

The Union Advocate

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NEWCASTLE, NEW BRUNSWICK, TUESDAY, MARCH 7, 1922

FIVE CENTS PER COPY

Dollar Day, Thursday, March 9th, 1922

A. D. Farrah & Co.

"The Advance House of The North Shore"

Many Good Reasons Why You Should Come to Newcastle and

Thurs. March 9

Women's Oxfords \$1.00

Art Silk Stockings 3 prs. \$1.00

Womens' White Canvas Oxfords \$1.00

Rubber Collars 6 for \$1.00

Mackinaw Pants & Braeches \$3.65

Farrah's Dollar Day

We are so enthusiastic about Dollar Day, that our preparations have been planned a month ahead. We are giving you some idea of the values in this space and on page 3 of this issue, but to realize the full significance of the occasion you must see the offerings. Of course no mail orders will be filled and all sales are final.

Thurs. March 9

Women's Heather Hose 59c

English Ribbed Hose silver grey \$1.00

Childrens Hose 18c.

Mens' Sox 6 prs. for \$1.00

Mackinaw Coats \$5.95

Womens' Sweaters

Women's Sweaters in Jersey Cloth, Tuxedo Style, Sand and Grey color, a very up-to-date sweater with belt of same material all around. Sold as high as \$10.00. Dollar Day

\$2.95

Men's Sweaters

Men's Sweaters. Values as high as \$6.00. Your choice

\$2.95



Men's Pants

Good quality medium weight Pants in dark grey. An absolute bargain for

\$2.95

Men's Work Shirts

A real good Shirt that is worth double its price in wear and comfort

79c.

Larrigans for Children and Men

All Palmer make ranging in price from \$1.15 to \$5.00

A. D. Farrah & Co.

"The Advance House of The North Shore"

DOLLAR DAY A BIG SUCCESS

Dollar Day will be observed generally in Newcastle on Thursday, 9th inst. The merchants purpose making it a pronounced success, and our readers will save many dollars by taking advantage of the prices on all commodities that will be offered on this annual event. Many persons from outside points are intending to come to town that day for the purpose of obtaining bargains and there is every indication that they will be assisted. Merchants report that they are out for business and intend giving customers the opportunity of securing goods at away below cost prices. It is thought that the business depression, which is reported to be prevalent is not going to figure in this year's Dollar Day business as the merchants are going to forget it altogether and intend giving the public such an opportunity to purchase goods at such cheap prices that the business depression will be forgotten and it will have no influence whatever on the purchasing ability of the public—in other words—

it is thought that it will stimulate it. A good plan would be, to be on hand early and secure the choice of the large and varied assortment of goods which will be displayed. Dollar Day this year is going to be a RED LETTER DAY for both the merchants and their customers and it would be well for all to get in on the ground floor early and take advantage of the exceptional offerings which will be given.

Opera House

TUESDAY MARCH 7TH

"Kentucky Colonel"

An all Star Cast in Six Reels

Featuring Joseph Dowling "The Miracle Man of the Screen"

SPECIAL WED. and THURS.

"If Women Only Knew"

FRIDAY and SATURDAY

"Cynthia of the Minute"

6 Reel Hodkinson Production

Also 2nd Episode of the new Serial

"WHIRLWIND"

THESE ARE ALL GOOD PICTURES

ANNUAL MEETING WOMEN'S AUXILIARY

The Annual meeting of the Woman's Auxiliary was held at the Rectory, March 2nd, and the following officers elected for the ensuing year. President—Mrs. W. J. Bate. 1st Vice Pres.—Mrs. Brownlow Maltby. 2nd Vice Pres.—Mrs. Day's. Treas.—Mrs. Chas. Sargeant. Cor. Sec'y—Mrs. Armstrong. Rec. Sec'y—Mrs. Harris. Dorcas Sec'y—Mrs. J. W. Davidson. Supt. of Juniors—Miss Marion Bate. Ladies Grand Supt.—Mrs. Walter Morrell. Delegates to the Annual to be held in St. John in April Mrs. Bate, Mrs. Harold Ritchie Substitu. Maltby, Mrs. Sison. Junior Supt. Miss Bate to substitute Miss Annie Morrell. On Friday afternoon the Junior Girls held their annual meeting. Supt.—Miss Bate. Treas.—Miss Edna Benson. Sec'y—Miss Annie Morrell.

ADJUTANT HURD AT OPERA HOUSE

The Opera House on Sunday afternoon was well filled to hear Adjutant Hurd of the Salvation Army deliver a lecture on the Underworld. The meeting was opened at 3 p.m. with Mayor C. E. Fish in the chair. The young cadets opened the meeting with a chorus "We'll be in the Army Bye and Bye" On the platform with the Mayor were Adj. Hurd of Moncton, Capt. and Mrs. J. A. Goodwin, Lieut. MacMillan and comrades of the local corps, Sergt. Major and Mrs. Smith and daughter of Moncton and Mr. Farnham of Sherbrook, Que. "Onward Christian Soldiers" was sung by the audience and Adj. Hurd offered a prayer, after which Mrs. J. A. Goodwin read a portion of Scripture from Hebrews, 11th Chapter beginning at the 23rd verse. Capt. Goodwin stated that he had much pleasure in presenting Mayor Fish who had kindly consented to act as Chairman of the meeting. In responding Mayor Fish eulogized Capt. Goodwin and the work which he was doing in Newcastle, and also the great work which the Army was doing throughout the entire world. Mrs. Smith of the Moncton corps, most acceptably rendered two solos, and was accompanied by her husband, Sgt. Major Smith. Mr. Farnham of Sherbrooke, Que. sang "He walked with me," in a pleasing manner and was accompanied by Prof. F. J. Liscombe. Little Miss Vina Smith of Moncton delighted the audience with a solo; she possesses a sweet and pleasing voice. The feature of the afternoon's meeting was the lecture "The Underworld" by Adjutant Hurd, who is a staff officer and for the past twelve years has been stationed in the Maritime Provinces, although it is his first visit to Newcastle.

The Adjutant is a forcible and instructive speaker and dealt with the great work which the Army is doing in a very able manner. He was given good attention by the audience, who were thoroughly in sympathy with his subject and the work which he pictured. He proved to the satisfaction of all that the Salvation Army was doing a wonderful work and deserved the sympathy and co-operation of all good citizens. In concluding his remarks he made a strong appeal for assistance to Capt. Goodwin in the "Self Denial" Campaign which is to be conducted during the next two weeks. He thanked all who in the past had rendered the local officers and corps any assistance and asked them to do all in their power this year to further assist the Army in the great work which they were doing. Sgt. Major Smith of Moncton in a few appropriate remarks moved a hearty vote of thanks to Mayor Fish for the manner in which he conducted the meeting which was concurred in by the audience in rising and extending a hearty applause. The meeting closed with the singing of the National Anthem.

WAR MEMORIAL

A war memorial bearing the names of all the men from Chatham, and east Northumberland County, who answered the call of their King and Country and offered themselves as sacrifices on the altar of duty, during the recent war, has been placed in the Chatham town hall.

SELF-DENIAL APPEAL WELL STARTED

A Business Men's Luncheon was given yesterday in the Miramichi Hotel at 1 o'clock p. m. by the officers of the local Salvation Army Corps. Adjutant Hurd of Moncton was present, and a large number of the local business men. After a sumptuous repast, Adjutant Hurd addressed the assembly setting forth the work of the Army, and made a strong appeal for assistance to the Self-Denial effort which was launched at this luncheon. Satisfactory results for the opening of the Self-Denial Appeal were secured and Capt. Goodwin expects to secure the full amount of his quota, \$1000.

Adjutant Hurd took the Business men for a trip around the world, giving them vivid glimpses of the work done by the Salvation Army in the 73 countries in which the army is at work. The address was greatly appreciated and a synopsis of the local corps effort in the Self-Denial Appeal was presented to the meeting. Captain Goodwin expects to secure the following donations, 1 at \$100.00; 3 at \$50.00; 8 at \$25.00; 5 at \$20.00; 5 at \$15.00; 10 at \$10.00; 10 at \$5.00; 10 at \$3.00; 20 at \$2.00; 30 at \$1.00, and \$150 from a house to house canvass and "Keep the Pot Boiling" campaign. Some of the gentlemen present, undertook to collect the above donations and it now looks as if the campaign has been well 'put over' and a great success will be made of the Self-Denial Effort.

AT OPERA HOUSE MONDAY NIGHT

"THE FOUR HORSEMEN OF THE APOCALYPSE" took more than six months to complete.

Upwards of 12,000 persons were engaged.

More than 125,000 tons of masonry, steel, lumber, furniture and shrap-berry—in excess of the material used in the Woolworth building—were used in constructing the massive settings.

A costume factory was erected on the Metro studio grounds for "dressing" the production.

Two machine shops were incidental of the other building operations.

More than 500,000 feet of raw film was exposed in the taking of the picture, which when shown on the screen will not exceed 10,000 feet.

Fourteen camera men were employed to "shoot" the big scenes from every angle, and Rex Ingram, the director, at times had fourteen directors assisting him. It required weeks to weed out and assemble the completed scenes from the eighty-five miles of film exposed. The mere running of 500,000 feet of film through a projection machine at the rate of sixty feet a minute, consumes eighteen days of eight working hours each.

A collection of art treasures from galleries and private sources, valued beyond price, was used in dressing the handsome interior settings. The insurance alone on these art works was \$375,000.

The cast interpreting the roles in the most widely read book of all time, excepting the Bible, contains fifty principal players who in other productions would be rated as stars.