

FARRAH'S REORGANIZATION SALE

Oh! for a Word that is Better than "Sale"

EXTRA

Sales people have been engaged for this great event.

The word "SALE" falls far short of expressing a situation which enables every man, woman and child on the Miramichi to make their winter outfitting money go about three times as far as ordinary circumstances. The ruthless hand of the organizer is going over the stock Prices—Cutting and Slashing—It is like the hand writing on the wall—All goods must be converted into Cash—No matter at a loss or a profit. Thousands of dollars worth of New Crisp Merchandise have been purchased specially for this Sale, to compliment our already extensive stock and thus insure our customers a complete assortment of sizes and ample supply for all. Many manufacturers who are entering with

us into the new organization have made special concessions in prices to help and make this sale the largest and greatest ever staged on the banks of the Miramichi. All offerings in this sale regardless of how low the prices are, bear the Farrah guarantee of satisfaction. Please remember that this announcement is read by eight thousand people who know Farrah's values and the truthfulness of their advertising—and that a stock, no matter how large it is, will soon give way to their demands at such low prices. Do not put off the hour. List your wants and come. Numberless bargains are offered that are not on this page. Everything will be on display with a Sale Price marked in plain figures.

STORE

will be closed all day Friday to finish necessary preparations.

One Hundred Coats

in a Whirlwind Disposal For Women and Misses

Being entirely new arrivals, supremely beautiful coats, together with superb coats from our collections.

This is the premier coat event of the season.

In scope and vastness of assortment, our collections are incomparable.

The best selection will be in the early part of the sale.

Re-grouped and reduced at five sale prices

\$13.50 to \$48.50



SAVINGS $\frac{1}{4}$ $\frac{1}{3}$ $\frac{1}{2}$ SAVINGS

SALE OPENS SAT. OCT. 7th

At 9.30 O'Clock

A Dress Opportunity

In this collection there are Dresses that have sold as high as \$35. A Dress in Tricotine, Serge, Silk, Crepe de Chene and Jersey all are of authentic styles and dependable qualities, mostly in sizes 16-18 few 20 and 38. Many sleeveless dresses in black and blue all wool worsted serge that have sold as high as \$15.00 are included to facilitate choice and insure quick disposal we have made one very low price



\$9.98



Exceptional Bargains in

Men's Sweaters

Pull-over or coat sweaters, excellent to wear, good to look at

\$1.75

Men's Underwear

\$2.19

Red Label Atlantic Combination Ribbed, lower than manufacturers price. Act quick.

\$2.19

Men's Caps

\$1.49

Made of good Mackinaw Cloth in colored checks and plain Black and khaki

\$1.49

Woodsmen's Socks

69c.

You will appreciate this price better when you see and feel the quality of these Socks

69c.

Men's Mitts

49c.

Made of split horse hide with wool wristband and wool lining, good and comfortable

49c.



An Eyefull of Values!!

Boy's Underwear

39c.

A Veritable Bargain in Drawers only, made of heavy merino yarns, assorted sizes.

39c.

Boy's Golf Hose

65c.

An all wool Hose of exceptional value that wears and wears. A very limited quantity in stock

65c.

Men's Underwear

79c.

In Scottish knit, broken sizes. Shirts & Drawers excellent for immediate wear

79c.

Men's Mufflers

69c.

All wool dark grey Mufflers, very comfortable and dressy.

69c.



Is Your Opportunity to get Your Winter Needs.

Men's Suits

at \$25.50

An exceptionally lucky purchase enables us to give this wonderful bargain to our customers. These suits come in grey worsted all wool English Serge, serge lining, good workmanship, conservative styles. Only a few in stock and we advise immediate action. The price is

\$25.50

Men's Mackinaw Coats

\$5.75

Splendidly tailored, warm and fleecy, in dark grey checks, double breasted, shawl or square collar, all round belt and flap pockets

\$5.75

EXTRA BARGAINS RARE

HURRY

Men's Boots

\$3.25

in Mahogany Calf, recede toe; Comfortable last; solid leather insole. A boot that will give excellent wear for work or dress

\$3.25

Men's Farm Boots

\$2.59

Made of Cow Hide, water proof; excellent for general farm work, or around the mill. In large sizes only

\$2.59

Women's Sweaters

\$2.35

All wool Pull-Over in assorted shades and sizes. Very warm and stylish; some have sailor collars.

\$2.35

Women's Oxfords

\$2.98

in Black or Tan medium pointed toe, Very classy last with rubber heel. Limited quantity only

\$2.98

Women's Underwear

50c

Cotton Combinations nicely finished with embroidery trimmings. Slightly soiled.

50c

Women's Nightgowns

79c

in White Flannellette; long sleeves; with V or closed neck. Slightly soiled.

79c

Boys' Suits

at wholesale

Mothers and Fathers!! if your boy needs a suit, you can't afford to pass this rare opportunity to get the boy a suit that will give him good wear as well as a nice appearance. At the price we are offering this lot of suits it will pay you to come and look them over. The price is

\$4.98

Newcastle, N. B.

No Mail or phone orders are accepted
It will pay you to come

A. D. FARRAH & COMPANY

Newcastle, N. B.

All sales are final, no exchange, refund or approval