

More High Power Merchandising at Farrahs' Store
A Three Fold Sale of Women's Dresses, Suits & Coats
 3 Tremendous Events in One--300 Women's Garments Below Cost

Three spectacular Sales in one. It is a fact that ordinarily we would take a page for each of these events—the Volume and the Values warrant it.

But spreading these sales out over a week or two is not our plan—we should sell most of these suits and dresses in two or three days. They are the kind of suits and dresses that merit such a response—they are so much better

\$17.95

Made to Retail at
 \$35, \$40 and Higher



Everyone of them a high grade dress, excellent workmanship, elegant styles—sizes 16, 18, 20 and 38.
 Materials—Taffeta, Satin, and Canton Crepe.

\$13.50

Women's Coats

There are a few Coats in Genuine Polo and Tweed Cloth in light shades. A big bargain—act immediately. Sizes 16, 18, 34, 36, 38, 40.

\$8.75

Made to Sell at
 \$15.00 to \$19.00

Voiles, Flannels, Wool Serge, Crepe de Chene, Dotted Swiss, Etc., Etc.

The lowest price possible to start with—and exceptional choice as well

Winsome summer frocks and sport costumes that will be vastly becoming for vacation, party or afternoon wear. Every model breathes that atmosphere of exclusive daintiness so pleasing to every woman.

\$23.98

Made to Sell up to \$75.00

Canton Crepe, Crepe Knit
 Taffeta, Tricotine

By no stretch of your imagination can you picture to yourself the sheer loveliness of these frocks.

\$23.98 is simply their sale price. It bears no relation to the smart materials and splendid making.

There is no space for details, they are simply wonderful, any one of them is yours for the price if you are here on Thursday July 19th.

\$39.50

Three Piece Suits

Made to Sell at \$75.00

Here is your opportunity to own one of these beautiful Cordine Suits, at a price you can afford to pay.

The blouses are of Canton Crepe in Navy, Grey, or Sand, either beaded or plain. Jackets in side tie, blouse and box styles, embroidery and braid trimmings.

Sale Begins Thursday July 19th

All Sales are Final!

No Approval! No Exchange! No Refund!

This event will begin Thursday July 19th and none will be sold at these prices before that date so to give an equal opportunity to all our customers. Be at the store Thursday. Bargains like these will not wait.

than their prices that women will flock here from far and near.

But please remember that other women are reading this advertisement as well as you, and that values like them won't wait. To share the sale to the fullest Come early Thursday July 19th of course these prices will not be changed until every garment is sold but you will not have the choice; we urge you to come!

\$29.95

Made to Retail at
 \$45.00 to \$65.00



It isn't an every day occurrence that you are able to get Suits like these, not only below cost price but below cost of production. Beautiful tricotines and twills in Navy, Grey, and Black many tailored models, staple styles that you can wear and wear, and always look fashionable. Then there are the Ultra fashionable suit, with long notched collars ending in loop or one buckle fastening. Corded motifs and hand embroidery. All are beautifully lined with Crepe de Chene or Satin.

The type of suit no smartly dressed women can afford to be without.

A. D. FARRAH & COMPANY

STORE IS OPEN ON WEDNESDAY AFTERNOON

PHONE 176

NEWCASTLE