

THIS EVENT

Only  
12  
Days  
More



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## The Mighty Axe of Reduction has Fallen and Prices are Hewn Down Like the Giant Timbers of the Forest

The benefits of this sale cannot be much over estimated---to the people it means large savings on much wanted goods at the very beginning of the Fall Season---To Us the Conversion of Goods into much needed Cash. Grasp this Chance and Spare the Home Purse.

**Exceptional Sale of Smart  
\$4.00 Fur Felt Sport Hats**

**\$2.98**

In shades of Sand, Grey, Brown

**Women's Veils**

The Veil "par excellence", No Pins, No Tying. Incomparable as quality--Easy to adjust---Inexpensive.

**10c**

**Incomparable Values In**

**Skirts  
\$3.98**

They are made of the finest Serge obtainable. in Blue and Black, modelled in many attractive styles, most sizes in waist and length.

**Sport Models  
\$8.50**

in pleasing variety of weaves and colors

**Hundreds of Pairs of Wanted  
Hosiery--Real Values**

At 49c we offer an exceptional bargain in medium weight Cashmerette. Black only. Size 9 1-2 and 10.

**49c**

A beautiful Cashmere hose in heather mixtures. A limited stock only. Act at once.

**99c**

If perfect would sell at \$3.50 per pair. Full fashioned hose in silk & wool. Colors: Fawn, Brown, Grey and Bamboo.

**\$1.45**

Look Everywhere--These Are the Best Anywhere

**Girls' Sweaters  
\$1.35**

in Coat Style, old rose shade size 26-32

**SENSATIONAL VALUES IN  
Women's Dresses**

Canton Crepe  
\$23.98

Tricotine  
\$23.98

Taffeta  
\$15.00

Jersey  
\$5.95

Serges  
\$8.98

One of This Week's Worth Wonders Will be the selling of  
**Women's Suits  
and Costumes**

You cannot help but recognize the big value in this stylish Suit of all wool serge **\$22.50**

A very smart Suit in Navy Tricotine, silk lined and built on youthful lines **\$28.50**

Admiring glances will follow you in this truly handsome Suit of Poiret Twill **\$29.95**

Style and appearance and exceptional value are combined in this tricotine suit with mole collar **29.75**

This nicely embroidered Duvetyne suit with Beaver collar and cuffs is worth twice the price **45.00**

An examination of these suits will at once prove to you that we have not exaggerated their values. The Style, Quality and Finish give them that elegant and rich appearance that delight the heart of every woman.

Other Suits From

**\$8.98 UP**

Be Sure It's Cold, But Here's a Remedy

**Women's Sweaters  
\$1.98**

Pure wool in coraletto shade and fashionable styles

**Women's New Fall  
Winter Coats & Wraps  
Now at January Prices**

For an inexpensive coat this presents the utmost in value. A check back Ulster style. **\$21.50**

A skillfully fashioned Velour Coat, silk lined and interlined **\$23.98**

A true Farrah Bargain. This Handsome Duvetyne Coat with Fur collar and cuffs **\$30.00**

A very smart and ultra fashionable in Navy Blue Normandy cloth, lined with crepe de chene **39.00**

This coat is designed as to present very graceful lines in Bolivia cloth with fur collar and cuffs **46.00**

The above are only a few of the many other handsome coats that you will be delighted to see and eager to buy.

Mail orders accompanied by remittance will be given particular attention.

Priced From

**\$12.50 to \$46.00**

<b>Men's Breeches</b> \$3.35 all wool khaki--well made	<b>Men's Larrigans</b> \$2.25 6 inch oil tan--new stock
<b>Mackinaw Shirts</b> \$2.98 heavy all wool dark patterns	<b>Men's Gloves</b> 69c work gloves in mule skin lined
<b>Boys Sweaters</b> 98c to \$1.55 sizes 20-32 all wool Jersey, button over shoulder	<b>Mens</b> 100 p c wool Sweaters \$3.75 in pull over styles two tone collars
<b>Men's Larrigans</b> NEW STOCK \$5.25 10 inch Palmer's Mohawk-Draw String	<b>Men's Underwear</b> \$1.69 Ribbed wool in combination style

**A. D. FARRAH & CO.**

Phone 176

Newcastle, N. B.