

FARRAH'S GREATEST ANNIVERSARY SALE!

For 29 years we have been established in Newcastle, always striving to give our customers good value and honest treatment. We appreciate the continued patronage of our many friends and customers, and to show them that this appreciation is genuine, we are offering remarkable bargains

For TEN DAYS, Beginning July 13th

Slip-on Dresses

The smartness and simplicity of their lines is their biggest bid for popularity! Convenience comes next! Slipped over your head, belt adjusted and you are elegantly and simply dressed for any occasion.

Gingham, Beach Cloth, Jersey, Flannel, Serge, --- Reduced to
\$1.49, \$2.39
and upward

Sneakers

For Men, Boys and Children

Guaranteed first quality goods at prices lower than manufacturer's price, every pair must be sold during this sale. Get as many pairs as you need.

Mens and Boys Oxfords...98
Mens and Boys Boots...\$1.10
Childrens,90.

Silk Stockings

This is a real surprise for you, such quality silk can not be manufactured at this price, but we have too many in Grey and must reduce our stock.

Previously 95c
Now 50c

Middy Blouses

This is the beautiful Mary Pickford Middy that has been selling at \$2.25, it is full regulation, splendidly made with emblem on the sleeve and has detachable Flannel collar. The very garment for summer wear.

Sale Price \$1.69

House Aprons

Most of them are the large cover all style---so neat and becoming that they are ideal substitutes for house dresses and what a dress for a

\$1.00

Womens Sport Suits

The Suits in this sale will appeal not only to the woman of limited means who is seeking the greatest value for a small expenditure, but as well to the woman who has many Suits, but is fascinated by whatever is new and beautiful in many delicate shades of

Grey, Blue, Green, Tan and Salmon
\$16.50 to \$23.50

SUPER-ECONOMIES THROUGHOUT THE STORE.

Women's Dresses of Gingham

\$2.59 Upward

There is a big surprise awaiting Northumberland women who visit this store Thursday, our entire stock of Summer Frocks, the loveliest most enchanting models you ever saw, will be placed on sale at really wonderful price concessions. Come down early Thursday. Mornings are always more satisfactory for shopping and you are certain to have better and more complete selection at that time.

\$2.59 \$3.59 \$4.59.

Straw Hats

for as little as **\$1.15**

We have no compunction in featuring so low a price, because the Hats are good Hats---surprisingly so you may be sure, they wouldn't be here if we could have found any Straw Hats anywhere in the world better at the price. Anniversary Price

\$1.15.

Look For the Gold in the Cake!

You are cordially invited to partake of our 29th Birthday Cake as a token of our appreciation of your patronage in the past 29 years. This cake contains besides the proverbial button, Five Gold Pieces of Five Dollars each, or twenty five dollars in all. The cake will be divided in many equal parts---one piece to each customer only. Children must be accompanied by their parents to receive a piece of this cake.

Special Sale of Womens 3 Piece Suits.

Reduced from \$80.00 to \$49.50

Blouses of Canton Crepe attached to the Suit Skirt and forming thereby a smart one-piece frock effect. Such an innovation enhances the value of the Suit in the eyes of women devoted to frocks and who find the blouse problem troublesome, and the result is a very dressy Suit, serving many purposes. Piquette and Tricotine are fabrics employed in the body of the suit. Navy, Sand and Combinations. As sale price is much below cost, all sales are final and no approval. Reduced from \$80.00 to \$49.50.

Men's and Young Men's

High Grade Suits

\$16.50 \$22.50 \$29.50

A Conservative Estimate of their Value

\$25.50 to \$45.50

Strictly all wool Fabrics in many desired shades and patterns, all wool blue serge and the much wanted pencil stripe effect. Hand tailored single and double breasted, as well as conservative models. You will be astonished at these wonderful values at such low prices.

Boys' Suits.

\$4.25 \$8.95 \$10.50

These Suits bring that serviceability of quality and real worth in workmanship that mothers and fathers have come to know characterize boys clothes here, unusually good values are these suits of sturdy all wool fabrics. They are in Norfolk style that boys prefer for summer wear. All sizes in stock.

EVERYONE COME TO FARRAHS FOR BARGAINS!

Fine Silk Ties

Really exquisite ties, many of them knitted styles. Paying 50c for them is getting a discount that no business could afford to give and continue in business long. Lots of beautiful colorings and patterns

50c

Stockings

We scarcely need to advertise Farrah Silk Hose for women, they advertise themselves especially on windy days, in all smart shades and combinations. Reduced to

\$1.90

Bathing Suits

Now is the time to get your Bathing Suit. The water is growing warmer every day. Suits are rapidly being selected by women who are after the new and the smart thing. Anniversary price

\$3.89

Store will be closed all

day Wednesday to

arrange stock.

FARRAH'S

All Wool Serge Skirts.

All Wool Serge Skirts. You cannot afford to miss such an opportunity, hundreds of styles, all sizes. Navy and Black. Simply amazing, if you are a judge of bargains, here is one for you at

\$4.98

Fresh Tub Skirts

Of Pre Shrunk Fabrics, new models in tub skirts of white cord, garbardin and turf satin, plain tailored models with new conceits in pockets and buttons

98c to \$2.25