Dollar Day
Tue., Mar. 15

More for a Dollar than a Dollar Ever Bought!

A. D. FARRAH & CO.

"THE ADVANCE HOUSE OF THE NORTH SHORE"
NEWCASTLE, N. B.

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The More You Spend, the More You Save!

A Brief History of Your Dollar

1921--Its Earning Power Now--1921

What it Had Bought

1915 $ 1916 $ 1917 $ 1918 $ 1919 $ 1920 $

$

What it Had Bought

1920 $ 1919 $ 1918 $ 1917 $ 1916 $ 1915 $

When the war broke out in 1914, a hysteria developed and a feeling of indecision and inaction took place. Then the people began to realize that the war was more than a vaudeville sketch, and that it was a hungry monster that had to be fed. Men, money and munitions were its viands, and it had to be taken care of in addition to the already existing requirements of millions of individuals. The supply was much shorter than the demand, and in 1915 the earning power of your dollar began its downward journey as you see in the above illustration. The readjustment came, and the cry of the pessimist "hard times, spend less, save more" was heard; to us, wrong in its message, as it was intended to produce more funds; but it was the wrong method to use, it did more harm than good. What creates these funds? Business, what would increase the amount and extent of these funds? More business. What is business? The exchange and interexchange of commodities, services and money. Increased business gives increased employment, and employment in gainful pursuits enriches the individual. The consequence of the save wave and hard times cry, was that many thousands of men and women are idle, and merchants are stuck with large stocks and obliged to sell, and sell at prices much less than present cost of production These reductions are designed to stimulate buying, to attract people who had been temporarily made afraid to buy anything by the general loose talk about depression and hard times. Therefore the value of your dollar is much larger to-day than it has been and than it will be later. The public will soon discover if they continue to do without numerous articles and conveniences, waiting for cheaper prices, that many more thousands will be thrown out of work and real hard times will result. No work, no income; no income, no money to spend or save. We believe the principle that should be followed is this; work more, earn more, spend more, save more.

Work more; Work is the basis of wealth.

Earn more: By becoming more efficient and better producers.

Spend more; For every dollar you put back into trade is a link in an endless chain of industry and you will eventually get back a portion of those dollars; in the meantime you are enjoying what that money has just bought for you.

Save more; which you can, for observances of the preceding three rules will produce more, and from increased production of wealth your savings can come.

During the difficult period, when each season brought higher prices on the merchandise we sell, we tried very earnestly to protect our customers. So now, when the market has taken the long-looked-for downward turn, we are trying just as conscientiously as ever to give you the benefit of every reduction we can possibly obtain.

OUR MOTTO: "The lowest prices possible, for the same dependable quality you have always found at Farrah's.

This sale means to you

Merchandise of the same high quality that has maintained our standard of reliability at an aggregate savings of $35,000. Just how much you share in this saving depends upon how early you make your selections.

This sale means to us

A clearing up of broken sizes and broken assortments and an opportunity to begin the new season with an entire new stock of merchandise.

Dollar Day will bring great savings for you.

Don't forget the date, Tuesday, March 15th

The Scope of the Reduction

Merchandise purchased at the higher price levels, or which we are not going to restock, or which is in limited assortments and quantities, will be offered at 50 per cent. reduction, which means below actual cost. Merchandise purchased at lower price levels or which has been in stock but a very short time, or which is staple, will be offered from 20 to 33 and 1-3 per cent. reduction. Every article in the store will be reduced.

A. D. FARRAH & COMPANY