

Prosperity Sale, Oct. 12th to 22nd

A. D. FARRAH and CO.

"The Advance House of the North Shore"

Prosperity is Coming!

Its up to us to go out and meet it!

As early as June 1920 we foresaw the radical readjustment in wholesale prices. We were the first in this district to reduce our prices to lower market levels. This period of adjustment, whatever its losses to us, resulted in the utmost confidence in our policy and a gratifying success in our sales.

NOW!

Many signs indicate that a distinct turn for the better has been taken by the tide of business. The spectacular rise in cotton a couple of weeks ago, the rallying in price of soil products, re-opening of factories with resumption of employment, are a distinct indication of the firming up of prices; and that prosperity is coming on a steady basis for those who will take advantage of it. Today we say with confidence in our judgement as merchants, and mindful of our responsibility to the public, that it is both wise and safe to

BUY NOW!

In any store that has a knowledge of the market and is honestly giving you the advantage of every cut in wholesale prices. Without reserve, our prices will be kept on a basis of replacement cost.

Heavy Clothing for Men

If you want your dollar to earn the largest return come to us

If we were to write all the bargains we have for you, it would take many pages like this. There are Sox, Shirts, Boots, Rubbers, Gum Rubbers, Neckties, Suspenders, Suits, Hats, Overalls and many other little things a man wants this time of the year.

Special Values in

Men's Mackinaw Coats

All wool Mackinaws, that will give splendid wear and have a stylish appearance. An assortment of checks, grey, brown, wine, green, and black, four styles.

Plain with belt.....	\$7.50
Semi Norfolk.....	\$8.00
Full Norfolk.....	\$8.50
Pinch Back.....	\$8.50

Boys' Mackinaws

Are made of same material as the mens'. Ranging in price.

\$5.50 and \$6.50

Men's Larrigans

We carry a variety of lines in the John Palmer make, including the famous Moose Head brands.

522 Special 6 inch ordinary sewing, a good larrigan for the price.....	\$2.25
Also 10 inch leg in same quality.....	\$3.50
Moose Head ripless, 6 inch leg.....	\$6.50
" " " " 10 inch leg.....	\$7.50

Special Values in

Knickers and Trousers

In all wool mackinaw cloth of dependable quality and excellent make, in assortment of checks in three styles.

Trousers.....	\$5.00
Breeches.....	\$4.75
Knee Buckle.....	\$4.75

The above are made to match coats, thus making a complete suit if desired.

Men's Sweaters

A large variety to choose from, Coat Sweater or Pull-Over, all made from dependable quality yarns and range in price.

\$1.90 to \$6.50

A Very Tempting and Interesting Offer for the Women

One Day Only, Thursday, Oct. 13
20% Discount on all our hand-tailored Tricotine Dresses and Suits

Also a present of a Silk Camisole with each dress or suit. These of our customers who are acquainted with the carefully selected line of goods we carry, and our regular moderate prices realize the sincerity of our intentions in offering such a bonafide bargain and trust they will take advantage of the occasion

Special Values in

Men's Mackinaw Shirts

Made of all wool Mackinaw cloth in a variety of patterns, large and roomy and sure to keep out the chills of cold weather. Two styles.

Blazers.....	\$3.95
Shirts,.....	\$3.75, \$4.00, \$4.50

Men's and Young Men's

Overcoats

New styles, new materials, variety of patterns all sizes, excellent fit every coat, reflect individuality and good taste. Ulsters with storm collar, full lining, suitable for extreme cold weather.

\$25.50

Ulsterette in semi-fitting models suitable for town wear

\$18.50

Men's Heavy Ribbed

Underwear

This sale offers an unequal opportunity for men who want an all wool shirt for a ridiculously low price. These shirts not having drawers to match we are offering them

Gold Label 90c Black-Label \$1.25