

The Union Advocate

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NEWCASTLE, NEW BRUNSWICK, TUESDAY, MAR. 3 1925

FIVE CENTS COPY

A. D. FARRAH & COMPANY NEWCASTLE, N. B.

The Store's Semi-Annual Bargain Event The Famous Winter RUMMAGE SALE Fore Word

No explanations of the "whys" of This Sale seem necessary. This is the ninth event of its kind, each of which has surpassed the other in MAGNITUDE, in Greater values offered to you and in the elegance of the styles. This EVENT

is no exception. It will surpass even your wildest dream and conception of a Bargain!! If you desire the realization of your dreams of bargains we recommend your early attendance.

Extended to Saturday March 14th.

Evening Frocks

Youthful of fashion: glowing with color; exquisitely trimmed; simple but fascinating little Frocks of Georgette

\$18.00 FROCK, now \$13.00
\$21.50 " now \$15.50
\$24.00 " now \$17.00

Blouses

Very dainty Georgettes and French Tricot, in variety of beautiful colors very pleasing styles

\$4.00 Blouse, now \$1.95
\$10.95 Blouse, now \$4.50
\$7.00 Blouse; now \$4.50

Party Frocks

of Canton Crepe, Georgette, Crepe de Chine and Satin—Jaunty little Frocks that seem to make friends with people immediately, for their dainty trimmings carry an appeal that isn't easy to ignore. They are New! They are Different! They are Distinctive!

\$35.50 FROCK.....now \$25.50
\$28.50 FROCK.....now \$18.00
\$27.50 FROCK.....now \$14.95

Street Dresses-- Cloth

The large volume of our Dress business is sufficient evidence that our Dresses have met the needs of the public in both Quality and Price. But to do a big Dress busi-

\$10.50 DRESS now \$6.50
\$15.00 " now \$12.50
\$30.00 " now \$15.00
\$32.00 " now \$12.00
\$35.50 " now \$15.00

Silk

ness we have carried a big stock. We are now clearing that stock—selling all these standard garments at prices which mean SAVINGS you cannot afford to ignore.

\$18.00 DRESS now \$6.50
\$32.50 " now \$15.00
\$13.50 " now \$8.00
\$25.50 " now \$12.50
\$15.00 " now \$7.50

Suits

1-2 Price or Less.

We have reduced our Suit Prices to the point where Suits are now selling at One Quarter and Half their former prices, or in many cases less. READ OUR PRICES— and remember that our values are at least double the present selling figures. This is a buying opportunity which you should at once recognize.

\$65.00 SUIT.....now \$15.00
\$65.00 SUIT.....now \$30.00
\$65.00 SUIT.....now \$25.00

1-4 1-2

Price and Less
Suits, Coats,
Dresses
Blouses
Skirts, Sweaters
Coats

Farrah's Coat stock is known wherever Good Coats are recognized. They are the finest of materials, correctly tailored and cleverly trimmed. And now they are enormously reduced—reduced to the point where the price quoted sounds like fiction rather than fact.

\$65.00 COAT now \$25.00
\$45.00 " now \$25.00
\$37.50 " now \$20.00
\$40.00 " now \$20.00
\$15.50 " now \$ 9.95

Sweaters

\$7.95 Sweaters now \$4.95
\$6.50 " now \$2.75
\$7.00 " now \$3.95

NOTICE

Many of these bargains will be on display in our windows and throughout the store with Rummage Sale Tags Monday next and you are cordially invited to see and examine them. However none will be sold at Sale Prices before the opening of the Sale. This is positive; please do not ask us to break this rule.

Skirts

\$6.50 SKIRTS, now \$1.95
\$6.95 " now \$1.95
\$10.50 " now \$6.75

Things to Remember!

- 1st. Every garment in this Sale is regular Farrah merchandise of the highest quality.
- 2nd. Every garment is within the dictate of the present trend of style and can be worn for Spring and Summer with the assurance of being well dressed.
- 3rd. The reductions are truly unusual and sincerely genuine. Now is your time to buy.

NEWCASTLE FELT TWO SHOCKS OF THE EARTHQUAKE

At ten twenty Saturday evening a severe earthquake was felt here. The tremor lasted about a minute and was violent enough to shake buildings to such an extent that doors and windows rattled; furniture and dishes moved. The second shock came about three o'clock Sunday morning but was shorter and less severe.

The first shock caused much alarm among the citizens and resembled distant thunder; followed by the jar and swaying of buildings. Many persons rushed from their houses to the streets; while others were aroused from their slumbers and hastily arose to ascertain the cause of the disturbance.

Electric light fixtures swayed six inches; doors creaked; clocks stopped and many residents reported that they felt as if they were taking a dizzy spell; while others were seized with a feeling of irritation and felt a great nausea. The shock apparently was felt a little more severely in the business section of the town than in other parts; but it is conceded by all as being the most severe shock ever experienced in this locality. Scientists in the area affected found their data rather difficult to interpret; but their preliminary observations tended to indicate that the disturbance centered in the region of the Great Lakes perhaps near the mouth of the Saguenay river in Quebec.

From reports received the damage caused by the quake was slight.

It is stated that the flow of water from the Newcastle Town artesian wells; which was at a low ebb, because of the dry fall and winter months; has increased to a large extent since the quake on Saturday evening.

FORTY MILE GALE DOES DAMAGE

A gale which did more damage than any wind in several years sprang up suddenly shortly before eleven o'clock Thursday night and at times reached a velocity of more than forty miles an hour. A squall of snow accompanied the wind which continued for about an hour at its worst. Trees suffered and in a few minutes the streets were full of broken twigs and branches. In some cases large limbs were torn off.

The long distance lines of the New Brunswick Telephone Company suffered heavy damage. This was due to trees being blown down and falling across the wires breaking them and often breaking the poles off also.

The electric light line between New-

NEWCASTLE CUR- LERS DEFEAT MONCTON

Four rinks of Moncton curlers were in Newcastle and Chatham on Saturday playing friendly matches with the clubs on the North Shore towns in the afternoon and evening. In both matches the visitors were badly defeated. The score at Newcastle was 54 to 37 against Moncton and at Chatham the Moncton rinks lost by 61 to 39.

After the Newcastle game the visitors were entertained to luncheon by the local curlers.

The play by rinks was as follows:

Newcastle	Moncton
A. J. Ritchie 7	G. C. Allen 12
W. Gifford 18	P. McDonald 5
R. Galloway 18	C. Robertson 8
J. Sargeant 11	E. W. Givah 12

(((54 37

LOCAL DELEGATES RETURN HOME FROM OTTAWA

The Newcastle delegates who left early last week for Ottawa at the request of the St. John Board of Trade to augment the Maritime delegation which interviewed the Prime Minister and Opposition heads in the matter of securing assurance of Canadian trade through Cascaes ports; returned home during the week-end and on Sunday. Part of the delegation arrived here Saturday on the delayed trains of Friday and the remainder of the delegation arrived on Sunday evening's delayed Ocean Limited which was several hours late.

Speaking to the Advocate's representative members of the delegation stated that they had joined the Maritime delegation as desired and were present at the interview held in the parliament buildings with the various members of the House of Commons as well as members of the government. The local members were chiefly concerned; however; with the purely local matters which they had been able to take up with the departments concerned; the chief matters in this respect being the proposed changes in our Post Office building and the matter of the Newcastle-Tracadie Railway. The delegates speak highly of the courtesy extended them by the county's representative Mr. W. B. Snowball, M.P.; and feel satisfied that some good results will materialize from their representations.

castle and Bathurst was broken in several places; causing the lights to go out several times; but repairs were soon made and very little; if any inconvenience was experienced.

WOMEN'S INSTITUTE
The regular monthly meeting of the Women's Institute; Millerton met at the home of Mrs. Wm. Kirk singing "Oh Canada" the president in the chair. Roll call was answered by seven members; with a Valentine greeting. The question box was opened by Mrs. Wm. Kirk with many helpful things given. The subject of the meeting was variety in Fish Dinner; everyone had something good on this subject. The meeting closed by singing the National Anthem. Luncheon was served by the hostess.

WHAT RADIO IS COSTING THE CAN- ADIAN NATIONAL

The two wireless stations installed by the Canadian National Railway at Ottawa and Moncton cost \$18,253, and \$22,500 respectively according to answer made by the railway department to questions of George Black Conservative, Yukon in the House of Commons. Twenty passenger cars have been equipped with wireless a-

a total cost of \$10,843.39 averaging per car. The equipment of the according to the statement "to afford information and entertainment for passengers and thereby attract passenger business to Canadian National's lines."

The management received 3,122 telegrams; cards and letters acknowledging the broadcasts from all sections of Canada; United States; Great Britain and Cuba.

"BUY AT HOME"

WILL STAGE COMEDY ON ST. PATRICK'S DAY

St. Mary's Choir will on March 16th, and 17th present the Farce Comedy "A Full House" in the Newcastle Opera House. Plan of the hall for March 16th may be seen at T. J. Durick's Drug Store and that of March 17th at E. J. Morris' Drug Store. See advt elsewhere in this issue.

Town Topics Tid-bits on the Tip of Everybody's Tongue

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The Berengaria

Of the Elder Dempster Line, left St. John on her last trip carrying amongst the rest of her cargo four cases of Moirs Chocolates for the leading dealer in Cape Town, South Africa.

Regular shipments to South Africa in one direction, to New Ze-

land in another—the fame of Moirs Chocolates is girdling the globe.

In this connection, the Captain of the All Black Football Team from New Zealand wrote a very nice letter in appreciation of a gift of Moirs Chocolates from a friend. He can now get these chocolates in the four leading clubs of his homeland.