

The Union Advocate

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NEWCASTLE, NEW BRUNSWICK, TUESDAY, DEC. 9 1924

FIVE CENTS PER COPY

Unusual Christmas Buying Advantages are presented IN THE 33 DAYS SALE

**One Days Sale
FREE
To Our Customers**

You have 21 more chances to get on our Free day list. Just think of it! What a pleasing sensation you will feel when you'll read your name among those who will be entitled to their money back or its worth in goods at the termination of this sale! Isn't it a worth while to try your luck? and after all think of all the savings you are offered on the price of reasonable and timely wearing apparels that you need now for yourself and others depending on you.

Just stop and think for a moment how gratifying it is to yourself after indulging in the luxury of gift giving to wake up one fine morning and find all the money you have spent on this occasion is returned to you. This is an opportunity of a life time for your own sake Don't Miss it.

THE FREE DAY will be decided in the following manner: Our total sales for the period (33 days, beginning November 26th and ending Saturday Jan. 3rd.) will be divided by 33 and the day producing sales nearest this result will be decided THE FREE DAY — all customers who made purchases on that day for the amount of four dollars and upward, at one single time, will have the choice of a cash refund or its equivalent in goods, FREE.

Wholesale Customers Are Not Included

*A Front Page Sensation
This Week Until Sold*

Women's PUMPS, OXFORDS, BOOTS
\$1.00 \$1.98 \$2.98

Please be assured that the word "sensation" has not been used in vain; every pair in this offering cost twice the price and in many cases four times.

Also please note that we are not doing it through a spirit of philanthropy, we are doing it through good business principle. These are broken lines and in some cases discontinued styles, which we must clear to make room for Spring stocks which are beginning to come in. However, you'll find in the lot, sensible every day Walking Shoes, Sport Shoes, Dress and Dance Shoes, all of the finest calf kid, dongola, patent and swede leathers, made in a variety of colors, variety of styles, low heels, medium heels, high heels and while there are not complete sizes in one line, there are most sizes in the lot.

*Kindly Remember Values as
Above Will Not Wait!*

**The Christmas
Gift Supreme
Art Needlework
Dept.**

In these enchanting days of gift giving, as well as receiving, the thrill of joy lies upon the LOVING THOUGHT BEYOND the GIFT

Just think of the delightful moments of thought spent over embroidering a piece of linen to be given to a dear friend or relative. Just think of the appreciation of the after thought of the recipient — and our department so brim full with such exquisite things specially designed for CHRISTMAS GIFTS and priced so low

Pillow Cases pr..... \$2.35
Centres85
Card Table Covers..... \$1.25
Infant Dresses75
Cushion Tops..... \$3.50
Bed Spread..... \$8.50

**Children's
REEFERS**
\$5.50 --- \$6.50

By right we should have applied the words "winter coats for the kiddies" instead of reefers. They are made in reefer style of heavy navy blue unfinished serge lined with heavy felt lining and trimmed with brass buttons; real warm coats for the children and the price is exceptionally low, considering the quality.

**Children's
REEFERS**
\$3.75 \$4.75

These neat and attractive little coats are made from excellent quality unfinished serge in dark navy blue with emblem on sleeve and brass buttons, heavy wool serge linings make these garments doubly wind proof, do not over look their low pricings.

A. D. Farrah & Co

NEWCASTLE, N. B.

DISASTROUS FIRE IN NELSON THIS MORNING

Nelson was visited early this morning by a disastrous fire which razed to the ground the beautiful residence of Rev. Father Wallace. About a quarter past one an alarm for help was sent in to the Newcastle Fire Company and the steam engine and a number of firemen were immediately dispatched to the scene of the fire. When the alarm was sent in the surrounding district was brightly illuminated and it was felt at the time that the building was doomed before assistance could be secured. Such proved to be the case and shortly after the steam fire engine left word was sent in that all danger was past as the building was totally destroyed. The Roman Catholic Church which was in close proximity to the building burned was for a time in grave danger, the inside becoming extremely hot but being built of stone withstood the heat of the flames. Fortunately a sleet and rainstorm was falling at the time and the elements assisted greatly, the efforts of those fighting the fire. The building was repaired last year and the loss will be a heavy one to the parish.

DID NOT WANT PUBLICITY

Last Wednesday morning the Fire Department was called out for a fire which they were told was in the store and residence of Louis Grossman. On the department's arrival they were met by Mr. Grossman who told them there was no fire. The firemen, thinking that a false alarm had been sent in returned to the Fire Station. The matter was then discussed and it was learned that the alarm had been sent in to the Power House by a lady who had seen a blaze on the Grossman property. Fire Chief Fallon and Chief of Police Hopkins not feeling satisfied, returned to Grossman's to investigate, when it was found that a large box containing excelsior which was in close proximity to the wood shed, had been on fire, the same having been extinguished by the application of snow and water. When asked why he informed the Fire Department that there was no fire, Mr. Grossman stated that he did not wish any publicity given to the affair in the newspapers as it might be the cause of him losing his fire insurance. Mr. Chas. Robinson of St. John, Secretary to the N.B. Fire Marshall was in town at the time and investigated the matter on Wednesday. Mr. Robinson stated he was satisfied that Mr. Grossman was anxious to protect his property but realized that he had made a mistake in informing the Fire Dept. that there was no fire, because Mr. Grossman would have been commended rather than censured by the Fire Department et al., had he admitted that there had been a fire but fortunately had been able to extinguish it before it had gained headway.

SCHOOL BURNED

The school at Wellfield, a few miles from Chatham was totally destroyed by fire at an early hour Sunday morning. The origin of the fire is unknown but incendiarism is suspected.

ANOTHER NEW FIRM FOR NEWCASTLE

On January first the business now conducted by George M Lake will be taken over by Lakes Limited. Mr. Lake has been in business in Newcastle for about twelve years during which time he has slowly but surely extended his scope of operations until at present the business is one of the most successful in the town. When interviewed recently, Mr. Lake advised that a clean up sale was in view. This sale will include the entire stock. No profit is asked and none expected. The reason for the sale is to facilitate stock taking and with this in view everything in the stock is marked to a price which in most cases is below the actual cost. When asked the reason for this extreme action, Mr. Lake states that the past year has been a particularly successful and profitable one, that the policy of One-Price has made so many friends for the store that the unlooked for business will more than compensate for the loss during the sale. The business policy under the new management will be the same as in the past. One price to you and the same to your neighbor, merchandise with the quality built in and personal guarantee of satisfaction with each sale.

ELECTRIC CART TO RUN X'MAS WEEK

Mayor Creaghan took the matter of transportation facilities, during Christmas week for the residents between Newcastle and Blackville, up with Mr. W.U. Appleton Gen. Manager, C.N.R., Atlantic Division Moncton, yesterday, with the result that an electric car between these two places will be run on December 22nd and 24th. The car will leave here at 7 a.m. for Blackville, returning at 10 a.m. and will permit passengers the privilege of devoting the entire days to shopping purposes. This will afford a good opportunity for the residents to come to town and will be much appreciated by the merchants of Newcastle.

Community House For Campbellton

A public meeting is called at Campbellton to consider the building of a Community house for the town's public and social activities. The matter is expected to succeed for all the ministers of the town are behind it, as well as the important public spirited citizens.

THE DOLL FAMILY IS MIGHTY LARGE AT STOTHART'S

There are dolls of all kinds in this big toyland—large dolls, small dolls, baby dolls with baby heads and the big stately dressed dolls with beautiful hair and eyes that close in dreamy slumber. We want every little girl to come and tell us just the kind of dolly she wants dear Old Santa Claus to leave at her house.

CHILD SCALDED TO DEATH AT CHATHAM, N. B.

Chatham, Dec. 6—Earl McCarvill, 3 year old son of Mr. and Mrs. Edward McCarvill of Chatham succumbed on Saturday to burns which he received when scalded Friday. The boy's mother had been washing and while absent from the house for a short time the child fell into the tub of boiling water on the floor. He was immediately rushed to the Hotel Dieu Hospital but owing to the severity of the burns it was impossible to do anything to save his life. A sad feature is that the child's father is in Quebec and so far it has been impossible to get into direct communication with him. He left home but a week ago to work in the Quebec woods. Much sympathy is being extended to the family in their sad bereavement.

WILL HON. DR. BAXTER LEAD OPPOSITION?

Hon. Dr. J.B.M. Baxter, K.C., M.P. will lead the provincial opposition in the next general election, is rumored again in Conservative circles, and the rumor which has persisted throughout the summer and fall, crystallized on Wednesday, into what may be taken as an indication that some prominent leaders in the provincial opposition are convinced that Hon. Dr. Baxter will be the spearhead of the attack on the government led by Premier Veniot when the "lion of the North" marshals his forces for a defense of his administration.

Should the opinion of well-informed Conservatives be confirmed in a return of Hon. Dr. Baxter to the provincial field, the next provincial campaign will provide a battle that will be one of the most memorable in the annals of New Brunswick, which as a political cockpit is probably peerless in Canada in the amazing intricacies of its many issues and the fierceness with which the respective proponents of its several causes rally to the fray and engage in the passage-at-arms.

HAVE NOT DECIDED ON GAS TAX ACTION, DECLARES PREMIER

"Other provinces cannot regulate what New Brunswick shall do in such matters" was Premier Veniot's terse reply when told that legislation was being prepared for a gasoline tax to be submitted to the Ontario Legislature and that it had been intimated that the various provinces in Canada were expected to have similar measures. Premier Veniot said that the matter of a gasoline tax had been under consideration for nine months but, he said, no decision has been reached. If New Brunswick ever has a gasoline tax it is taken for granted that gasoline used for operation of farm machinery and also for fishing boats will be exempt from taxation.

"Two other counties have offered to provide a seat for the Attorney General" the Premier said when asked as to the likelihood of a bye-election being called on in Gloucester county and Hon. Ivan Q. Rand offering for election there. "But we will not allow elections to interfere with Santa Claus" said the Premier and nothing will be done in the matter until after the coming of the new year.

Shop Early and Avoid Christmas Rush Starting Friday Dec. 5 to Sat. Dec 13 Dates to be Remembered

On Page 5 you will see our wonderful Ad. Because we know it is a great advantage to you to come to this store while this sale is on.

Many hundreds of our customers and patrons have taken advantage and saved a great many dollars.

And we take great pleasure in thanking you in making this sale so far, up to the standard of our expectation a great success.

Through good Service and Honest to Goodness values
Our Business is Improving Daily.

FLOUR & FEEDS MITCHELL'S MEAT MARKET PHONE 79
We Cordially invite you, come and see our stock.

Town Topics Tid-bits on the Tip of Everybodys Tongue

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A Hundred Million Industry

The Bread, Biscuit and Confectionery industry in Canada produces articles worth \$97,000,000 worth of raw materials. Something like 60,000 employees are directly engaged while many more are indirectly, but entirely dependent upon this industry for their living.

Pineapple centres are favorites with chocolate lovers. So in Moirs you can choose from such centres as: Pineapple Sundae, Pineapple Velva Pineapple Cubes, Pineapple Fondants, Pineapple Creams, Maraschino Pineapple Cutes, etc.