

Extraordinary December Sale of Womens Serge Dresses

At \$26.00 and \$33.50

Values \$35.00 and \$42.00 Respectively

Colors:---Navy Blue and Black, Sizes 14 to 40

Group One

At \$26.00

This occasion is one of the most important in the history of this store. Many of the dresses in this and the second group are well known to our customers and so we do not need to emphasize the superiority of the qualities. They include Russian blouse effects, (the very last word in gown styles) and suit effects. Many of the Dresses are trimmed with fine Silk Braid and others are Silk or Wool Embroidered on Skirt and Waist. Two colors: navy blue and black. A special purchase in the East together with dresses in stock have made it possible for us to offer these two groups at prices which are practically cost—and in some cases below cost. It is a real chance—Grasp It!

Values \$35.00



Group Two

At \$33.50

The values in this group are of course higher than those at \$26.00. The Dresses are of the same smart styles but of better quality serge or more lavishly trimmed with Braiding and Embroidery. We know the Montreal markets and can assure our customers that it would be difficult to match these values and impossible to better them there. All the accepted styles of the season are included, those in the Russian Blouse style being especially youthful and most becoming to slender women. The Suit Styles have the added advantage of being smart for winter wear beneath the coat and for warmer, Spring days with a fur neck wrap. All sizes, 14 to 40 in navy and black.

Values \$42.00

A Charming Display of Christmas Blouses

In Fine Cotton Voile, Jap Silk and Crepe de Chene

Priced \$1.50 to \$4.50



Such dainty and attractive little Blouses of extra fine quality cotton Voile, Jap Silk, (which by the way is extremely difficult to buy at present) and Crepe de Chene in white, flesh pink, old rose, maize, black, etc. All sizes, 14 to 40.

One of these becoming little Blouses would make the nicest sort of a Christmas present and it need cost no more than \$4.50 and most likely less. Suppose you look them over and see if we have just what you want? It is no trouble at all to show our merchandise.

An Important Sale of Women's Coats

In Tweed, Plush and Velour, with many Fur Trimmed Models Included

Formerly \$25.00, Now **\$18.50**

Formerly \$40.00, Now **\$32.50**



Only a woman knows how desirable it is to have one's Winter Coat good looking as well as comfortably warm and made of a sturdy, long-wearing material.

These Coats we offer possess all these advantages. The materials, Tweed, Plush, Velour and Silvertones are the smartest of the season and in great demand in the fashion centres, they are winter weights and particularly durable. Some of the Coats are belted, collars are deep, convertible style and some are smartly fur-trimmed.

It is not for us to urge you, but if you are in need of a Winter Coat now, or expect to be shortly, do not miss seeing these. We say this in your interests, for we do not expect that such values will fall to our lot again and certainly prices will be higher next season—Buy now!

Announcing New Arrivals

Wool and Wool Jersey Sweaters

\$3.50 to \$15.00

In Sand, Purple, Gold, White, Grey, American Beauty, and other Smart Shades

First of all, let us say that we are simply JUBILANT over this Sweater purchase! They are the nicest we have seen for many a day and the values are away beyond anything we have been able to offer in the past. New York and Montreal are forecasting a Spring of COLOR—the brighter the colors and the more of them the smarter one will be. And these Sweaters are colorful, bright as a sunbeam, becoming and USEFUL. In Pull-Over and Coat styles, every strand pure wool; some of the Pull-Overs are sleeveless and while many of the Sweaters are one color there are some attractive combinations. The Jersey Wool Sweaters are wonderful; they have the vestee effects, silk embroidered, or silk vestee with pearl buttons on each side.—Do See Them.

Women's Wool Jersey, Wool Serge and Silk Poplin Skirts

Navy Blue, Brown, Black and Grey

All sizes.

\$2.50 to \$6.50

Do you know what to give your Mother at Christmas? One of these Skirts would be just the thing, you know. Nothing could be smarter, they wear wonderfully well, are warm, ALWAYS look well, don't wrinkle, and are not the sagging kind. Suppose you look at them before the range of color and sizes are broken?

Men's Ulsters and Ulsterettes

In Oxford Grey and Heather Mixtures

\$22.00 and \$40.00

Heather Mixtures and Grey TWRED, we mean that magnificent material that wears, and wears, and WEARS without end. Lots of Style to them, but oh, they're warm deep pockets, slash or set-in as you prefer and big storm collars or the smaller ones. Built to withstand the raging of winter winds when one is driving out in the open country quite as much as walking in town. The values are beyond anything to be seen on St. James or St. Catherine Street in Montreal—Away Better.

How About the Children?

While you are in the store buying for your own needs, why not look at Coats or Dresses for the little one? It is an opportunity.

A. D. FARRAH & COMPANY

Mitchell Street : : : : : Newcastle, N. B.

Shop Early and Avoid the Christmas Rush.