

**SWORN LARGEST  
CIRCULATION**  
of any paper published  
in  
Northumberland County

# The Union Advocate

**BEST ADVERTISING  
MEDIUM**  
— in —  
Northern New  
Public Works  
Promotion Dept. 1000-10

VOL. XLIX

NEWCASTLE, N. B., THURSDAY, DECEMBER 21 1916

NO 52

## Christmas Gifts

In our stock of Holiday Goods will be found hundreds of Articles suitable for both inexpensive and elaborate Christmas Gifts. You can find suitable gifts for all in the lines we carry, which include:

WRIST and BRACELET WATCHES, RINGS, PENDANTS, BRACLETS, FOBS, BROOCHES, CUFF LINKS, WALDERMERS, SCARF PINS, ROSARIES, STERLING SILVER and SILVER PLATED WARE, CUT GLASS, IVORY and EBONY TOILET ARTICLES, FANCY CHINA, CIGAR and CIGARETTE CASES, PHOTO FRAMES in STERLING SILVER, PLATINOID and IVORY FOUNTAIN PENS, FLASHLIGHTS, KODAKS, etc.

This enumeration will give you an idea of the variety of our stock. To get the range of prices we would invite your personal inspection

**H. WILLISTON & CO.**

ESTABLISHED 1889

JEWELERS

NEWCASTLE, N. B.

## STOP! LOOK! LISTEN!

DO NOT FAIL TO ATTEND THE

## BIG FACTORY SALE

OF THE FAMOUS

## AMHERST PIANOS

At A. J. BELL & CO.'S Showrooms  
Beginning

**MONDAY, DEC. 11th**  
AND ENDING SATURDAY, DEC. 23rd

Come, Hear and See for Yourself the Best Piano  
in Canada

The "Amherst" is the only Piano manufactured in the Maritime Provinces. Within the three years it has been on the market it has had a little-less-than-phenomenal sale and has firmly established itself among the front rank of Canadian Pianos. The successful sale and established reputation of The "Amherst" are due to its inherent merit, to its high-class construction, the best quality of materials, beautiful appearance and perfect tone.

More than a hundred "Amherst" Pianos have been sold in and around Newcastle, and many of these sales have resulted from the high praise bestowed upon the piano by previous purchasers, who know that in advising the purchase of an "Amherst" they are rendering a service to their friends who are undecided as to what piano to buy. They knew in buying an "Amherst" their friends would get Value and Satisfaction.

**EVERY "AMHERST" PIANO IS  
GUARANTEED FOR 20 YEARS**

This Big "Amherst" Factory Sale is being held for the purpose of further extending the sale, and advertising the merits of this already famous Piano. In order to help us accomplish this purpose the manufacturers have made arrangements which enable us to offer genuine "Amherst" Pianos at Exceptionally Attractive Prices and Terms for Twelve Days Only.

This Sale comes at a very opportune moment. For the next two weeks the uppermost question for many people is going to be: "What shall I give for Christmas?" For mother, for daughter, for wife, for sister, for the family—what can be so acceptable as an

**Amherst Piano—The Ideal Christmas Gift?**

Organs taken in exchange, also new Organs for Sale.  
While in our store, take a look over our line of

## FURNITURE

AT TWENTY PER CENT. DISCOUNT

We also handle the celebrated Canadian White Sewing Machine. Guaranteed for ten years. Special Sale Price for the Christmas weeks.

Railway Fares Paid to Out-of-Town Piano Purchasers

## A. J. BELL & CO.

Phone 163

McCullam St., Newcastle

P. O. Box 187

# HAPPY WEEK

MONDAY, DEC. 18th AT FARRAH'S

## Ready for Business!



Bargains that will make you smile. Happy Week's great savings in every line will cure the worst possible case of blues.

Profit by these Happy Week's Savings and you will start your holidays right.

Here's the Jolliest of all Woolen Bargains

### A Ladies' Pure Wool Sweater

Is a gift that speaks for itself. It has a certain relation in the warmth of friendship that can't be described. Buy her one now. Sale Price for a Pure Wool White Sweater ..... **\$2.48**

**Men, Have a Smile with Us!**

How can you help from smiling, when we are closing our \$1.25

**Fancy Shirts for 85c.**

IMITATION Persian Lamb Caps 95c.

Regular up to \$4.00

**15% OFF** regular prices on all qualities of Men's Woolen Underwear



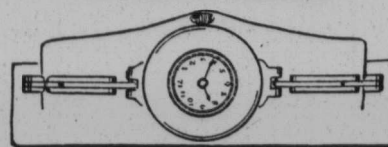
**Men's Neckties**

in pretty shades and good qualities, one in a box. A Suitable Gift. 25c, 35c, 45c.

**20 p. c. Off Boys' Suits**

The last word in Boys' Suits, made of very fine tweed and worsted. Up-to-date styles. Many offerings to suit every pocket. Don't let this go

**Wrist Watches**



A gift that pleases. A constant reminder of the donor. Reg. \$6.00, for \$3.15



**Here's the Most Fun for the Ladies**

**BLACK WAISTS**—regular up to \$2.25. Sale Price \$1.65. They are made of fine Sateen or Poplin, button in front long sleeve. The latest style. Call and have a look. **CHILDREN'S WHITE FUR MUFFS AND CAPS**—We are going out of this line and offer them at 50 p. c. Off Regular Prices. Make the Babies Happy.

Smiles and Money Saving is the best combination—Don't Miss Trying It!  
Happy Week Starts Monday, December 18th

## A. D. FARRAH & CO.

NEWCASTLE, N. B.