the cheapest kind of party politics, although there is an implication of the kind which I prefer to dismiss with contempt.

where residence is performed in the vicinity.

In certain districts a homesteader in good standing may pre-empt a quarter section alongside his homestead. Price \$3.60 per acre.

Duties—Six months residence in encountering homestead patent; also 50 acres extra cultivation. Pre-emption patent may be obtained as soon as homestead patent, on certain conditions.

You are at liberty to make any "Yours sincerely, "W. P. HAMILTON,

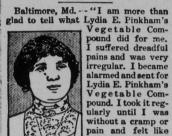
"The Wall Street Journal."

MAY MAKE HEAVY

Visit to Britain. While in England Sir Robert
Borden and Sir Sam Hughes discussed with the Imperial Government
the manufacture of heavy artillery in
Canada. Since their return they have
consulted with leading Canadian
manufacturers, financiers, and transportation men the possibility of exformation men the possibility of ex-

THIS WOMAN'S

Quickly Yielded To Lydia E. Pinkham's Vegetable Compound.



pains and was very irregular. I became alarmed and sent for Lydia E. Pinkham's Vegetable Com-pound. I took it reg-ularly until I was without a gramp or

Vegetable Compound. I took it regularly until I was without a cramp or pain and felt like another person, and it has now been six months since I took any medicine at all. I hope my little note will assist you in helping other women. I now feel perfectly well and in the best of health."—Mrs. August W. Kondner, 1632 Hollins Street, Baltimore, Md.

Lydia E. Pinkham's Vegetable Com-Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day holds the record of being the most successful remedy for female ills we know of, and thousands of voluntary testimonials on file in the Pinkham laboratory at Lynn, Mass., seem to prove this fact.

For thirty wears it has been the stand-

For thirty years it has been the standard remedy for female ills, and has restored the health of thousands of women who have been troubled with such ailments as displacements, inflammation, ulceration, tumors, irregularities, etc.

If you want special advice write to Lydia E. Pinkham Med-icine Co., (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.



Synopsis of Land Regulations

"It would be invidious for me to where residence is performed in the

tions. A settler who has exhausted his

homestead right may take a purchased homesteat in certain districts. Price \$3.00 per cre. Duties -Must reside six mouths in each of three years, cultivate 50 acres and erect a house worth \$300. The area of cultivation is subject

CANNON IN CANADA to reduction in case of rough, scrub-One Practical Result of Sir Robert's by or stony land. Live stock may be substituted for cultivation under certain conditions. W. W. CORY, C. M. G.,

Deputy of the Minister of the In-N. B.-Unauthorized publication of this advertisment will not be paid

the manufacture of heavy artillery in rate of interest than was paid upon the loan recently negotiated here. England could not duplicate that loan in New York to-day; were she to borrow, she would have to pay could any other European Government. Our investing public are not used to the obligations of foreign Governments, and they would be hard to place with the investing obligations of the Dominion and its various Provinces, and such are easily placed with our people who are seeking income-producing investments. As a matter of fact, obtainable rate, and no other Government in the world could have done better, nor as well.

"Very truly yours,

"A. BARTON HEPBURN,
"Chairman."

Very Fortunate indeed.
Mr. J. Selbert, Ir., President and Editor of The New York Commercial and Financial Chronicle, one of the greatest financial publications in the country, wrote:

"Dear Sir,—The Canadian Government must be considered as items to obtained for the new \$45,- 600,000 loan. The mest convicing testimony that the terms were the very best that could be got is furnished by the course of prices.

CASTORIA
For Infants and Children.

The Kind You Have Always Bought!

Bears the Signature of California and for company and manufactures in the sound of correct of the war office, because of Levels and proposed the war office, because of the leading Canadian in the world continued to the propose of the leaders in Canadian industrial. The Drining the war office, between the War Office requirements whether a seem the west of the considered as a learned of the leaders in Canadian manufacturers. The proposed the war office, between the west of the leaders in Canadian manufacturers in the world could have done better, nor as well.

Were Young Continued the order as they have a loaded to the leaders of the leaders in Canadian manufacturers when the well and before the meeting had on the proposed to the leaders of the leader

Straight Talk

To Merchants Who Do Not

F ALL the countless millions of merchants in every line of business throughout the universe. who yearly spend from hundreds up into the thousands of dollars to the various classes of newspapers, journals and magazines for advertising space. there are yet many more who do not spend a dollar a year for advertising in any form, and many still who do not use the newspapers, but who use other forms of advertising. To those who do not advertise at all. and particularly those who do not use the newspapers, this straight talk is intended for.

There are four principal reasons why these merchants do not advertise, and it is the purpose of what follows here to convince them of their folly in not using the columns of their iccal paper to advertise their wares, and become a power in their respective communities.

Every town or city has its percentage of merchants who belong to one or the other of these four classes who do not advertise. The Advocate will take these four classes one by one and endeavor to convince those who are doing business in Newcastle why they should change their views regarding advertising, and take out space in this paper. Briefly, they are as follows:

1. The Merchant who does not believe in

Advertising.
She merchant who at some time or other did advertise and stepped because he failed to get the desired results, is a rare being; but where a case of this kind has occurred, if the trut's were really known, it would be found that the fault was not with the newspaper, but because of lack of the proper attention that should have been given to his advertisement. Writing advertisements, while a profession in itself, is also one that can be recomplished by any wideawake merchant, who will give the time and study required. The great reason why some merchants do not believe in advertising is because they have never made the start, and therefore not knowing for a certainty the results that will follow, are too timid to take the plunge. There are others in this class who do not believe in advartising because they have the idea that in giving the papers so much of their yearly earnings they are just making the newspaper man rich and are getting no returns. If this is a true reason, (but it is not) then the same may be said of the patrons of that store—they are making that merchant rich. "But," the merchant argues, "we are giving you value for your So does the newspaper. And every inch of space costs the paper not lower than seven and one-half cents to produce. If the merchant who does not believe in a ivertising would join the great majority of those who do, and give strict attention to his advts, changing them weekly, he would soon experience an indirect increase in his business that would amaze him. He should use The Union Advocate because it is the best advertising medium in Northumber-

2. The Merchant who is hard to convince.

pays, usually does believe in it, but he has not the courage to make the break. To him we say, follow the majority. He should talk the matter over with the ad. man, get interested, and learn all the points of the game. The trouble is, the man in this class does not understand just how results come from newspaper advertising. He should figure out just how much his business will stand for advertising and set aide that amount for one year's advertising, as a try-out. The next year, ten to one, he doubles that amount He should feel that his business is just as big as the man's across the street who does advertise, and if it should not be, he should make it so by advertising

3. The Merchant who does not believe in Newspaper Advertising.

The merchant in this class is generally a hard one to convince. As a rule his notion is a hard rock one, and he does not want to be convinced. He has tried many other forms of advertising with good results, but he loses sight of the fact that by refusing to patronize the local paper, he is withholding the support it is entitled to from him, because of the fact that in every effort the local paper puts forth for the up-building of its home town, a percentage of the results obtained by that effort goes towards the upbuilding of that merchant's own business. For that reason there should be co-operation, and in co-operation there will be increased business for both merchant and newspaper.

4. The Merchant who does not want Increased Business.

Luckily, in Newcastle, there are fgw who b-long to this class. There are, however, some, but we believe they fail, as yet, to understand just what their true position in a town as a merchant should be. They may be content with the small percantage of the town's trade they are receiving, and do not wish to add the increased expense that increased business would naturally bring. But we cannot believe that their ambition steps here. There is no man with so much money but what he wants more, and if the merchant who does not advertise because he does not want any increase in his expenditures or business would read this over carefully, and then each week read over the ads. of his competitors, he would soon find himse'f getting interested, and then his true worth as a merchant and citizen of the town would begin to dawn upon him. He would then realize how important it is for him to become a power in the town, to make his business a spoke in the wheel of progress, and lend his assistance in the guidance of town's affairs. In order to bring himself up to this position he must co-operate with his local paper. The merchant who is content to remain in this class is a hindrance to the welfare of any town. Now, just a few words to the merchants here who make

up the above four classes. It is your duty as a citizen, if not whol'y as a merchant, to patronize your local paper. If you contemplate advertising, you must understand that it is purely a business proposition with you, and up to you to adopt the paper that has the largest guaranteed bona-fide subscription list. That paper in Northemberland County today is The Union Advocate. If you have any doubt, the lists are open for your inspection, and you are invited to come and see them. Talk the matter over with yourself and figure out how much you can afford to spend for Xmas Adto get in on the ground floor and get settled in a good permanent position now. A phone call will bring our representative to your store in five minutes.

UNION ADVOCATE Phone 23 NEWCASTLE, N. B. Box 359

NEWCASTLE'S BIG PATRIOTIC

IN THE NEWCASTLE RINK

October 20th

MISTER FARMER AND MISTER MERCHANT! WEWANTYOURHELP

The Funds of the Patriotic Association (Newcastle Branch) are getting low and the committee in charge in the endeavor to provide further for the Mothers, Wives and Children of the brave boys who are on the firing line fighting for the Empire and the just cause it expresses, again appeal to you for assistance and feel sure you will grant it.

LET US TELL YOU HOW

It is proposed to hold a

Mammoth Auction Sale on Wednesday, October 20 Next

at the Newcastle Rink, Newcastle, the proceeds of which will be devoted to the Patriotic Fund and we are appealing to the Farmers of the Western Section of the County to assist in this great work by contributing toward the Sale any Merchantable Article they care to send, such as Vegetables of all kinds, Hay, Oats, Buckwheat, Dairy Products, Eggs, Honey, Maple Sugar, Maple Honey, Cattle, Calves, Swine, Sheep, Poultry, Hams, Fresh Meat of all kinds, Loads of Wood, Yarn, Mitts, Socks, etc., in fact anything that can be converted into cash

EXCEPT SECOND HAND CLOTHING

Please send Bulk Goods in Bags, Parcels or Boxes, put up separately, so the auctioneer can handle the different articles with as little delay as possible. Write your name and P.O. address plainly on each package so the committee may acknowledge receipt of same through the press.

The Town of Newcastle will be canvassed thoroughly and a great quantity of articles collected. Already the committee has been promised Furnitnre, Bicycles, Silverware, Dry Goods, Ready-made Clothing, Hats, Caps, Groceries, etc., in fact, everything sold in Wholesale and Retail Stores in Newcastle will be offered to the highest bidder.

Donations should be sent to reach Newcastle not later than Friday, Oct. 15th so as to save storage. The Committee requests that shipments be not made before Oct. 13th. Address all contributions to Charles J. Morriscy, Chairman Patriotic Committee, Newcastle.

Endeavor is being made by the Committee to have the different Transportation Companies carry all Goods intended for this Auction free of charge, and also to sell Return Tickets on Wednesday, Oct. 20th, at one fare for the round trip.

In addition to sending as much as you can for the cause, come yourself and bring your family. It will be the biggest day Newcastle has And an eventful time guaranteed. Newcastle Band in attendance.

Mr.	
Donations	

October 20th will be a Public Holiday in Newcastle

All Shipments Should be Addressed to Charles J. Morrissy, and Marked for Patriotic Fund.

THE Pillar

"This is a nice thing," he cried, when he came within speaking distance of the girl in the boat." I manage to bamboozle the admiral out of three days' leave and I rush to Penzance to be told that Constance and you are off to the Gulf Rock for the day. It is too bad of you, Enid." Eyebrows were raised and silent winks exchanged among the human sparrows lining the rails.

"So Master Jack came to see Miss Trevillion, ch? What would her lady hip say if she heard that?"

"Why not come with us?" The audacity of her.

"By Jove," he agreed. "That would be jolly. Look here. Wait two minutes until I scribble a line to the mater."

Brand was always a man of fads; he once told the speaker that all the Polwena Mine wanted was work—and the Gulf Rock was the best place for trying it. At his own request the Trinity people sent him back there two years ago. Some foik had queer tasts, hadn't they? And talking so much had made him dry.

Then the conversation languished, as the only obvious remark of any importance was not forthcoming.

Meanwhile, the Daisy sped buoyantly towards the southwest. Alshe was broad in beam and staunch from thwart to keel, it was no light undertaking to run fourteen miles out and home in such a craft.

But old Ben Pollard knew what he was about. Not until the grantle pill.

a gell—"
But his personal reminiscences were not of value. More to the point was the garbled, but, in the main, accurate account he gave of the rescue of an unknown child by one of the keepers of the Gulf Rock lighthouse on a June morning eighteen years earlier.

"That is too urgent to be intended for us," said Constance. "We we've menced."

"I did not notice any vessel near the rock," cried Enid, tremulously. "Did you, Ben?"

Paller's clark the strength of the distant bell.

years earlier.

Stephen Brand was the name of the man, and there was a bit of a mystery about him, too. They all knew that a light-keeper earned a matter of £70.

"That is the 'Help wanted' signal."

a light-keeper earned a matter of £70 to £80 a year—not enough to maintain a daughter and an adopted child in slap-up style, was it? A small villa they lived in, and a governess they had, and ponies to ride when they were big enough. The thing was ridiculous, wasn't it?

Everybody agreed that it was.
People said Brand was a swell. Well, that might or might not be true. The speaker did not think much of him. He was a quiet, unsociable chap, though Jones, a Trinity pensioner, who kept the "Pilchard and Seine"

ver-powering summons.

"That is the 'Help wanted' signal." cried Constance. "Ben, there is no question now of going back. We must keep our present course for twenty minutes at least, and then take to the oars. The bell will guide us."

"Oh, yes, Ben," agreed Enid. "Something has gone wrong on the rock itself. I am quite sure there was no ship near enough to be in trouble already."

"By gum we'm zee what's the matter," growled Ben. "Steady it is, Miss Brand. Ef we'm in trouble I'd as soon.

now, wouldn't near a wrong word about him, and always called him "cap'n." A pretty sort of a captain! But then, they all knew what an old slow-coach Jones was. They did; Pones's pints were retailed on the premises for money down.

Then there was Spence, lame Jim, who lived at Marazion; he told a fine tale about a fight with a hark before Bran dreached the boat in which was the blessed baby—that very girl, Enid, they had just seen. Was it true? How could he say? There was a lot about it at the time in the local papers, but just then his own mind was given to the thoughts of enlisting, as a British expedition was marching across the desert to relieve Khartoum—and cause Gordon's death.

No; Brand and the two girls had not dwelt all the time in Penzance. The light-keepers went all over the kingdom, you know, but he had hit unon some sort of forsienal fad—Brand was always a man of fads; he once told the speaker that all the Polwena Mine wanted was work—and

ter—"
"Nothing of the sort, Jack," interposed the other girl quietly, taking from his arm the water-proof cloaks he was carrying for her. "You know lady Margaret would be very angry, and with very good reason. Moreover, dad would be annoyed, too,"
"The old it is going out this afternoon," he protested.
"And she expects you to go the solution of the many creeks in which there are the solution of the many creeks in which there are the solution of the many creeks in which there are the solution of the many creeks in which there are the solution of the many creeks in which there are the solution of the many creeks in which there are the solution of t



to it he?" sold Constance, watch for NEXT IN-

Signature Use Section of the service and sections are to the control of the section of the sect For Over

oars to keep her from being dashed against the reef.

Enid's eyes were turned towards the gallery beneath the lantern.

"Lighthouse ahoy!" she screamed, in a voice high-pitched with emotion.

There was no answering clang of the door leading from the room on a level with the balcony. Not often had the girls visited the rock, but they knew that this was the first sign they might expect of their arrival being noted if there were no watchers pacing the "promenade."

"Help us, Ben," cried Constance, and alie as any in the provailing stillness, a window half way up the tower was append. A man's head and shoulders append. The findedill murant of the best through the was a had cast that the first are shattered in transit, some wholly sunken, some emerge with riven sails and tarnished most through the was a had cast the provided findedill the brown, the signal, the hissing rush of the fact that their father had announced the serious accidents which here is no time to sunk the way as had cast the first wounding do a," he shouled all the first of the fact that their father had announced the serious accidents which here is no time to sunk the way as had cast the first wounding do a," he shouled all the first appendix the gainst the reef.

The door leading from the room on a ulevel with the balcony. Not often had the repeat of the promenade."

"Help us, Ben," cried Constance, and alie as any in the provailing stillness.

When the two girls stood with Sephen Braad in the arrow entrance to the lighthouse, the gravity of their bright young faces was due solely to the fact that their father had announced the serious accidents which here is not that the sunk the way shad cast the provided way and the still the sunk the way and the sunk the

STALLMENT OF THIS STORY

R Always the Best Pictures in Town LOOK - THESE - OVER

WEDNESDAY

THE

BRITISH NAVY

IN MOTION PICTURES

BRITAIN'S STRONG RIGHT ARM "SONS OF THE SEA"

HOW THE BULL DOG BREED OF BRIT-ISH SAILORS ARE TRAINED

NAVAL PICTURE SHOWS

Training Blue jack-

Battleship discharg-ing torpedo and sinking saip. Boy cailors at work Dattleship, all guns Physical Exercises | Flotilla of submar-Fictilla of Torpedo ines stead Boat destroyers to action. ines steaming in-

A GREAT FILM

GRAND FINALE EPISODE OF 'THE MASTER KEY'

YOU CAN'T MISS THIS-IT'S TOO GOOD 5---REELS OF PICTURES---5

Admission 5c and 10c

THURSDAY

GREAT ATTRACTI'N

THE FAMOUS PLAYERS MASTERPIECE

THE

7-REELS--7

very little comment is necessary. Now don't have your friends tell you about this gem of a picture and say you were sorry you did not see it. This is a wonderful attraction and is worth going out of your way to see. The story is admirably staged in every smallest detail. The picture as a whole is a work of art. The director has been wonderfully skillful and clever and from first to last, the picture holds one's interest and enthuriasm. Owing to the big cost of the production pric-

Admission 10c and 15c

FRIDAY

EXTRAURDINARY ENGAGEMENT ---OF---

DR. G. MARCEL ANDRE

ILLUSTRATED WAR **LECTURE**

"ON THE FIRING LINE"

Vividly Described and Illustrated 200 ACTUAL WAR SCENES

which include CAMADIAN TROOPS IN ACTION

as lat y given with the greatest suc

cess at The Crystal Palace, Queens Hall, St. Jones Hall, London, also the principal theatr : in Great Britain and America. Unc. mously acknowledged by press and public to be the most Realistic, Authenticand Interesting lect., e leard in Canada on and Interesting lectule board in Canada on

THE WORLD'S GREATEST WAR

Admission 25 Cents

COMING THE GREAT SERIAL PICTURE 'THE BROKEN COIN' OCT. 20

Mr. and Mrs. Archite il Menzies.

of Whitneyville, wish to extend acquired a beautiful piano for its thanks to their many friends for kindness shown them during their recent sad becavenent.

Imperial service. Lieut. Mackenzie is a son of Col. J. D. B. F. Mackenzie

the admiration of her audience, The climax was grand, and pleasing.

The Maple Leaf
The Maple Leaf is the name of a magazine published monthly in England and sold for the benefit of Canadian prisoners of war and field forces, cigar tte and tobacco fund, it is edited by Staff Sergeat Charles Crane, and comprise s about eighty pages, 5x7½ inches of very interesting reading, including a sell, acted as flower girls. The bride was given away by the tinteresting reading, including a sell, acted as flower girls. The bride was dressed in white silk crepe desperator of Mcontreal. One object of this magazine is to impress upon its readers the fact that tobacco is urgently needed by the boys at the front. Communications may be sent to Charles Crean, Staff Serget, Hon, Sec. Canadian Pay and Record Office, Westminster House, 7, Millbank, Advocate wishes them a happy voyage through life.

Pye-MacKenzie

The Maple Leaf The Mariage of Miss Rena May mackenzie to Thomas Howard Vys. both of Douglastown, took place at the County, you will not marvel.

**Wearing appared not desired.

NoTICE

**ADMISSION 25c.

**ADMISSION 25c.

**ADMISSION 25c.*

North Shore Visited

Newcastle Boy Wins

Monday, Accompanied by Fall of Snow

Enlisted at Moncton
Among the recruite who have enlisted vith Capt. F. R. Summer at Head, died on Friday last. The results of the collect with Capt. F. R. Summer and Mrs. Alexander Martin. of Chathan Moncton last week, was Jewel Memorton last week with now residing in Minchell Policy (Minchell Minchell) and the R. C. cemetery. Nelson.

Red Cross Tea The blinding fall in all his studies. He has now entered on his senior of the last with the heavy wind and bight tide, made it impossible for the Newcastle or down river. The first local branch of the Red Cross in the Capt. F. R. Summer at two years last week with the past two years has been and the above coegae and has won honor marks of the last senior years. The blinding fall in all his studies. He has now entered on his senior specified by the many wind and it impossible for the Newcastle or down river. The first of the regular trips, either to Newcastle or down river. The first boat from Chatham to Newcastle or down river. The first boat from Chatham to Newcastle or down river. The first boat from Chatham to Newcastle or down river. The first boat from Chatham to Newcastle or down river. The first was the noon trip of the Miramichi. The cold weather and frost of the college term, which is boat from Chatham to Newcastle or down river. The first boat from Chatham to Newcastle, and for the past two of was the first two part of Child of Mr. and the dead, died on Friday last. The received the with the heavy wind and the last week the first two parts of the classified ad, in the classified ad

By Severe Storm Honor Marks in Studies

Heavy Wind and Rain Storm on Percy McCormick will Receive Degree of Doctor of Pharmacy

Results Were Satisfactor,
It is gratifying to Chairman Stables, and should be to the Council as a whole, to know that the results dia a kit Wedagaday were satisfactor of the engine's work at the Bathurst tery, after its over-hauling and running by the new engineer.

Short of Space

Owing to heavy pressure for space this issue, good county items had to be held over till next week.

Thursday Half Holiday
Temforrow (Thursday) will be a half holiday in Newcastle to give all a chance of attending the Chatham fair.

The two year old child of Mr. and

A heavy wind and rain storm, with a good mixture of snow, passed to be mixture of this provover to northern part of this provover to northern part of the many Newcastle friends of a good mixture of snow, passed to be mixture of snow, passed the pleastorm, passed to be held over till next week.

Thursday Half Holiday
Temforrow (Thursday) will be a good county items had a good mixture of snow, passed the pleastorm, passed to be mixture of snow, passed the pleastorm, passed to be mixture of snow, passed the pleastorm, passed to be mixture of snow, passed to be mixture of snow, passed to be mixture of snow, passed to be m

Many Floral Tributes from Friends

of Deceased Young Man

A quiet wedding was solemnized in St. Mary's church at nine o'clock this morning, when Miss Helen M. Lawlor, second daughter of Mrs. William Lawlor, was united in marriage to Mr. Thomas E. Howard, of May Floral Tributes from Friend

Successful Mooce Head

Mesers. Robert Breau and Jack

Mesers. Robert Breau

Mesters. Robert Breau

Mesters. Robert West. E.

Mesters Breau

Mesters. Robert Breau

Rifles - Guns - Ammun

RIFLES in 35 Remington Repeater, and 401 Automatic, 303 Savage, 303 Ross, 303 British; 30-30, 38-55, 32 Special in Carbine and 1/2 Magazine; Swiss, The New Model, Feather Weight, High Velocity 45-70 and the 44 I.X.L. for shot or bullet; also the Tobin, Stevens , Savage, Winchester, Remington,

Single and Double Barreled Shot Guns

CARTRIDGES and Loaded Shells in all Calibres in Winchestter, Kynochn and Dominion, Empty Shells, Cartr'dge Belts, Game Bags, Hunting Knives and Axes, Caps Pr'mers, Powder, Shot, Wads Loading Implements, Cleaners, Supplemental Chambers, 3 in 1 Oil, Gun Grease and REVOLVERS.

JOHN FERGUSON & SONS

As we intend making a change in our Factory Business, we offer a quantity of

Pine Lumber, Sheathing, Windows Doors, Mouldings, Etc. at a low price

to clear. Also all Machinery. Can be seen at any time by calling at the store.

THE STOTHART MERCANTILE CO., LTD. Newcastle, N. B. Phone 45



ICE CREAM & SODA A MOST RE-FRESHING SCENE

can be seen any day or evening at Morris' soda fountain. The invigorating influences of the drinks dispensed here seem to be reflected in the bracedup, satisfied appearance of our patrons. And you see the same faces here every day. Want any better recommendation than that?

THE "PENSLAR" STORE, E. J. MORRIS, Prop.

WE HAVE JUST RECEIVED A NEW SUPPLY OF

PRICES FROM \$1.00 TO \$2.50 EACH The better ones are all guaranteed for one year.

A new lot of OLIVE OIL has just arrived Four sizes, 25c, 40c, 75c and \$1.25 per bottle. Pure and Fresh.

THE PHARMACY, A. E. SHAW, Druggist

'1915' Why Not Buy '1915'

A Frost @ Wood Binder

WE ALSO HANDLE:---

Hall Threshers Manure Spreaders Pianos & Organs

Monarch Engines "F & W" Plows McLaughlin Carriages

Driving and Working Harnesses

******************* MIRAMICHI FARM IMPLEMENT LIMITED

Rogersville.

Preserving Plums, Peaches and Pears are now at their best. Two shipments weekly, arriving Monday and Thursday mornings.

PLACE YOUR ORDER NOW, YOU DON'T GAIN ANYTHING BY WAITING. TOMATOES are going to be scarce this season, so don't delay. We have everything to make Pickles with, Pepper, Spices, Celery Seed, Mustard Seed, Turmeric, and White Wine and Cider Vinegar that we guarantee to keep

your pickles, until used WE HAVE THE GOODS, SEND ALONG YOUR ORDER.

GEORGE STABLES