

Advance Sale Of NEW FALL & WINTER COATS AND WRAPS

Don't Forget to See
the New Dresses

Plain, Fur Collared and Fur Trimmed
Authoritative Fashion of the Coming Season
At Radically Low Prices

Prices Begin at \$9.50

Arrangements may be made to hold any
coat selected until desired, only a moderate
payment is required

Styles!

for the season 1923-24 are
simply elegant and alluring

Raglan Sleeves Sport
Coats

Sport Coats with Fur
Collars

Straihgt line Coats Side
Tie or Buckle

Blouse Back Coats

Luxurious Wraps, long bell
Sleeves, high muffling fur collars,
and deep fur cuffs.



Fabrics!

Deep Piled Luxurious Velvety
materials in the sale

Bolivia,

Normandy,

Velour,

Polo,

Duvetyne,

Cameline,

Blanket Velours,

Tweeds,

Heavy durable herringbone and
plaid back coatings in sport coats

Here are six examples that tell the story of the Savings, Briefly, Quickly

\$11.50

This is an exceedingly smart coat in Polo Cloth, delicate brown check, inverted pleat back, slash pockets, raglan sleeves. Very servicable for early fall wear.

\$24.95

A distinctive coat in side tie model lined throughout with gray satin lining and wind shields to protect the graceful long sleeves extremely smart cr fall and winter wear.

\$18.00

This coat of pure wool polo Cloth is truly remarkable at the low price of \$18.00 made in jaunty raglan sleeve with corresponding embroidered panels in front and back, lined throughout with figured mercerized poplin a real economy.

\$29.75

The high fur collar and deep fur cuffs in this Coat add to the winter time charm and comfort. The Velvety Duvetyne cloth and the rich taupe shade make this coat an exceptional bargain.

\$21.50

A mannish sport coat made of all luxurious wool plaid back coating in Ulster style half lined with extra heavy satin lining, sleeves protected with wind-shields. A useful coat for frosty weather.

\$39.50

This beautiful velour coat is tailored in the latest silhouette style with high beaver collar and cuffs. Sleeves can be worn loose or fastened at the wrist, it is smartness personified, and priced much below its worth

A Farrah Fashion Event

Patrons are assured that every effort has been made to present only correct styles. To this end our resident buyer made diligent search for the advance style ideas—represented in many phases in this sale.

The Tailoring

The tailoring is of such excellence that one instinctively bestows a much higher valuation than the price ticket carries. Fine silks and heavy crepe de chene are used for linings, and many are interlined.

Concerning the Savings

This establishment in close co-operation with its manufacturers took advantage of the customary between seasons lull in this industry to have these coats made especially for this sale. The substantial economies made by us are reflected in our own low markings.

No Larger Assortment at Height of Season

Anticipation of future requirements is the basis upon which this sale is presented to our patrons—anticipation that is rewarded by substantial savings and selection from assortments that are fully as great if not greater in numbers than any offering of the regular reason.

STORE IS OPEN
ON WEDNESDAY
AFTERNOON

A. D. FARRAH & CO.
NEWCASTLE

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