## The olnim Siltracate

## A. D. Farrah \& Company The Advance House of the No NEWCASTLE, N. B. <br> 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 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 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 garments for which you would willingly pay more. But because our buying organzation 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

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
Betty Compson and Tom Moore.

## 'Over the Border'

Two big stars in a thrill-swept romance of the frozen North. Where smugglers clash with the Northwest Mounted, and a bewitching heroine defies the law. With the sensational climpax actually filmed in a raging blizzard.

FRIDA Y \& SATURDA Y
The Opening Chapter of
Our New Serial "Smashing Through"
A Thrilling Photoplay in 15 Epiodes ALSO
William Russell in "A Self-Male Man"

S An HTLEROSARY



and


40c. per $1 / 2 \mathrm{lb}$. packet.

## CASSIDY'S SHOE STORE <br> McEVOY BLOCK <br> Newcostre n. <br> Men's 1, 2, 3 and 4 buckle Overshoes, $\$ 3.00$ to $\$ 3.00$Men's Laced Overshoes (worn without shoes).. 4.00Men's Stub Proof Gum Shoes, high laced, .....: 3.00Men's Rubbers. closed sides, storm.... $\$ 1.25$ to 1.60Men's Oil Tan Moccasins and RiplessMen's Snowshoes <br> Women's Overgaiters, best colors.Women's Rubbers, to fit all shaped shoesWomen's Felt House Shes altWomenen's Snowshoes, <br> $$
\begin{aligned} & \text { Women's Snowshoes, ..................... } 3.0 \\ & \text { Children's Warm Felt Shoes, High Cuts } 85 \mathrm{c} \text { to } 2.9 \end{aligned}
$$ <br> CASSIDY'S SHOE STORE <br> McEVOY BLOCK <br> NEWCASTLE, N. B.

## Specials at Mitchell's MEATMARKET

## These prices for Cash Only

| 11 lbs. Sugar $\ldots \ldots .$. | $\$ 1.00$ | 2 lbs. Red Rose Tea |
| :--- | :--- | :--- |
| 15 lbs . Beans $\ldots \ldots . .00$ |  |  | $\begin{array}{llll}15 \mathrm{lbs} \text {. Beans } . . . . . . . & 1.00 & 2 \mathrm{lbs} \text {. King Cole Tea. } & \mathbf{1 . 0 0} \\ 14 & \text { bars Surprise Soap } & \mathbf{1 . 0 0} & 2 \mathrm{lbs} \text {. Blue Bird Tea.. } \\ \mathbf{1 . 0 0}\end{array}$ 14 bars P. W. Soap .. 1.002 lbs. Ceylon Tea.... 1.00 $\begin{array}{lrll}14 \text { bars Comfort Soap } & 1.00 & 2 \text { lbs. Salada Tea .... } & \mathbf{1 . 0 0} \\ \text { Seeded Raisins, } 15 \text { oz. } & \mathbf{2 0} & 1 \text { lb. Orange Pekoe blk } & \mathbf{5 0} \\ \text { Seedless Raisins } 11 \mathrm{oz} & .15 & \text { Crisco, ............... } & \mathbf{2 5}\end{array}$ eedless Raisins 110

Special prices on Choice Western Beef at any time. Prices reasonable to all.
Choice Hams, per lb
Picnic Hams, per lh..
Breakfast Bacon, per lb
Pickled Rolled Bacon,
Peaches, per can.
Pineapple, per can
Tomatoes, 7 cans for
Onions, 9 lbs for.
Molasses, per full gallon
33c
25c
.25c
$.250 c$
. $.25 c$
$.25 c$
$.15 c$
$.15 c$
$.30 c$
. $.30 c$
. $.30 c$
. $.30 c$
.$\$ 1.00$

Sausages 20clb.
Our Home Made Sausages can't be beaten. Made from choice cuttings of pork. Try a few lbs .20 c lb .
Pork, Lamb', Fresh, Salt and Smoked Fish, Vegetables, Flour, Feed, etc. Best prices paid for Country Produce

## Mitchell's Meat Market.

Phone 79 We carry a full line of Grocerie
Phone 79 .. - Everything to Eat Newcastle
Stealing Secrets

ad down below the waistcoat of one
Became Public
Ion, Feb. ?-The members of by his doctor, but eventually he ad
an tepportant business circle white
meots each week to discuss larg
trinsactione ware mystifiled recentis The belt contained the necessary to tind that, ahe geaults of their de battaried arranged like cartridges in
 of meetings aelg, behlod doloed doors Iix his'coat 'bocket was a tapping kev


## SEE HIS BIG DOGS IN

 "OVER THE BORDER" Driven by
of PictureFans, meet Fed Weller, who con
of snow scenes in motion pictures.
Fred bas always been interestedFred bas always been interested
and loves dogs. He bought trommiral Peary the pack of Alaskan d
with which the Admiralwith which the Admiral made
successful dash for the Pole. It is
deendescendants of that pack which yo
can see dragging the sled acrosesnow in "Over the Border," the Penrhyn Stanlaws production featuring
Betty Compson and Tom Moorewhich will be shown at the EmpreTheatre for two days, WednesdayYursa
Yharp.
shounte
Mounted
dog.team.
and ethnology, having studied the
subjects while in the Government
service at Taos, N. M., where he help-ed the Taos Indians in ridding the reservation of troublesome squatter
so successfuly that they made him
member of the tribe
Then he accepted a position as
technical adviser on Indianmal lore for picture directors. Whehe is working on a plecture, hls wis
They worked on. "The pound-Up,"
"Behold My
the North."

## the North.

Border" Includes cast of "Over
J. Farrell MacDonald, sidney D'A1drook, L. C. Shumway, Jean deBr.
Edwin J. Brady and Joseph Ray.
which worked a murfled buzzer.
The signals sent out by this
paratus were, of course out they were easily plecked up br large and very sensitive valve receive atide of the astreet.
The leakage was explained at onc The ofrender was ejected minus his Sody , belt, whleh, was kept as a soo tained.

| Hencral bacioty Follows In 1 Henza |
| :---: |
| The Aftey Efficte Often More Soriout Than The Digase Iteelf |


"Every Day in Every Way $I_{m}$ Getting Better and Better
Hear this song sung next Hear this song sung next
week at the Miramichi Hospital Concert.
Then come in and we will be pleased to sell you a copy at

35c.
(WHY PAY MORE) Songs" just arrived, come in and hear them.

Weldon $\mathcal{E} C o$ 'The Biggest uTTLE store in Town' NEWCASTLE

QurXXPERIENCE


WILL HELP YOU your eyes examined by us and解 will not experiment with those Long training in the examization o all kinds of eyes has qualifleci us to
treat your sight properly, Glass-d tted to perfection.

## C. M. Dickison \& Sons

 hone 27. The Rexall Store
## Sherriff's Sale

There will be sold by Public Auction at 2 o'clock p.m. on

Friday, Feb. 16
in front of Morrison's Garage, near Miramichi Hotel
NEWCASTLE, N. B
1 Bowser Gasoline Tank, 1 Second Hand Studebaker Automobile.
the same having been seized by me under execution issued out of the St. John County Fisher Ltd., against A. Morrison and A. Morrison \& Co.
w. f. Cassidy.

Dated at Newcastle N B February 8th 1923




