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A. D. Farrah & Company

"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 and 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.
\$25.00 to \$65.00

EMPRESS

"The Home of High-Class Production"

WEDNESDAY and THURSDAY.

JESSE L. LASKY PRESENTS:
A GEORGE MELFORD PRODUCTION
WITH

Dorothy Dalton

"The Woman Who Walked Alone"

A PARAMOUNT PICTURE
Cast Includes:

WANDA HAWLEY and MILTON SILLS

A dazzling society beauty who thought she could live without love—See her wooed by London blue bloods and and fought over on the wild South African veldt. See her gorgeous gowns and daring escapades. See this most thrilling of all romantic melodramas!

FRIDAY & SATURDAY

Charles Jones in "Riding With Death"

NOTE.—Episode 1 and 2 of the new Serial "Breaking Through" will be shown owing to serial not arriving until Saturday last week.

Plans Made For Hockey League Championship

The executive of the New Brunswick and Prince Edward Island Amateur Hockey League met in the Dufferin Hotel, St. John, on Thursday, and arranged for the games to decide the supreme honors of the league. A schedule of games was arranged. Those present at the meeting were Dr. Sterling, Fredericton; G. T. O'Brien, and George M. Dade, Chatham; M. V. O. Stokes, J. D. McKenna and G. P. Bolton, Sussex; J. A. McEachren, Charlottetown. Jack Twaddle was named referee for the series, with Wetherbee of Springhill, as substitute.

Chatham and Bathurst have yet to decide the championship of this section, so the schedule names the North Shore instead of a town.

The schedule is as follows:
Feb. 22—Sussex at Charlottetown
Feb. 28—North Shore at Sussex
March 3—North Shore at Sussex
March 9—Charlottetown at Sussex
March 12—Charlottetown at North Shore
March 16—Sussex at North Shore

SNOWSHOEING

Snowshoeing this winter is becoming quite a pastime. Conditions for this sport are excellent and the young people are taking advantage of the opportunity. A number of snowshoeing parties have already been held, while others go on a tramp merely for the exercise. It looks like a fine time to see this delightful sport again coming into its own.

HERBERT A. McKEEN DIES IN OREGON

(The Herald, Hermiston, Ore. Feb. 3, 1923)

Herbert A. McKeen, one of the first to settle on the Umatilla project and Hermiston, died at Hot Lake Sanitarium last Sunday Jan. 28.

Mr. McKeen had been ailing in health for some time and had made the trip to Hot Lake in hopes of getting relief.

He was born in Halifax County, Nova Scotia, September 1st, 1869.

At the age of 19 he left the place of his birth and settled in Stoneham, Mass. While in Stoneham he mastered the carpenter trade and followed this vocation for some time in the above named city.

On April 4, 1895 he was united in marriage to Susan Cochran.

Soon after their marriage Mr. and Mrs. McKeen moved to Anaconda, Montana, where Mr. McKeen was employed as carpenter at the smelter.

In 1908 they purchased a relinquishment to a homestead and located on the Umatilla project which was at this time in the infancy of its development.

As contractor and builder, Mr. McKeen constructed some of the first buildings to be built in Hermiston. C. S. McNaught and company as foreman of their mill in this city.

Although Mr. McKeen has crossed over the great divide he leaves behind him a monument greater than human hands can carve upon stone or granite, that of an enviable character and a career remarkable for its praiseworthy achievements.

Funeral services were conducted at the home Tuesday afternoon, all business houses of the city closing their doors during this hour in token of respect and esteem.

He is survived by a wife and three children, two sons and a daughter. Edward who is employed by the Pacific Telephone Co., Harold who holds a position with Sisco's Confectionery Store of Hermiston and Bertha is teacher in the Pilot Rock schools.

(H. A. McKeen was a son of David and Isabel Ervin McKeen and was born at Gays River, N. S. He was only a small child when his parents moved to Musquodoboit, Hfx. Co. He leaves a brother, Sydney, on the old homestead, Sylvester in California and a half brother, John in Newcastle, N. B. He has several sisters, Mrs. Daniel Witham, of Bangor, Maine; Mrs. H. M. McMullin of Vancouver, B. C.; Mrs. Gould, of Newport, Maine; and two half sisters, Mrs. Isabel Call of Newcastle, N. B.; Mrs. Charles M. Bailey, of Malden, Mass.

Some residents of Newcastle will remember the late Mr. McKeen, when he lived here for about two years with his half brother John McKeen, leaving here in March 1891.

FUNERAL

The remains of Miss Victoria Farrah of Montreal arrived today on the Ocean Limited for burial in St. Mary's Cemetery. Deceased is a sister of Mrs. Leo Mitchell of this town and the funeral will be held from the residence of Mr. A. D. Farrah.

NEWCASTLE HOLDS HIGHLAND CUP

Sixteen rinks of Newcastle and Chatham curlers, eight rinks from each club, battled Thursday for the year's possession of the historic Highland Society trophy, with the result that Newcastle proved the winners by a total of 113 to 93 points or a margin of 20 to the good.

It was a Newcastle day and even on Chatham ice the visitors came within two points of tying the home players, while on their own ice they ran up big leads both afternoon and evening.

The ice was keen and very fast and there were many fine shots played during the game by both sides. The scores were:

Newcastle Ice—Afternoon		Chatham	
Newcastle	Chatham	Newcastle	Chatham
W. Crocker 18	R. A. Snowball 12	W. Gifford 17	H. Kennedy 8
Evening			
L. Jeffrey 13	H. Strang 9	J. Stewart 13	C. Stapleton 9
Chatham Ice—Afternoon			
D. S. Creaghan 9	Mel Jardine 13	Perley Brown 13	W. H. Snowball 13
Evening			
J. Sargeant 14	J. A. Irving 15	A. Ritchie 16	F. E. Jordan 11

GIRL CAUGHT POSING AS RED CROSS COLLECTOR

On Thursday afternoon last a young woman giving her name as Gertie McNeil of Fredericton, and claiming to be a collector for the Red Cross Society, persuaded several Newcastle citizens to give her donations.

Fortunately, through the quick action of Mr. Lawlor and Sheriff Doran she was stopped before she had proceeded very far on her self-appointed career, and a Red Cross Member was able to prove that she had no authority of any sort to solicit contributions. The girl was requested to leave town at once, and it is to be hoped that she has had sufficient warning not to attempt this sort of thing again. She is about 5 ft 6 inches tall, a dark well built girl of about twenty-five, with straight bobbed hair, rather large face, olive complexion, and wears glasses. She had on a bright blue hat, trimmed with feathers the same shade, cheap black fur coat, green sweater with pink crocheted collar, dark skirt, and overshoes, and carried a black club-bag and black purse, the last two of good quality. She had an assured voice and a familiar manner.

The public cannot be too strongly urged, in view of this case, not to give money to persons unknown to them. The Red Cross Society never makes any door-to-door collections, with the exception of its annual membership campaign. This campaign is always undertaken by local people, authorized by the President of the Branch, each canvasser gives a receipt, and her authority to collect can easily be verified by consulting an officer of the Society.

OPPOSITION CONVENTION

The convention of the opposition party called to meet in St. John today is being looked forward to with considerable interest. The Convention has been called by Leader Palmer and all oppositionists are asked to attend. Some resignations are expected and many names are mentioned in connection with the party leadership.

PRESENTATION AT MIRAMICHI HOSPITAL

The Nurses' sitting-room at the Miramichi Hospital was the scene of a pleasant gathering on Wednesday evening when Rev. L. H. MacLean, on behalf of the Miramichi Hospital Aid, presented Miss Holland, R. N., with \$50 in gold.

This \$50 in gold is a prize offered by the Miramichi Hospital Aid each year to the nurse who completes her course at the training school and passes the provincial exams for registered Nurses with the highest marks. Miss Holland was the only nurse from the hospital trying the examinations this year and also the first to receive this prize. Wednesday evening saw the fulfillment of an idea which, originating with Mrs. L. H. MacLean was unanimously supported and carried out by the members of the Aid and on this account it was very fitting that Mr. MacLean should make the presentation.

Miss Holland thanked the Aid very suitably for their gift and Messrs. G. P. Burchill, President and Dr. Nicholson, of the Miramichi Hospital Board, spoke, complimenting Miss Holland, the training school and Miss Keyes.

All the nurses and a number of the members of the Aid were present. After the presentation, dainty refreshments were served and the remainder of the evening passed quickly.

It was the desire of the Hospital Aid to make this affair a public one and thus help to induce the other nurses to follow Miss Holland's example, but owing to the space at their disposal, this was impossible.

The Round House Appointment At Newcastle

"Links and Pins" in the Halifax Herald of the 16th inst, says:

A few weeks ago I mentioned in this department of the Halifax Herald a rank partizan appointment or what looked like it on the Northern Division of the I.C.R., how a man competent to fill a certain position was passed over and the position given to a son of a member of parliament, a supporter of the government.

I am told that when Sir Henry Thornton read my statement he became indignant and set inquiries on foot, and of course found my statement to be correct. It may be that he got after certain officials having to do with the matter, and I hear they are anxious to learn where I got my information. Well I don't mind telling them, but first let me tell them that I did not get it from any employee on the road. There was no difficulty in getting the information for the incident was common talk all up and down the line, so much so, that he who can could read.

Little wonder in view of his "no politics" declaration that there is a report that Sir Henry is indignant over the affair for the incident was simply a case of setting his declaration at defiance. I am afraid that "no politics" declaration will be more or less of a joke before many more moons. However we shall see, what we shall see.

MAKE MONEY AT HOME
We meet you in business. Purchase everything. You make 1 to 3 dollars an hour at home in your spare time. No canvassing or soliciting. We guarantee to teach you Snow Card lettering by our New Simple Method and pay cash each week no matter where you live.
Write for the Snow Card Lettering and Snow Card School. DETROIT SNOW CARD SCHOOL, 200 Grand Boulevard, Detroit, Michigan, Canada.