

CHANGE IN SYSTEM SALE

Under the Management of Georges Durand, the Sale King from Montreal.
Save this Ad. Wait, watch, wait until

Friday, September 3rd

When this Great

PUBLIC SALE of A. D. FARRAH'S

Will Start at 9.30

\$80,000

This Sale will be the biggest hit of the season. Just think of \$80,000 worth of Men's and Ladies' Coats, Suits, Dresses, Blouses, Gents' Furnishings, Boots and Shoes, etc. All the very highest grade has been gone over carefully. New price tickets have all been placed on every garment. The new prices have all been marked in plain figures. There will be one price for everybody and the prices have been marked so low that the entire stock will be cleared in record time.

SET YOUR ALARM CLOCK AND BE HERE EARLY!

SALE STARTS FRIDAY AT 9.30 A.M.

Ladies' Coats



Grasp this opportunity. One big lot of Ladies' Coats for fall and winter wear, reg. \$35.00, Sale Price..... **\$16.50**

Men's Suits

Men's and young men's Suits, values up to \$55.00, to be sold in this big sale for less than factory cost.

Come and see them.

These are great garments and at this great sale you will be able to get your fall and winter suit.

We have them in Blue, Brown, Black and Grey Check

\$19.50 up

Sweaters

Tell your friends about this sale of all-wool Sweaters

Regular price \$3.50, Sale price

\$1.25



Ladies' Boots

Ladies' brown boots, high and Cuban heel, also black and tan, all sizes. Regular \$6.00, \$7.50 and \$10.00, Sale price

\$3.98 up



Men's Boots

Men's working boots, regular \$9.00.....Sale Price **\$5.95**

Men's dress boots, long or short vamp, very latest styles

for street wear, regular \$12.50. Sale Price..... **\$7.90**

Ladies' Dresses



We have taken the women by surprise with these dresses for fall and winter wear. The very newest models, the best quality of cloth in all the beautiful shades. Blue, black and brown.

\$24.50

Silk Stockings

All shades, black, brown, navy, regular \$2.50.

Sale Price

\$1.90



Men's Underwear

We are going to sell Men's Red Label underwear, all wool, reg. \$5.00 for

\$3.50

Nicely made and a good fit.



Skirts

We will have the women so excited about these skirts at

\$2.65

that they will be buying some for their husbands.

Underwear, reg. \$2.50. Sale price **\$1.90**

A. D. Farrah & Co.

Newcastle, N. B.

Gingham Dresses

All gingham dresses for ladies and children to be cleared below cost.

Cape, regular \$3.00. Sale price **\$1.90**

Flannellette Blouse, reg. \$4.00

more 1012 Sale Price \$2.50