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FIVE CENTS PER COPY

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, skimped 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

Baker Suggests Schools Teach News Reading

Former Secretary Of War Offers Idea More Than Once Recommended By The Fourth Estate One Feature Of His Speech Causes Criticism

The assertion by Newton D. Baker, former secretary of war, in an address in Cleveland that news is bound to be colored, brought forth a sharp reply from the Cleveland Times and Commercial in its editorial columns. The newspaper reminded the statesman that the days of personal journalism have gone and that the daily of today stands for unbiased news.

Mr. Baker, however, redeemed himself when he brought out the fact the public depends on the newspapers and magazines for information on current affairs. The former secretary urged that there be established in the public schools courses on "How to Read Newspapers." This is a suggestion that has been offered by "The Fourth Estate" on several occasions.

The speaker said that the children should be educated to read what they see in the public print with a keen ability to discriminate between facts and opinion.

Replying to the aspersions which crept into Mr. Baker's talk, the Times and Commercial said:

"The assertion that people reply on newspapers and magazines to keep them informed on all matters of common interest is noncontroversial. It is a tribute to the high standard of American journalism in general that the public has come to place so much confidence in our publications that they rely on them for information."

"In asserting, however, that 'according to their respective policies, their (the newspapers and magazines) news is bound to be colored and to some extent, biased,' the speaker did not entirely keep within the facts."

"As a rule, the old-time personal journalism has disappeared. The days of intermingling of facts and opinion in news columns is properly out of date. News columns are to give news facts."

"The editorial columns are for comment and opinion on the news. Though there are, unfortunately, some publications, including newspapers, that still persist in coloring their news and publishing biased reports to agreed with their policies, there are others that recognize their responsibility to their readers and are honest enough to publish news facts without any attempt whatsoever to color or distort the facts to gain circulation or to advance the policies for which they stand."

DEED FORMS
We have in stock. Deed Forms, Teacher's Agreements, School District School Tax Books, Dog Tax Books, Assessment Lists, Road Tax Books, Poor and County Rates.

Never Let A Cold Get A Start

Follow The Good Advice Of A London Woman

The quick direct treatment for colds of children and grown-ups, too, is an application of Vicks over throat and chest at bedtime.

Not only is Vicks absorbed through the skin, but its healing vapors of Camphor, Menthol, Eucalyptus Turpentine, etc., are breathed all night directly into the affected air passages.

Relief usually comes by morning. Just as good too, for cuts, burns, bruises and itching skin troubles.

Mrs. Lily Waghorn of 126 Elliott St., London, Ont., says: "I am pleased to tell you I have never found anything to equal Vicks Vapo-Rub. My daughter had a terrible cold and sore throat. I rubbed it on her forehead as her head was aching and got her to bed. Next morning she was nearly well. I think it's the best yet for colds or chest trouble, also catarrh in the head, as it loosens up the air passages so quickly."

At all drug stores 50c a jar. For a free test size package, write Vicks Chemical Co., 344 St. Paul St., W. Montreal, P. Q.

The Vicks is new in Canada, it enjoys a remarkable sale. Over 17 million jars used yearly.

KINDLY REMIT YOUR SUBSCRIPTION TO THE ADVOCATE

CHATHAM TRIMS CAMPBELLTON 3-1 AND BATHURST 5-4

Playing thirty minutes overtime Chatham defeated Bathurst Friday night, five to four. The contest was the most thrilling ever witnessed in Chatham. The game ended four to five. Three overtime periods of ten minutes each were played. No score was made until twenty-two minutes of overtime play when McMahon scored the winning goal. Every man on the Chatham team worked like Trojans. McMahon, the youngster playing a star game. Keoughan, Milton and Duncan played the game of their lives. For Bathurst Ryan and Crosby were the stars. Crosby especially being dangerous, but he was closely watched. Throughout Chatham had easily the best of the territory, raining shot upon shot at Moar. At times seemingly sure goals were turned aside. During the game and especially the overtime periods the crowd was held breathless with suspense and at the close of the game they surged upon the ice and formed a triumphant escort about their players.

Jack Twaddle, of Amherst, referred a most important game.

In a fast and exciting game of Hockey last night in Chatham, Campbellton was defeated by the score of 3 to 1. A large attendance of fans were present to see the game and many went down from Newcastle.

1923 OFFICERS AND COMMITTEES

At a meeting held last Friday evening of the newly elected Board of Trustees of St. James' Church, the following officers and committees for 1923 were elected:

Chairman—Jas. M. Troy
Secretary—John Russell
Treasurer—G. G. Stothart
Fin. Sec.—A. A. MacTavish
Auditors—L. D. Murray and W. E. Fish.

Church and Cemetery Committee
Jas. M. Troy, Chairman; Joseph Jardine, W. F. Copp, and A. A. MacTavish.

Manse Committee
G. G. Stothart, Chairman; J. D. MacMillan and H. Sproul

Sunday School Committee
A. A. MacTavish, Chairman; John Russell, and Edward Falconer.

Lands Committee
W. E. Fish, Chairman; David Mutch and J. P. MacRae.

The following appointments were also made:—

Organist and Choir Leader—Prof. F. J. Liscombe.
Church Officer—James Baisley.
Ushers—C. S. E. T. Boys
Choir Committee—John Russell and J. P. MacRae.

JURY RETURNS VERDICT FOR DR. BELL

In the Supreme Court now in session, the jury returned an unanimous verdict in favor of the defendant Dr. J. A. M. Bell. He had been sued for \$15,000 damages in a slander action instituted by Dr. Olliqui Maloney.

The court is now hearing Buckley Insurance cases.

EMPRESS THEATRE ON THURSDAY

The demand for mystery pictures is steadily increasing. They offer motion picture fans delicious thrills and expectancy, and in these respects "The Young Diana," a Cosmopolitan creation released by Paramount, starring Marion Davies, which will be the big feature at the Empress Theatre for two days Wednesday & Thursday ranks among the best productions of the current season.

In this picture Miss Davies is seen as a young English girl whose love romance with a titled naval officer seemingly is forever shattered. Life seems interest to her and she develops into a spinster whose future is dreary and hopeless. But she goes to Switzerland, where she encounters a mysterious alchemist who induces her to subject herself to a daily experiment with the result that she emerges from the ordeal a wonderful beauty and soon becomes the rage of Europe. Then in a mysterious way she encounters her former sweetheart, and what happens later is told thrillingly in a series of remarkable scenes. Naturally, she finds love and happiness at last.

Miss Davies is admirably supported in this novel and entertaining photoplay. In the cast are Forrest Stanley, leading man; Maelyn Arbuckle, Pedro de Cordoba and Gypsy O'Brien. The picture was directed by Albert Capellani and Robert G. Vignola, two of the most capable directors identified with the industry.

I. O. D. E. OFFERS TWO PRIZES

In order to encourage Canadian literature the Imperial Order Daughters of the Empire is offering two prizes; the first of the value of \$200 for the best short story; the second of the value of \$100 for the best one act play. These prizes will be offered annually for ten years. The conditions under which they will be awarded this year are as follows:—

THE SHORT STORY

1. It must not have been published before being submitted in this competition.
2. It must not contain less than two thousand words nor more than six thousand.
3. It must be typewritten on paper of letter size (8 1/2 x 11 inches) and written on one side of the paper only.
4. It must be sent flat, not folded or rolled, have the author's "nom de plume", but not his or her real name on the title page, be registered and mailed to the National Educational Secretary, I. O. D. E., 239 Bloor St. E., Toronto.
5. A sealed envelope with the "nom de plume" printed or written clearly upon it, and the author's name within it, must accompany the manuscript.
6. The manuscript must be submitted on or before April 1, 1923.
7. The writer must be a British subject.

The copyright of the story adjudged the best is to be vested in the Imperial Order Daughters of the Empire with power to arrange for its publication in magazine or in book form or in both.

- The Play
1. It must be a one-act play.

NO CHANGE OF PORTFOLIOS IN PROV. CABINET

Fredericton, Feb. 1.—New Brunswick's sixteenth administration since Confederation assumed office shortly after 10 o'clock this evening when Hon. Peter J. Veniot, and the members of his cabinet were sworn in before Hon. William Pugsley, Lieutenant Governor.

The oath of office and of allegiance were administered at the executive council chamber, in the provincial government buildings here. The personnel of the cabinet is as follows:

Premier and Minister of Public Works—Hon. Peter J. Veniot.

Attorney-General—Hon. James P. Byrne, K. C.

Provincial Secretary-Treasurer—Hon. J. E. Hetherington.

Minister of Lands and Mines—Hon. C. W. Robinson.

Minister of Agriculture—Hon. D. W. Mersereau.

Minister of Health—Hon. W. F. Roberts, M.D.

Minister without portfolio and President of the Executive Council—Hon. Fred Magee.

Minister without portfolio—Hon. J. E. Michaud.

The new government is the same as that of Hon. Walter E. Foster, which resigned today, with the exception that Hon. Mr. Foster retired as Premier and member of the Executive Council. Immediately following the swearing-in ceremony the new government went into their first meeting, to arrange among other things for the coming session of the legislature which is expected to open on Thursday, March 8.

This evening Hon. P. J. Veniot, after having been sworn in, issued a manifesto.

With Hon. C. W. Robinson, having eliminated himself from consideration by his statement upon his arrival here from Ottawa this afternoon, the expectation in political circles here is that New Brunswick's next Lieutenant Governor will be William F. Todd, of St. Stephen, ex-M.P., for Charlotte, says the Gleaner today. Sometime ago it was generally understood in well informed circles that Mr. Todd would eventually succeed Hon. William Pugsley as Lieutenant-Governor. Then the assertion was very definitely made that Hon. Mr. Robinson would be the choice but he now says that he is not an aspirant for the position. Mr. Todd's friends believe his appointment is now virtually assured.

MIRAMICHI HOSPITAL

The Secretary begs to acknowledge the following donation.

George Burchill & Sons, Payroll Subscription \$108.50

2. Its presentation on the stage should occupy not less than twenty minutes nor more than thirty minutes
3. It must not have been published before being submitted in this competition.

Conditions 3, 4, 5, 6 and 7 for the Short Story apply also for the Play. Names of the judges selected by the members of the Canadian Authors' Association will be announced at a later date.