



Gift Store to the People

By Special Appointment of His Majesty KING SANTA CLAUS

For Happy Evenings at home—a Smoking Jacket

There are some fine ones to be had at \$12.50, made of all wool "golf cloth" in colors that dare to be different than a man's street clothes; wine, brown, maroon, heather and oxfords, shawl collar or peak lapel styles with braid and frog fasteners, and the prices range from

\$9.50 to \$12.50

Shirts—gifts a man will take to his bosom.

Silk shirts that were selling for \$9.50 are priced for Christmas at \$6.75. They are tailored throughout with the care common to custom-made kinds.

Madras shirts galore, and all the other favored shirtings are represented in patterns of distinction. Plenty of laundered cuff shirts in plaited and plain front styles, and the prices range from

\$1.00 to \$3.50

Neckwear for the conquest of his heart.

There are ties tailored from imported cut silk squares, so beautiful that even the most finicky of bachelor uncles will express genuine admiration at

\$1.25

Other neckwear in good quality silks and attractive patterns **49c**, or put up in an assortment of

Six to a box \$2.94

A warm Sweater is suggestive of glowing affection

Sweaters which offer an exceptional value, heavy enough for any outdoor need and in plain conservative colors. A decided saving is assured on any sweater selected from this assortment. The prices range from

\$2.50 to \$6.50

A warm Bathrobe will dispose of argument

To give a man a good, warm "chummy" bathrobe is to conspire against his heart such a gift expresses the ultimately satisfying. If a man were to choose his own from the extensive showing we have, he would pick a "beauty" with his eyes shut. The blanketings are warm to the feel, and the colorings are eloquently suggestive of the fireside. The prices range from

\$5.50 to \$10.50

Gauntlet Gloves

Every man wants 'em, yet few think to buy them that's why they'll make an ideal gift. We have fine leather gauntlets with fleece linings at very economical prices.

\$2.35 and \$3.25

Wool Hose, 75c

Silk and Wool Hose, 95c

Imported Hose, \$1.50

A woman is never happy—without a Suit

A very special offering of Women's Suits. Materials are piquette, duvet de laine and tricotine. Colors of navy, reindeer and brown. Many are in the plain tailored effects, while others are more fancy, with beaver and mole collars and fur band trimmings. Up to the last second of style. With a full knowledge of the prevailing prices on suits, we ask you to come and see these and compare, you be the judge of their value. Particularly priced for Christmas selling

\$33.50, \$42.50 and \$75.00

Other Suits from \$12.50 to \$22.50

Women's winter Footwear, featuring several smart models

The mode in footwear is but a matter of personal choice, high cut models in varied colorings are shown, as well as trim oxfords to wear with wool hosiery.

The styles displayed are made of finest leather and findings by our regular manufacturers, and are absolutely guaranteed to give satisfying service. The prices have been severely reduced from \$1.00 to \$3.50 per pair for Christmas selling and range from

\$3.50 to \$7.50.

Boudoir Caps Harmonize

Who would lie abed mornings if getting up meant the joys of wearing a Boudoir Cap? We have them in silk, lace and ribbons at the very reasonable price for Christmas shoppers

75c

The Gift that charms

Women's Cape Gauntlet Gloves

Chiefly because they will be used and used often by the one who receives them. Smart gauntlet gloves with the strap wrist. Perfect fitting models made from selected skins and shown in browns, tans and beavers.

\$2.50

Pay a visit to "Slipper Avenue"

Here you can buy slipper gifts for your sweetheart, sister mother, father, brother and baby too. Boudoir slippers in colors, bright and warm. These will add much Christmas cheer on Christmas day and all the year. Comfy slippers are made with soft leather soles and spring heels, pom pom trimmings decorate the top of the slippers and many harmonizing combinations of colors

\$1.90 and \$2.25

Give her a Sweater

When you choose a Sweater you can't help pleasing. Happy indeed is the woman who unties her package, made festive with tissue paper and holly ribbon, and finds there a Sweater of her favorite color.

It may be of soft wool, the kind so desirable for sports wear or the smart, smart Sweater of Silk—for we are showing plenty of alluring models of all types now at remarkably low prices

\$1.75 to \$12.50

Silk Camisoles

the gift of intimacy.

The silk Camisole is a personal gift which is appreciated for its beauty and utility. Some are trimmed with laces and embroideries, others plain with ribbon bows in colors of navy, flesh and white.

\$1.25 to \$2.25

Fine Hosiery for Christmas Gifts

Nothing you could choose as a Christmas gift could please the average woman more than lovely wool or silk and wool Hosiery. It is a gift which is always acceptable. You can find the most complete assortment of fine Hosiery in the very newest styles here and at very reasonable prices

69c to \$1.85 per pair

A Coat for a happy woman

Old or young, there's not a woman who wouldn't be as happy as a lark if one of our luxurious coats was waiting for her on Christmas morn. We have a number of exclusive variations with fur collars and cuffs or sport models checked or stripped backs, herringbone effects. There are Velours, Bolivia, Normandy and Duvetyne. The mere touch of these luxuriant fabrics impart a real joy to the heart of a woman.

Specially priced for Christmas selling

\$12.50 to \$47.50

The Hidden Romance in Exquisite Handkerchiefs

Handkerchiefs have been "Message Bearers" since the days of old. They have carried messages of war, intrigue and love. They carry messages today, for Christmas remembrance they are the gift exquisite and the gift practical.

59c to \$2.00 per box.

SANTA CLAUS and Men's Overcoats

The Dear old man was bewildered over the great Values in men's overcoats made of scottish wool overcoating in check backs quarter or half lined with silk or mercerized linings. raglan or kimona sleeves, belts and pleats for youngmen's wear the regulation Ulster with storm collar for his elder in the latest shades of browns, greys checks and many new bright shades. All reduced for the Christmas selling and begin at

\$12.50 to \$45.50

Clothes that Boys like, at reduced prices

Comfortable fitting, giving plenty of elbow room to the active boy comfortable weight, keeping him warm when out of doors at his favorite game.

Suits in which boys are happy while at play and in which they feel well dressed at all times. The prices will more than please Parents for the reductions are sincerely actual.

The new styles the boys like, fancy yoke and pleated models, reduced from \$14.00 and \$12.00.

\$9.98

Suspenders 50c

Arm bands 50c

Garters 50c

A. D. Farrah & Company

"The Advance House of the North Shore"
NEWCASTLE, N. E.