

ANNOUNCING OUR SPRING OPENING

Service that is prompt.
Styles that are correct.
Merchandise that is dependable.
Prices that are Right!

All the newest and finest the Metropolitan Shops have to offer in Spring Merchandise is here on display. Don't fail to visit the store within the next week and look over the new goods. You will receive a cordial welcome, and you will see plenty of bargains to save you money. We have made sizable reductions on many of the new articles, so come early.

Glance over the items mentioned on this page, and you will doubtless find many things in which you are interested, priced less than you had intended paying for them. This Spring Opening Sale is a triumph for us, an opportunity for you.

We're bringing down the prices, keeping up the quality, that's why this is the place to shop.

You have always received the best possible service at this store, and you always will.

Formal Spring Showing at New Low Prices, Starts Saturday, April 8

We're not bashful, we admit we have the snappiest, best looking, and highest quality, fine merchandise in this county. Come and feast your eyes.

Goods Priced Less than usual.

A typical Farrah & Co. dress event of special significance, since it offers at the very start of the Easter Season, values that would be unusual even at the end of the season.

\$11.95 could hardly be expected to buy anything but the most prosaic spring frock, but in this offering we have contrived to bring together some of the most charming novelty styles of the season. Brilliant colors, unusual trimmings, and other features that are entirely new. There is a beautiful array of Copen., Brown, Navy Blue and the New Baby Blue in Satin Crepe, Silk, Crepe de Chene. \$11.95

EASTER GREETINGS



Extra Special!
Women's
Walking
Boots

Mahogany calf, in sizes 1-2 and 3. Excellent value
\$3.95

Women's
Rubbers
75c

New Frocks

Gorgeous with the splendor of the tropics is a frock of Satin Crepe with an over skirt of net richly embroidered with harmonious colorings or inlaid with silver or gold tinsel, a most charming combination purchased particularly for our Spring Opening. \$22.50

Frocks of Taffeta and Canton Crepe

You will be captivated with these ingeniously fashioned frocks. There are fascinating New Sleeves and many New Versions of the Tunic. \$19.50 to \$25.00

Dainty Underwear

There is so much to tell and space so utterly inadequate that comment must be brief. In the absence of detailed descriptions of this lovely underwear of silk, muslin and cotton. Let the nature of the occasion impress you. Let the underwear itself, in its beauty and its prices—convince you that April at Farrah's is a time of times to provide and save.

25c to \$6.50

An Eye-Opening Offer

The Separate Skirt this season is indispensable to the smartly costumed woman. Whether it be for sports wear or semi-dress, the new skirts have created a circle all their own. One may choose from the ever popular serge in navy and black, baronett satin, new stripped skirts not forgetting tweeds, plaids and mixtures; at 20 p.c. discount off regular prices, that is you get a dollars worth for eighty cents. Priced at

\$15.00 downward to \$2.75

Coats—Capes

The Cape's the thing. Gracefully fashioned of materials that have warmth but not weight, Lustrous fabrics that invite the hand to touch their softness, such as Tricotine, Gerona and Veldyne, all of course exquisitely silk lined and in every shade favored for Spring.

Coats of Soft Woolens take to mannish lines and the enjoyment of possessing such a Coat should hasten you on to your selection.

The unusual demand for the new silk dresses forces the capes and wraps to the fore, and with their beautiful new youthful styling, they are very popular. In the popular priced garments we have them as low as \$22.50

Better Garments \$22.50 to \$52.00

Less 10 per cent. discount for this occasion

Polo Coats for sport, motoring or general wear are also favored by discriminating purchasers. Moderately priced \$13.50 up.

Gloves

Sleeveless frocks, says Paris, and long gloves follow as a matter of course: kid gloves of that exquisite texture and nicety of workmanship which only the French know how to attain.

Three styles, elbow length, gauntlet, and two clasp, in an array of colorings, they also include the washable shammy.

Frivolous silk gauntlets ornamented with narrow embroidery with Canada's own chic

\$1.25 to \$4.50

Women's Suits

Last year the same quality and style found in these Suits were so much higher priced that the difference is hardly believable.

Here one may choose models entirely new, but with the quality ideals for which the name of Farrah stands. Coats that have the tell-tale finesse of hand finishing that distinguishes finest custom work, combined with an undeniable air of individuality.

One is agreeably surprised at the freedom of line that these suits assume. In some, sleeves are loose, coats are straight and boxy, and even scant skirts have achieved a certain ease not shown in many seasons.

To compensate one for quiet suit shades gay hued linings, embroideries and beadings accompany new suits. One chooses one's suit at 10 p.c. discount off regular prices which run from sizes 16 to 44 1-2

\$55.00 downward to \$16.50

Bargains in Spring Sweaters

In the new Sweaters for Spring. The tuxedo styles predominate, although slip on and tie backs styles for the Miss are proving to be popular. Our collection for spring opening, composed of snappy models in jersey, alpaca, fibre silk and pure silk, in variety of colors and combinations. The 10 p.c. discount off regular prices make them an irresistible bargain. Priced from

\$12.00 down to \$1.50

An Easter Gift for You

Fashion has rescued from the limbo of forgotten things, the Roman girdles and made them as popular today as they were centuries ago, when Rome was mistress of the world. Fashion cannot be blamed for reviving such exquisite style, truly the girdle around the waist has an expression of charm cannot be pictured with words, must be seen to be understood.

A. D. FARRAH & CO.

"The Advance House of the North Shore"

Newcastle, N. B.

"STOP AND SHOP"