

NEWCASTLE—DOUGLASTOWN WEEK

—AT—

FARRAH'S RE-ORGANIZATION SALE

SATURDAY, Nov. 4th, Ending SATURDAY, Nov. 11th

The Highest Possible Value for the Price You Pay

Capturing the Charm of Originality At Big Savings

Individualize originality—sparkling youth! priceless charms, natural to the wearer of our inspired creations, a profusion of distinctive models, luxuriously fur trimmed in marvelous fabrics are awaiting your pleasure. Each coat a masterpiece of the stylist's art.

\$25.50 to \$53.50

Just Arrived New Dresses

So young and yet so beautiful! so new and yet so winning! you cannot help but applaud their beauty. For they are beautiful! Beautiful in line and contour, exquisite in rich, subtle colorings, unique in design and exciting in diversity, and the price so low that you will buy two frocks for the price of one.

\$13.50 to \$48.50

For Men

Boots \$3.25

Walking boots in mahogany calf, solid leather, recede toe.

Underwear \$1.89 a suit

All wool combination in ribbed style, warm and serviceable,.....\$1.89 a suit

Fine Knit Underwear

In two piece suit or combination, natural color, all wool, a garment made for real tender skins

Men's Overcoats

No description of ours can give you an idea of how good and how low priced these coats are, you must see them for yourself. The prices begin at.....\$12.50

Mackinaw Coats \$5.75

An all-mackinaw cloth in grey color only, three different styles an excellent coat for every day wear.....\$5.75

Our Faith in Newcastle

All of our resources are being placed here and there, that not only may we gain, but that we might give to the town of our faith, the best that is in us.

A. D. FARRAH & CO.

158 Years Ago

(By courtesy of Miss Margaret Dunnet)

Very little was known about the early history of Newcastle until the year 1764, when William Davidson brought out a number of settlers from the old country to hew the lumber and farm some of the more fertile patches of land along the Miramichi at Newcastle which was named after the Duke of Newcastle. Three years later Davidson launched the first vessel built on the Miramichi, and which was named "Miramichi". In 1785, some Loyalists came and settled at Newcastle. The lumber trade and ship building brought a great many vessels every year.

The troublous times of early settlers gradually passed away and in 1825, Newcastle had a population of 1000 people.

Wages at that time were low. The ordinary rate two shillings a day, or at the present rate of exchange, about forty cents. Women servants received ten shillings a month or six pounds a year, or in dollars and cents two dollars a month or twenty four dollars a year.

Cotton goods cost about ten times as much as they do now. The ordinary dress of both men and women was homespun, wool was carded and spun by hand and woven into cloth on a hand loom.

Particulars of a suit of broad cloth bought by an early settler in 1777, cost six pounds or as much as he could earn in ten weeks at the current rate of wages.

Douglastown was one of the pioneer sites populated on the Miramichi river and the descendants of these great men are still forging ahead in this thrifty town.

and now--1922

Compare these pioneer days to the present modern Newcastle with many up-to-date stores that are always ready to serve you with the best value obtainable. Long distances are made short through railroads, steamboats, aeroplanes, and automobile facilities. Telephone and mail service bring deliveries to your door. Radio service put you in touch with other fellowmen at hundreds of miles of distances. You dance to the music of great artists at your home through the phonograph. Look at the up-to-date lumber mills on both banks of the Miramichi, employing thousands of men. The integrity and faith of these early men made possible these luxuries for us. What shall we do for future generations?

A. D. Farrah & Co.

"The Advance House of the North Shore"

NEWCASTLE, : : N. B.

Opening a New Department on Tuesday, Nov. 7th

A Special Exhibition of

Fancy Needle Work

The addition of this section is a direct answer to our women patrons who have repeatedly urged us to open such a department, where they can shop, sure in the knowledge that they were securing merchandise of known quality and value on a par with other lines we carry in stock. Come and inspect the new department. Any suggestions for the betterment and enlargement of this section will be thankfully received. This will give you an idea of the stock we have at present.

Stamped Gowns \$2.50 ea.

of fine quality nainsook stamped for embroidery made with square or round neck.....\$2.50 ea

Stamped Towels 45c ea.

A union linen towel of good quality in guest size, stamped for embroidery, in good variety of patterns.....45c ea.

Bed Spreads \$15.00

Stamped in basket design, truly a beautiful spread, size 72x108, specially priced.....\$15.00

Card Table Covers \$2.25

In a variety of designs and colors, some are stamped for embroidery or for applique, .\$.25

There are also

Scarfs, Centres, Pillow Cases, Babies Rompers, Little Girl's Dresses, Silks, Laces, Fringes

and many other little things, all are of Farrah's standard of quality and usual low prices.

Several handsome models will be shown on exhibition day, Tuesday, Nov. 7th.

You are cordially invited to attend.