

A. D. Farrah & Co.

NEWCASTLE

"The Advance House of the North Shore"

Going Right Ahead With The Employees Sale

**Prices that will win friends
Values that will hold them.**



Ideals may be easily expressed with words--but the principals behind those words are meaningless unless an organization is prepared to substantiate them. The two lines displayed above convey a most important message to the men and women of this county--a message that is the result of many years of experience, and many weeks of careful planning, so that its true meaning could be found and appreciated to its full extent in the store itself.

It is hoped that the principals of A. D. Farrah & Co. are modestly stated, because saying means so little and doing means so much. A most cordial invitation is extended to those who are curious to see the goods, compare the values, and test the service of an ideal store.



We are not using comparative prices in this advertisement, that is, we are not stating what the prices were before the reductions made special for this sale, but you can be assured that values are unequalled, and we give you our sincere advice to get an ample supply of your Fall and Winter needs at present. The general conditions of business in the Dominion of Canada has improved in the last few months, and the confidence of the buying public has been restored. The demand is now better and will be greater, which means that prices will be maintained to their present stage if they do not advance, which is very probable for the reason that many factories have been closed and production has been curtailed.

Boys' Merino Underwear, per gar.	.60
Boys' Suits, (sizes 28-34)	\$5.10
Women's white Oxfords, Pumps	1.75
Women's white cordoroid Skirts	\$1.50 to \$2.25
Women's Silk Poplin Skirts....	
all colors, sizes up to 28	3.25
Women's white flannellet.....	
Night Gowns	1.35
Middy Blouses, very special price	.95
Women's wash Dresses.....	1.90
Women's bungalow Aprons....	1.25
Women's and Misses' Sweaters	
sleeveless, pull-over, pure wool	1.50
Infants pull-over Sweaters....	
pure wool, white and sky-blue	.90
Men's Neglige Shirts,.....	
good quality, all sizes,	1.10
Men's Stanfield security ribbed	
Underwear, per garment	1.25
Men's Atlantic rib. Undershirts	.75
Men's blue denim Workshirts..	.69
Clearing of Men's fine Boots, in	
sizes 6, 6 1-2, 7, 7 1-2, tan only	4.75
Clearing of Men's Oxfords.....	
sizes 6, 7, 8, 8 1-2, recede toe	4.25
20% Reduction on Men's Straw	
Hats, priced from \$2.25 to	\$6.00
Men's fall weight Atlantic Under	
wear, per garment	.75
Combinations.....	\$1.50
Men's Grey Coat Sweaters....	1.75
Men's Overalls, blue and striped	1.48
Boys' Sweaters, in coat and pull-	
overs, from 90c to	\$3.75
Tricolette Blouses, fashionable colors	\$4.25



Women's Voile and Organdie...
Dresses, at half their former values, beautiful colors delightful styles,.....\$9.95--\$10.50

Misses' all wool Serge Dresses in very fashionable styles, ages from 6 to 14, in navy blue....
\$6.50 to \$9.50

Women's Serge Dresses, all wool in many assortments of styles, you will fall in love with these dresses,\$10.50 to \$21.50

This Knit Underwear sale should take care of every woman's need

Cotton Vests, medium weight,...	.49
Cumfy Cut Vests, all wool.....	.90
Cotton Vests, embroidered straps	.49
Cotton Combinations.....	.95
Silk and Wool Vests, short sleeve	\$1.90

Children to have a big share in this Knit Underwear Sale.



We are not using comparative prices; all articles are reduced from quarter to half the original prices.

Semi-Brogue Oxfords, tan, black	\$4.25
Purple Calf Oxfords,.....	6.95
Vici Kid Tie Pumps,.....	7.50
Black Suede Pumps,.....	8.50
Patent Leather Oxfords,.....	4.50
Two Strap Pumps.....	4.25

