## The thim Allucate



Pressmen Look on Joffre
As Saviour of His Country



At Home Given
By Bache'or Ladic

|  | News of the War |
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## Russian Poland has assumed the pro Channel

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## German Battleships <br> Reported Blown Up

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Summary of Events from Seat of War

Germans Are Vigorously Assailed by Russians

General Von Hindenberg Virtually Surrounded and British War Vessels Again Bombarding the Belgian in Danger of Capture.

Coast---Execution by Heavy Guns.
Heavy German Losses By Allies' Artillery


Loss of Two German
Warships Reported
Paris Hears of Loss of Cruiser Hertha Near Libau and Sinking of Battleship Kaiser Wilhelm Der Gross in BaiticNeither Report Confirmed.
WHEN FARMERS
EXCHANGE IDEAS


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Though we have somewhat advanced prices because of the increased cost and scarcity of raw material the usual high standard of our quality will be maintained.

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ver making any effort to increase few customers you bave
ever figure you come to look orer the matter, do you ever figure out what assurance you have
always cater to your present trade? How du always cater to your present trade:
but what your customers are passing
ronizing the man next door, who ronizing the man next door, who advertises? In al on!y one way to stop this and that is to advertis

## Union Advocate <br> ESTABLISHED 1867

it pays. it pays. Don't you think you are giving your own that of the great majority of those Surely majority is a better judge.

Do not let your mind rest amount of money your would have to pay; rather think of the increased business which is sure to be yours.
You say you do not want any increase, because you would have to increase your staff. Well, if ten new cus tomers came to your store every week would you turi them away? And if that number increased until yon had to enlarge your staff of clerks, would you not
so, or would you negleet them? You would certainly so, or would you neglect them?
increase your staff, attend promptly increase your staff, attend promptly to your ne
patrons, and keep your stock of goods on the move, patrons, and keep your stock of goods on the move,
why not make up your mind to-day to take a space in
this paper and keep your name constantly before th this paper and
$\qquad$ As an advertising medium, The Advocate is firmly
taking its place at the head. If you, Mr. Merchant, are not among the number who are using its column
why not talk the matter over with our representati and select a good space while you have a chance.
are at your service any time you wish to consult us, a would only be too glad to quote you rates. A telephon
call will bring our representative to your store in ter call will
minutes.

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The Advocate is not only taking the lead as an ad-
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THE MIRAMICHI PUB. CO. LIMITED

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OR WHY DID SHE SHUN HIM? BY EFFIE ADELAIDE ROWLANDS


No.

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Doors open for sale at 4
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