

Farmers' Week at Farrah's

Beginning Wednesday, Oct. 25th and Terminating Tuesday, Oct. 31st.

Better Qualities Larger Quantities

Lowest Prices.

\$15.00 PRIZE CONTEST \$15.00

For Everybody---Read Conditions Below.

A First Prize of Ten Dollars Cash will be awarded to the person guessing the nearest number of flight and tail feathers of the live rooster placed in our window. A second prize of Five Dollars to the next nearest. In case of a tie the first person registering the guess will be awarded the prize. Cards will be provided at our office for registration, on which the date, name and address of the person making guess must

be plainly written and placed in a closed box, the key of which has been placed in the hands of the judges. It is not necessary that you make a purchase to enter this contest. Just look at the rooster, make a guess, walk in, and register your guess. We are glad to see you. The Judges are Mayor C. E. Fish, Messrs. H. Williston and J. E. T. Lindon. Announcement of the winners will be advertised the following week in the local papers.

Dresses

\$9.98 to \$48.50

Some of the finest dresses in our fall and winter showings have been left here and there in odd groups, and in order to effect a prompt clearance, we have reduced the prices 1-3 to 1-2 below their real values. Some lovely lace dinner frocks are among them and any number of taffetas, canton crepe, crepe knitt and tricelines, beaded, embroidered fringed or trimmed in many other delightful ways, simple street frocks, afternoon dresses and many attractive sport dresses, all the popular colors too

\$9.98, \$13.50, \$16.50, \$18.25.50 up to \$48.50

Women's Suits.

\$12.50 to \$63.50

Suits smartly simple with long slender line coats, trimly tailored of Tricotine, Piquetine or Poiret Twill in navy blue, brown, sand and black, combined with luxurious furs, with clever trimmings and adornments.

\$12.50 to \$63.50

Skirts

At \$4.98

Knife pleated, or side pleated or box pleated in clever combination of pleats or plain straight lines. The colorings reflect the rich autumn tones in stripes and plaids or the more conservative every day colors, navy blue or black. The materials are the newest of fall weaves, stunning skirts and begin at

\$4.98

Coats

Fur collars, fur cuffs, fur pockets, fur panels, everywhere furs so richly flattering! That is the keynote of this winter's coat styles, furs and variety. For there is every style of coat, mannish sport coats, belted and loose, straight lines and flaring sleeved coats and unsleeved wraps, anything you may desire or find becoming in fabrics that are sturdy or sumptuous, soft, whatever you want you can find it here, and regardless of price we point with pride to the coat value we offer.



\$13.50, \$15.50, \$18.50
\$25.50 to \$53.50

Mackinaw Coats for Men.

We've held some sales this season that have become long to be remembered facts in the minds of Northumberland men. But here is the greatest of them all. These all wool Mackinaw Coats in three styles in grey only

\$5.75

Boys' Mackinaw Coats

\$5.75

All wool Mackinaw Cloth in grey, green, brown, and black Norfolk style, durable, warm and of excellent appearance.

\$5.75

When a Man Buys a Suit of Clothes

he wants a reliable fabric. He wants a careful tailoring and more than anything else, he wants a suit that will give him a combination of good service and good appearance. Farrah clothing is holding an enviable reputation among men for giving satisfaction. There are splendid selections of fall and winter suits ready now, prices as low as

\$16.50

Worsted Suits in pepper and salt mixture in sizes of 36 to 39

\$16.50

Botany all wool Serge, navy blue

\$17.25

Underwear. For Boys

100 p. c. pure wool, ribbed style, soft and smooth, can be worn on the tenderest skin, sizes from 22 to 34.

79c to 99c gar.

Shoes for all

Boys' school boots, solid leather, in tan or black, sizes 1 to 5.

\$3.65

Boots in sizes 8 to 13 solid leather

\$2.25

Baby boots in assorted colors, flexible sole 90c

Overcoats. For Men & Youngsters

I have but this moment come from the Mens Clothing Department at Farrah's and from the overwhelming mass of Overcoats I saw, I have a composite idea. First of all, made of Crombie Cloth, a perfect wonder of a coating that hails from bonnie Scotland, and that bears the unmistakable label of that country in its plaid back, staunch warmth and thickness. Great coats of the rugged man kind

\$30.00 to \$50.00

Raglan sleeved, swaggerly belted tweeds, snug form-fitting coats for younger men, all of dependable qualities and begin at

\$12.50

Underwear. For Men

All wool ribbed red label combination. Closing out entire lot from well known manufacturer, enabled us to present this wonderful bargain to you at

\$1.89 a Suit

Shoes for Women

Oxfords for autumn, of course smartly made of calf skin in a variety of shades, in many attractive styles and begin at

\$2.98 to \$5.95

Gum Shoes For Men and Boys

In the Life Buoy make, rolled edge, in black or grey, also leather tops.

Boys' Brunswick, 1 to 5, - \$2.50
Boys' Brant, 1 to 5, - - - \$3.25
Men's Frontenac, 7 to 11 - \$4.25

Fashions For the Young Miss

Charmingly simple and simply charming dresses of all wool serge in navy blue, beautifully embroidered at prices everyone can afford.

\$3.95 to \$5.95

Coats

Never were coats made in more becoming ways than for this new season. The wonderfully pliable, wintry materials in soft brown, tans, blues and greys with serge trimming and inter-lining, making a wonderfully warm coat for the little ones from ages 4 to 14.

\$6.25 to \$11.00

A. D. Farrah & Co.

"The Advance House of the North Shore"

NEWCASTLE,

N. B.