

CREAGHAN'S

This year will be one of special interest at Newcastle's Leading Mercantile Centre. Our store fairly flashes with the splendor of 'Xmas Novelties. Never were we in a better position to please every purchaser.

It has always been our ambition to make each year better than the preceding one—better in values—better in prices—in quantity and in style. This year we have succeeded beyond all expectations and offer you the grandest and most elaborate display the North Shore people have ever seen. Visitors will be made welcome throughout our store. Those who live out of town should make it a point to meet their friends here. We extend a cordial invitation whether you buy or not.

Ladies' Furs

What could be a more appropriate gift to a mother, sister, wife or daughter? These should be selected now, while the best qualities remain in stock.

Genuine Canadian Mink Ruffs & Muffs
Price, \$27.50 up

Isabella Fur Sets

comprising Ruffs and Muffs.
Price \$14.50 to 27.50
White Fox Boas and Pillow Muffs,
\$25.00 each

Cheap Furs, including Mink, Marmot, Brown Wolf, Coon, Seal, Fox and Dyed Skunk.
Prices, \$2.25, 5.00, 7.50 up

Ladies' Coats and Skirts

Hundreds of satisfied customers have purchased our celebrated Northway Garments and still a large variety awaits your approval. Special low prices to Xmas shoppers.

You should buy a New Dress

for Christmas. Our Dress Goods Department shines with newness. New Plaids, new Tweeds, and a large range of plain colors. Popular prices.

Xmas Novelties

Under this heading we simply give a short list of small articles which space does not allow us to enumerate.
Children's Teddy Bear Bags 25c
Sache Pin Cushions 25 & 50c
Brass Vases \$1.25 to 3.50
Fancy Baskets 25 to 85c
Fancy Work Sets 25 to 75c
Men's Cigar Cases 50 & 75c

Toys and Dolls

Santa Claus has certainly remembered the children here, when he left his entire pack of good things for the little ones. Boys and girls are invited to come here and see Santa Claus with his large display of playthings. Dolls that talk and walk and sleep. Small ones and large ones.
Prices, 15c, 25c to \$2.25

Toys, including Boats, Whistles, Horses, Trains, Automobiles, etc., at popular prices.

Men's Fur Lined Gloves

"Perrins" make guaranteed to wear well in all prices.
\$1.25, 1.75 to 3.25

Ladies' Neckwear

In Linen and Fancy Silk at all prices here.

Japanese Chinaware

Beautiful Cups and Saucers at 15 to 50c. Sets including Tea Pot, Sugar Bowl, Pitcher and 2 Cups and Saucers.
Prices, \$1.75, 2.50 to 5.00
Rose Jars, Pitchers, Candy Plates, etc., at low prices.

Elegant Linens

This Store has always been noted for its Linens. This year our variety is even better than ever. Real, Hand Worked Table Centres, 25 and 65c. Larger pieces including Runners, Centres, Table Cloths, etc., at low prices.

Suit Cases and Valises.

In solid leather with leather lining in all sizes. Prices are extremely low when quality is taken into consideration.
\$4.00, 5.00 to 14.00

Ladies' Gloves

The most acceptable gift a lady could receive. We have "Perrins" celebrated gloves here. All lengths, all colors, all prices—and all guaranteed.

Men's Neckwear

One only has to glance at our windows to convince himself of our natty ties. We have the small, medium and large shapes. Plain and fancy colors.
25 and 50c

Men's Negligee Shirts

A servicable gift for a young man. Made in pure fancy flannel with plain blue starched cuff.
Special for Xmas \$1.00

Men's and Ladies' H'd'k'fs

Over 900 doz. of all kinds and prices specially selected for our Xmas trade.
For Men—Plain Silk, also, with fancy borders or initials.
Price 25, 50 and 75c
For Ladies—Fancy Linen hand-worked handkerchiefs.
Price 25 and 50c.

Silk Umbrellas

With sterling Silver handle and silk case—a most acceptable Xmas present.
Special Prices for the Next 3 Weeks.

Men's Overcoats

Over 120 Men's overcoats at the following Xmas prices.
\$15.00 coats for \$12.95
\$13.50 " " \$10.95
\$10.00 " " \$8.95
\$8.75 " " \$6.95

Remember we sell to the best dressed people. Be among that class and buy here. All new stock. Not one old coat in the lot. We've sold hundreds already, but can still give you a good assortment.

Ladies' Astrachan Coats

A new stock just received. We have short and medium lengths and would advise you strongly to call here before you buy elsewhere.
Prices \$15.00 to 40.00

Next week we give a new list. Watch this ad. each week.

It Will Pay You.

COME EARLY AND SELECT THE BEST.

OUR LARGE STOCK WILL SOON GET SMALL

J. D. CREAGHAN COMPANY, Limited,

NEWCASTLE

CHATHAM

MONCTON

Social & Personal.

Miss Ritchie is visiting in Eau Claire, Wisconsin.
Miss Buile has gone to Moncton to visit friends.

Messrs James and Weldon Robinson are in New York.

Mr. and Mrs. J. B. Kethro visited Loggieville last week.

Mr. Stephen M. Dunn of Harcourt spent Monday in town.

Mr. and Mrs. McKane spent several days last week in St. John.

Mrs. C. C. Hamilton went to Moncton Wednesday to visit friends.

Mrs. Aitken and daughter, Miss Jean, visited St. John last week.

Miss Irene Robinson of Derby visited Miss Olive Anderson last week.

Misses Kate Wiseman and Jessie Gelkie attended the Amherst fair last week.

Mrs. Hickson left on Monday night to visit friends in Toronto and on the Muskoka lakes.

Miss Sarah Sweeney of Nelson left last week for Boston, where she will spend the winter.

Dr. Cameron Smallwood recently visited his brother, Mr. Silas Smallwood, at Harcourt.

Manager C. C. Hayward of the Lounsbury Co. spent several days last week in Bathurst.

Miss Hickson returned on Saturday from St. John, where she was the guest of Mrs. Pugsley.

Miss Clara MacAllister has returned from a two months visit to friends in Fredericton and St. John.

Mrs. L. B. McMurdo, is spending a few days in Campbellton, the guest of her aunt, Mrs. Jas. Miller.

Mr. Fred V. Chessman, who has been spending the last few weeks here left for St. John Friday morning.

Mrs. Duncan MacLean has returned to Millerton after a pleasant visit to friends and relatives in Harcourt.

Mrs. W. B. Brown left on Wednesday to visit her daughter, Mrs. W. Hollis Crocker of Amherst, N. S.

Mrs. Russell and her daughter, Miss Alexis of Lower Newcastle, returned last week from a visit to Bathurst.

Mrs. W. P. Bishop and Miss Edith of Bathurst are visiting here on their way to New York to spend the winter.

Miss Nelly E. Fitzgerald has left for New York to enter St. Vincent's Hospital, where she intends training for a nurse.

Mrs. E. O'Donnell, daughter Miss Edith, and grandson Cecil, are visit-

ing former's daughter, Mrs. Sutherland at Boiestown.

Mrs. Walter Appleton, who had been visiting her mother, Mrs. Isaac Leighton, returned to her home in Moncton on Wednesday.

Miss Margaret Campbell, Boiestown, who has been visiting her Aunt, Mrs. James Robinson, Derby, returned to her home on Saturday last.

Mrs. Clark and Miss Carruthers of P. E. island who have been visiting Mrs. S. J. McArthur at the "Manse," returned home Saturday morning.

On the evening of the 3rd inst., Mrs. Henry Ingman entertained a number of friends in honor of Mrs. Peter Clark and Miss Carruthers, of Bedouque P. E. I., who were visiting their sister, Mrs. S. J. McArthur at The Manse. A very pleasant time was spent.

THE EDUCATIONAL REVIEW.

The Christmas Educational Review has, thirty-six pages, a fine picture supplement, and contributions appropriate to Yule Tide. The Federation of Rural Forces, an article by Rev. T. Hunter Boyd, of Waverley, should awaken public interest. The writer, a well known author and educationalist, makes the startling statement that in the Maritime provinces there are more than 100,000 persons over five years of age who can neither read nor write.

Another interesting article is that on Handwork for Christmas, by Professor T. B. Kidner. This is profusely illustrated, as is also December Days by Miss Eleanor Robinson. The Review, which is in its twenty-first volume, is a credit to educational journalism.

COAL BRANCH.

Coal Branch, Dec. 10—Mr. E. T. Gallant, Opr. of Chatham, is spending his holidays with his parents here.

Coun. Brown spent Monday in Moncton.

Mr. Thomas C. Spencer visited friends in Moncton on Wednesday.

Mr. Mark J. Gallant, of Moncton, spent a few days of this week visiting his parents here.

Miss Kate Swift, of Stellarton is spending a few weeks at her home here.

Mr. W. J. Swift is visiting his sister Mrs. J. L. Murphy in South Branch.

Mrs. W. B. Sherwood returned to Moncton yesterday after spending a few weeks with her parents here.

Mrs. John Robinson, of Moncton, is the guest of her parents Mr. and Mrs. Jas. Rogers here.

Messrs Thomas Spencer and George Swift spent Thursday in Bon Secours.

Mrs. Morris, of Salem, Mass., is spending a few days here the guest of Mr. and Mrs. J. T. Swift.

CASTORIA.

The kind you have always bought

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Signature of

Old Lace Curtains.

A clever device for utilizing the beauty that remains in fine lace curtains that have seen their day is to cut out the rich raised work rings and wreaths from which the delicate net has worn away. Apply them to squares of velvet or satin for use as cushion covers. Applied on olive or metallic green velvet or some soft wood brown shade the effect is rich and elegant, especially when further set off with a frill of lace and the back of the pillow made of silk or corresponding tone.

Old Medicines.

It is a wise thing to throw out old medicine. Keeping it is rash economy, as many drugs lose their strength, while others deteriorate and become dangerous to take. Then the same physical conditions do not often occur, and it is always safer to get a new prescription or at least have the old one freshly put up. Besides, if old bottles accumulate one is apt to forget what they contain and in an emergency seize on the wrong one, with serious results.

The Peaked Chin.

The girl with a wedge shaped face must not wear her hair spread out over her ears. This only accentuates the triangular lines. With a peaked chin it is necessary to avoid broad effects above the brows. Wave the hair at the temples and draw it up to the top of the head in soft rolls. This gives the face a delicate oval outline.

Brooms.

If you have a pyrography outfit it is best to have every broom and scrubbing brush marked with the name and object for which it is designed, so that there will be no danger of your Persian rug being swept with a greasy kitchen broom.

After cleaning an article that requires to be dipped in a bowl of gasoline the gasoline that is left can be used again if strained through filter paper, which can be bought at a drug store, or through chamols leather.

When pins are swallowed give the child all the mashed white potatoes he will eat and no water for a day, and the danger will be reduced to a minimum.

In the case of a tiled floor a little linseed oil rubbed in and the tiles subsequently polished brings up the colors wonderfully.

A pine floor washed with a solution of a pound of copperas in a gallon of strong lye will take on the color of oak.

Christmas is Drawing Near!

As the Christmas Season draws nearer, the more perplexed you are as to how to get a suitable and useful gift for those you wish to remember. Come to us and you will be able to make a choice from our well assorted stock. :: :: ::

Mufflers

Silk Squares in all the newest colors and designs,
\$1.00, \$1.25 and \$1.50 each.
Padded Mufflers in Black and Fancy Silks,
75c, \$1.00, \$1.25 and \$1.50
Mercerized Squares, in Checks and Plaids,
40c and upwards.
Way Mufflers, Plain and Fancy, All Wool,
40c up to \$1.00
Scott's Ear, Neck and Chester Muffler in Red and Black,
85c each

Vests

Fancy All Wool Knit Vests in all sizes,
\$2.75 each

Shirts

This season we have added some better grades of W. G. & R. Soft Bosom and Regatta Shirts. All new colors and patterns,
\$1.25, \$1.50 and \$1.65 each.
White Shirts,
\$1.00 and \$1.25 each.
Collars and Cuffs in all the leading styles.

Neckties

This space cannot do our stock of Neckwear justice. We have the very newest things that can be shown in any town or city. Our stock consists of Four-in-hand, Strings, Knots, Bows and Puffs. We are showing only the New Goods for the Christmas Trade. Prices range from 10c up to \$1.00.

Gloves and Mitts

Dent's Unlined Kid Gloves, \$1.25 pair.
H. B. K. Lined Mocha Gloves, 85c up to \$1.75 pair.
H. B. K. Fur Lined Gloves, \$2.25 pair.
Mocha and Kid Mitts, Lined, \$1.00 and \$1.50 pair.
Boys' Mocha Lined Mitts, 75c pair.
Men's Black and Fancy All Wool Gloves, any price from 35c to \$1.00 pair.
Ladies' Astrachan Mitts in Black and Grey, \$1.25 pair.
White, Red and Fancy All Wool Gloves, 25 to 50c pair.

Handkerchiefs

Children's Motto Handkerchiefs, 5c to 15c each.
Ladies' Plain and Fancy Linen, 10c to 25c each.
Silk, Hemstitched, 25c each.
Gent's Linen, Hemstitched, 10, 15, 20, 25 and 30c each.
Excelda, fancy borders, 20c each.
Silk, with Initial, and Hemstitched, 50, 60, 75, 85c and \$1.00 each.
Fancy Silk, the newest handkerchief this season, in all the latest designs, 65c each.

Suspenders

This is one of our strong lines. Our stock is fresh and right up-to-date in style, pattern and finish. Our special lines sell for 45, 50, 65 and 75c a pair. Suspenders in fancy boxes for presentation purposes, \$1.00, \$1.25, \$1.50 and \$2.00 pair. Suspender Sets make a very appreciative gift. They consist of one pair each of Armlets, Hose Suspenders and Braces and are put up in pretty boxes, \$1.25 and \$1.75 each.

JOHN FERGUSON & SONS, Ltd.,

Telephone 10,

LOUNSBURY BLOCK