

OUR REASON

All Goods in Our Wholesale Department to be Sold to the Retail Trade at Wholesale and Factory Prices During this Sale

We want to take advantage of this unusual opportunity. By getting a 10 p. c. discount through paying our bills cash, it means a saving of over 100 p. c. yearly. That extra percentage we are going to give to you during this sale.

As is customary of this store, in buying our goods, we selected them with the utmost caution, getting only the very finest grades of merchandise at the right prices notwithstanding the fact that cotton raised in price the last few months from 8c to 18c a pound. We bought our goods at the old prices so you can figure double and triple savings in many cases, quadruple savings through taking advantage of this sale. The bargains we are giving will be planted deeply in your mind and all other sales records destroyed.



STORE OPEN

Until 9 p.m.

Each Evening

DURING

Sale

COME

SAVE

Retailing Large Wholesale Stock At FACTORY PRICES

Ladies' Combination Suits

These combination suits are made of very fine soft cotton. \$2.25 value. Now **98c**

Ladies Flannellet Drawers

Heavy quality flannellet well made \$1.50 value. Now **98c**

Men's Leather Mitts.

Heavy leather make, these mitts are warm and they are also leather lined, excellent quality. \$1.25 value. Now **72c**

Mens Leather Gloves

Made of best quality leather and very warm. \$1.25 value. Now **65c**

Boys' Oversocks

Nice all wool oversocks, in black only, made to give good service. \$1.25 value. Now **65c**

Bow Ties

All silk, in latest styles. 90c value. Now **55c**

Men's Oxfords

Made of highest grade cordovan welt sole, solid heel. \$6.50 value. Now **\$3.75**

Men's Mackinaw Caps

All sizes, made from best quality mackinaw cloth, \$2.75 value. Now **\$1.50**

Sale Starts Thursday, Dec. 1st AT 10 A. M.

Store Open Until 9:00 O'clock p.m. Each Evening During This Sale.

THIS SALE YOU WILL FIND HAS STRENGTH and STABILITY BECAUSE of the GENUINE MONEY SAVING OPPORTUNITY OFFERED. WE WILL DOLE OUT BARGAINS IN HENRY FORD STYLE

Fashion has no more BEAUTIFUL and STYLISH DRESSES than you will find displayed at this store. They are admired and purchased by women who discriminate, know and appreciate the very latest motifs and silhouettes. Included in the showing are stunning adaptations from original models by "Worth-Jenny-Madeleine et Madeleine and Rubenstein. The models are made up in Canton Crepe, combined with Pan Velvet. Russiar Silk with all over lace. Charmeuse combined with silk net embroidered in tinsel and silk and many other beautiful combinations too numerous to mention.

ONE PAIR OF \$3.50 KID GLOVES GIVEN WITH THE PURCHASE OF EACH TRICOTINE DRESS.

Dresses \$35.00 value, now **\$39.98**
\$36.00 value, now **\$19.98**
\$30.00 value, now **\$17.50**

Sleeveless Dresses in all wool Serge and Tricotine \$12.50 value, now **\$8.98** \$6.50 value, now **\$4.98**

Children's Dresses All wool Serge in desirable colors and styles. A full run of sizes. \$10.00 value, now **\$6.50**

Ladies' Coats

A very fine selection of high-grade coats in wonderful styles and material. A model for every lady regardless of what her taste may be. The materials are Wool Velour, Polo Cloth, Chamostyne, Bolivia Cloth and many others. All sizes and a full assortment of colors. All lined in beautiful silk linings. \$55.00 value. Now **\$39.98**
Two Coats Now **\$9.98**

Revel in this Bargain Riot! The Buying Chance of the Age

Men's Leather Mitts Flannel lined, tight knitted wrists a very warm mitt. \$1.75 value, now **98c**

Men's Dress Shoes Made from finest calfskin in black only, all sizes. \$8.50 value, now **\$4.75**

Men's Overshoes Good heavy quality, one buckle. Large sizes only, \$2.50 value, now **\$1.50**

Mens Mackinaw Shirts All wool, all seams reinforced made to give long service \$5.50 value **\$3.25**

Men's Kersey Shirts Very heavy quality, in grey or blue. All sizes. \$4.50 value. Now **\$3.50**

Boys' Underwear Merino shirts and drawers, medium weight, broken sizes. 85c value, now **50c**

Men's Underwear Combination suits, merino wear, medium weight. \$2.00 value. Now **\$1.25**

Men's Socks Men's all wool work socks, good heavy quality. 90c value. Now **65c**

OUR DELIBERATE INTENT IS TO MAKE LONG AND FAVORABLY REMEMBERED FRIENDS

Quality and Price cannot be separated when you consider the question of saving money. We buy Men's Clothing for the wholesale trade. We are going to sell you fine all wool clothing at wholesale and manufacturer's prices during this sale.

Mens Overcoats

Semi-belted, satin lined \$18.50 \$30.00 value, now **18.50**

Usters and Ulsterettes Checked backed cloth, semi belted Belted, Form-Fitting and Raglan styles. \$60.00 value, now **\$35.00**

Men's Suits

All new goods of fine all wool materials. A big assortment of checks and solid patterns to choose from. Was \$18. to \$25. now **\$10.95**

Special

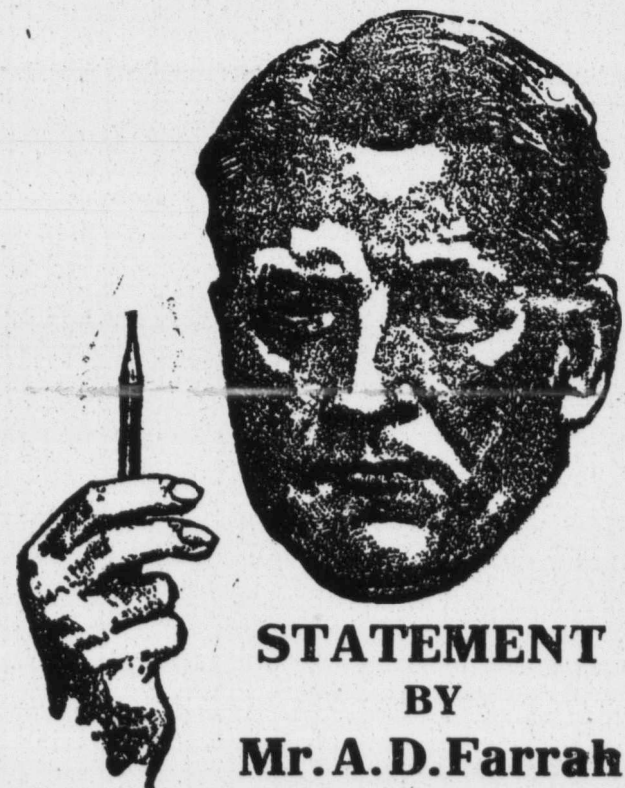
Herring-Bone Stripes, Pin Stripes, Blue Serges, Checks and Mixtures. Also all wool Worsteds. Was \$55.00 **\$34.50** Now

Men's Suits

Fine tailoring and quality, wool cloth, will be found in these fine suits. Were \$30. and \$35. Now **\$16.90**

Mackinaws!

Hundreds of them! Thousands of them! All to be sold at wholesale and factory prices during this sale. When you buy one of these coats you save 1-4 to 1-3 and as much as 1-2. Excellent all wool coats. Extra heavy coats, also medium weight coats. In sizes 34, 36, 38, 40, 42, 44, 46. The colors: Black, Brown, Blue, Green, Grey, and Dark Red over checked. They go at only a fraction of their real value. Some Norfolk, Semi-Norfolk, and plain styles. All have large shawl collars, patch pockets. \$9.00 Value, Now **\$6.50** \$10.50 Value, Now **\$7.25** \$9.50 Value, Now **\$6.75** \$11.00 Value, Now **\$7.50** \$18.00 Value, Now **12.50** Made of 34 oz. Mackinaw Cloth



FRANKLY, FOLKS! I believe in true value giving. I never knowingly misrepresent or mistake a value. When I state a former price as in this double page advertisement, it means that it formerly sold at that price. I do not exaggerate values. When I offer you an article at a sale price it means that the reduction is genuine and that the original price tag has not been tampered with.

This store has built a reputation during the last 28 years on the foundation of honest dealings, honest advertising and the handling only of first class merchandise. I therefore believe that honesty is the best policy and I am sincerely going to try to give you the best merchandise values possible during the progress of this sale.

A. D. FARRAH AND CO'Y