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A. D. FARRAH and CO.

"The Advance House of the North Shore"
Newcastle, N. B.

The Meaning of Values



Some people think that because a garment is low in price it is a "value" This is not always true. "Value" means something more than low price. It means low price and high quality. Many low priced garments look well for the moment, but second grade materials, skimmed seams, cheap trimming soon tell in poor wear. Such garments are not values They are merely cheap merchandise—nothing more.

Real Values---Farrah Values

are something quite different. They are garments that represent the best in material, in tailoring, in finish. They are garments that have quality and style, garments for which you would willingly pay more. But because our buying organization enables us to purchase at great concessions, because our volume of business enables us to sell on a smaller margin of profit, we are able to offer them at prices which means real & consistent values.

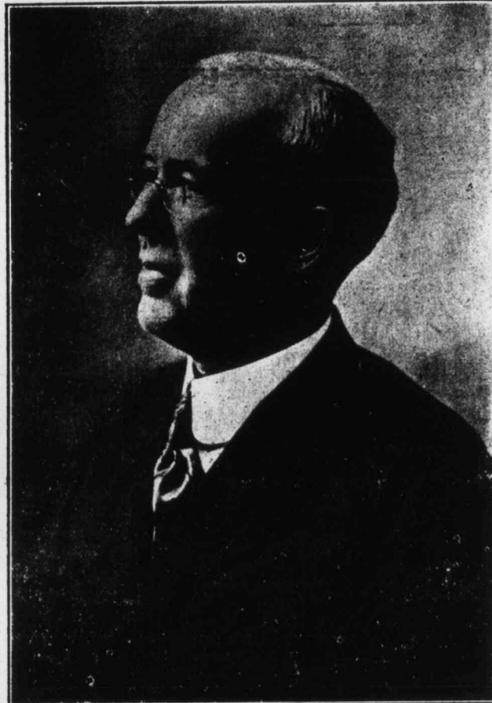
Our Merchandising policy is to sell a large volume of goods on a small margin of profit. That means better goods at lower prices—real values.

To demonstrate this we are offering values in
Women's Suits

The essential points to study in a suit are its style and its material. Is the suit smart? Is it correctly tailored? Does it fit the line of your figure? And is the material so firmly woven that it will retain its shape through all weathers and all wear? The suit values we are offering in this great demonstration meet every one of these demands.

Tricotine Serge Duvet de Laine Duvetyne
Some with beaver and mole collars, others embroidered or plain.

\$42.50 \$60.00 \$90.00



E. A. McCURDY

- Only Party for Protection
- Potato markets closed to U. S.
- Prompt Remedy of Grievances
- Ocean steamers of our own
- Railway situation Grappled with
- Technical Training for Labor
- Unity of All Canada Effected
- No graft or scandals
- Internal Administration Sound
- Tariff Policy The Same Everywhere
- Young People Kept at Home

Northumberland Needs

E. A. McCURDY

Candidate supporting Right Hon. Arthur Meighen and

Canada NEEDS MEIGHEN.

The National Liberal and Conservative Party Publicity Committee.

REDUCED FREIGHT RATES
Chief Commissioner F. B. Carvell, has announced that on Dec. 1, a ten per cent reduction in freight rates will take place on all roads under the jurisdiction of the Board of Railway Commissioners.

From all sections of the County, encouraging reports are coming in of the support given to the Government candidate Mr. McCurdy. Farmers particularly are rallying to the ranks. They know where true Protection comes from.

A BIG SALE
A. D. Farrah & Co. are putting forth a mammoth sale which is believed to be the largest sale ever offered in the County of Northumberland. The double page advertisement tells the many timely bargains.