

We buy back at purchase price any article that is returned in good condition. We may make a mistake but you cannot.

OPPORTUNITY



There are certain old saws that we have mighty little use for in this store and one of them is to the effect that "Opportunity knocks but once at every man's door."

It is a high sounding and big saying, and that is all---it isn't true. Opportunity is no such infrequent visitor, no such timid knocker. Every day and all day Opportunity pounds and clamors at every door. The word "Opportunity" appears in

The H. S. Falls Co.

advertising frequently. We use it because it means something and every time we use it, it is with its full meaning. For this store is a gathering place of good things that opportunity brings, a place for their distribution to those who look forward instead of backward. From all points of Norfolk and beyond customers will take advantage of these opportunities.

Summer Flannelette Blankets in White and Grey, medium size, the pair, 88c. Large double bed size, \$1.15 a pair.

White Cotton Thread, spools containing 1000 yards, 10c each.

Natural Shantung Silk, 25 inches wide, 44c a yard, 32 inches wide 55c, a yard.

Women's White Cotton Drawers, exceptional value, the pair, 15c, 19c, and 33c each.

Women's Colored Wash Under-skirts, 75c each.

Men's Heavy Working Sox, seamless, blue and brown mixed, 3 pair for 25c.

Men's Dark Grey Union Sox, 2 pair for 25c.

Men's Colored Cambric Shirts all sizes with cuff detached, 50c each.

Men's Heavy Striped Molekin Overalls, all sizes 60c, instead of \$1.00 a pair.

Men's Fine Black and Tan Cotton Sox, all sizes, 10c a pair.

Boy's Overalls with braces, bib and lots of pockets, to fit boys 5 to 12 years, 29c a pair.

Men's Field Straw Hats, wide brim, fine straw, each 22½c.

Linen Window Shades, different colors, mounted all complete with pull, each 25c.

Several hundred yards of English Brussels Carpets, worth \$1.25 a yard, selling at 96c.

Good styles in Women's Dressing Sacques at 25c, 50c, 85c, 95c and \$1.50.

Young Men's Sample Felt Hats, all soft, various shapes, one and two of a kind is reason for selling these \$1.50 and \$2.00 hats for \$1.00.

Boy's School Shirts with pockets and collars attached, size 12 to 14, each 39c.

Men's Heavy Black Rubber Coats for hard banging each \$3.50, \$4.00, and \$4.50.

Boy Play and School Blouses, made from black sateen, plain and fancy check gingham, will fit boys 6 to 14 years, each 35c.

New Cord Neck Frillings, great variety, 2 frills for 10c instead of one.

Full size boxes of gas wax Tapers 3 boxes instead of one for 5c.

White Canvas Garden Gloves with ribbed tops, sizes for men and women, the pair 10c.

1000 yards of new American printed Batiste for dainty summer frocks the yard 20c.

White Pearl Buttons all the useful sizes, 5c a dozen.

New plaid and check English Wash Gingham worth 15c and 18c for 12½c a yard.

Women's stylish long odd Wash Coats in White Tan, Blue and Pink, each \$3.75.

Fine quality Black Taffeta Under-skirts, \$4.90.

Linen Spools, Black or Grey, 2 for 5c.

Falls, the One Price Clothier sells "Progress" Brand English Serge Suits in Navy or Black for men at \$10.00, \$12.00 and \$15.00. No more no less.

Heavy White Marseilles Quilts, 2 yards wide by 2½ yards long, \$1.15 each instead of \$1.75.

Peabody's Overalls and Smocks are said to be the best Overalls and Smocks sold in Canada. The H. S. Falls Co. have no reason to doubt it. A full line of these celebrated Overalls and Smocks on sale at the H. S. Falls Co.

Boys' Odd Knicker Pants, all sizes up to 33, only 39c the pair.

Boys' American Wash Suits, good styles, the suit 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00 and \$2.50.

Girls' School Parasols, 44c each.

Girls' Fancy Parasols, 15c each.

Eleven only Men's two piece, fine Tweed suits, mostly light colors, made from best of cloth. Suits worth up to \$12.00. Your choice \$5.90.

Needles, the best money can buy, all sizes, 4c a paper.

Pins containing 14 rows, assorted sizes, 4c a paper.

Women's Cotton, Lisle, and Silk Knitted Vests and Drawers, 10c to \$1.50 the garment.

Men's Summer Underwear, 25c to \$2.00 the garment.

New York styles in Fancy Parasols, \$1.00 to \$8.00.

Ladies' 23 and 25 inch Umbrellas 75c to \$5.00.

Bath Towels, bleached and unbleached, 12½c to \$1.50 each.

Linen Huck Towels, 10c to \$1.25 each.

Bleached Table Damask, 25c to \$1.50 per yard.

Unbleached Table Damask, 25c to \$1.00 per yard.

Table Napkins, Different sizes the dozen, \$1.00 to \$8.75.

Irish and Scotch Linen Table Cloths, \$1.44 to \$10.00.

Black Beau de Soie Silk, 75c to \$1.75 a yard.

Colored Silks in great profusion, 25c to \$1.50 a yard.

Black Taffeta Silk, 50c to \$1.25 a yard.

Corsets, all the good kinds, 50c to \$5.00 a pair.

Women's Hosiery in Cotton, Lisle Silk and Summer Cashmere, the pair 12½c to \$1.50.

A fine carpet stock. Wiltons up to \$2.50 a yard. Brussels up to \$1.50 a yard. Tapestry up to 90c a yard. Wool carpets up to \$1.00. Cocoa mattings for verandahs, ½, 1, 1½ and 2 yards wide.

Lace Curtains 800 pairs on sale, 25c to \$10.00 a pair.

Hat Pins in Jet, Sterling and gold filled, 5c to \$3.50 each.



Women's Separate Skirts.

Beginning with Rainy Day Skirts and ending with those of Wash Material and Fine Voile. We take always the greatest pains to have our Skirts, "well balanced" so that if alteration are required they can be made satisfactory. The new circular gores and endless varieties of pleated effects appears at their best in these.

Fancy Wool Mixtures at \$3.25.
White Rep at \$2.00, \$3.00 and \$4.50.
Black and Colored Mohairs at \$3.75.
Black Voiles at \$7.50, \$8.00 and \$9.75.
Other Wash Skirt at \$1.50, \$1.75 and \$2.00.
Panamas and Serges at \$4.00, \$5.00, \$6.00 and \$7.50.

Mid-Summer Millinery Abloom.

Flowers everywhere on the New Summer Hats. Some real good bargains too.

At \$2.90 your choice of twenty Hats, worth up to \$4.50. At \$3.90 your choice of Twenty-Five Hats worth up to \$7.00.

Not an old or shop-worn or soiled Hat among them, but Hats that have been here more than their three weeks' limit or made of materials we bought at a price, or the last of certain popular shapes and straws. Splendid bargains are the hats at \$2.90 and \$3.90.

What to Expect in Wash Suits at

At \$6.00 Tan and White Stripe.
At \$7.50 Tan, Green, Heliotrope and Grey also White.
At \$9.00 Tan, White, Pink and Blue.
At \$10.00 Fancy Braided Suits in White, Pink, etc.

Ready this week, a large consignment of Scotch Linoleums, all well seasoned goods, 2 to 4 yards wide. These came direct from the Mills in Scotland and are very choice designs and exceptional value.

Peabody's Overalls wear like a pig's nose. The H. S. Falls Co. of Simcoe sell them.

Men's soft and stiff English and American Felt Hats, all the newest blocks, \$1.00 to \$3.50.

Men's Fine Straw and Panama Hats 50c to \$5.00 each.

New Black Summer Dress Goods, 50c to \$2.00 a yard.

New Colored Summer Dress Goods, 50c to \$2.50 a yard.

New Fabric Gloves, 25c to \$1.00 a pair.

New Kid Gloves, 75c to \$2.00 a pair.

"Progress" Brand Suits for men, \$10.00 to 25.00.

The best colored working Shirts in town are to be found at the H. S. Falls Co., 50c to 75c each.

Men's English Outing Shirts, 50c to \$1.50.

Men's Night Shirts and Pajamas, 50c to \$1.50.

Women's and Girls' Knitted outing coats. Women's \$1.50 to 8.00. Girls' \$1.00 to 2.50.

Boys' Odd Bloomer Knicker pants 75c, \$1.00 and 1.25.

Awning and Porch Cloths in great variety of pretty stripes, these we import and they retain their color for several seasons, 25c, 30c and 35c a yard.

Fifty pieces of new Madras Muslin on display this week, at the yard 25c, 40c, 50c, 60c and 75c.

New Crochet Wash Buttons, all sizes, 15c to \$1.50 a dozen.

New Neck Fixings, 15c to \$1.50 each.

New things in Belts, 15c to \$1.50 each.

New Hair Goods and Switches all kinds.

At the Jewelry Counter Saturday and continuing during White Week the H. S. Falls Co. will hold a special sale of

Link Buttons, Cuff Buttons, Link and Scarf Pin Sets, Veil Pins, Scarf Pins, Chanticleer Hat Pins, Fancy Hat Pins, Sash Pins, Rhinestone Necklaces, Ribbon Watch Fobs.

New Back and Side Combs splendid styles.

White Swiss Dot Muslins, 25c to 75c a yard.

Few things in colored Tailored Blouses, 75c, \$1.00, \$1.25 and 1.50.

New Wash Suitings, exclusive novelties, 15c, 20c, 25c, 35c and 50c a yard.

New York Styles in Tailored Silk and Net Blouses, 75c to \$7.50.

New imported Wilton Rugs, 9x10 feet 6, 9x12 at \$30.00, 35.00, 40.00. Other lovely rugs at \$20.00 and 25.00.

A great White Wear Stock. Drawers up to \$4.00. Shirts up to \$6.00. Gowns up to \$6.00. Corset Covers up to \$2.48.

The best Men's Suits in Canada at \$10.00, \$12.00 and \$15.00, are "Progress Brand." Falls the one price clothier sells "Progress Brand" Clothing.

Furs remodelled. Furs repaired. The best time to have your Furs put in shape for another season is now.

Cool Floor Coverings in Japan and Hodges Watings, 19c to 65c a yard.

Verandah Cushions, nicely made with frill and covered with fancy Satin and Art Muslin, each 39c, 48c and 58c, worth double.

Inlaid Linoleums for bath rooms, in lovely patterns, at the square yard, 75c, 85c, 90c and \$1.00.

Boys' Buster Patent Leather Belts in Black, Cardinal and Blue, 20c.

Seven hundred Men's Hook-on-Ties, great variety of many colors, 2 instead of 1 for 25c.

New Laces and embroidery flouncing and Allovers. The finest assortment in Western Ontario to choose from. Laces 5c to \$5.00 per yard. Embroideries 5c to \$3.00 per yard.

Girls' Wash Dresses, pretty styles to fit girls 1 to 14 years. Made from Gingham and Print at 39c to \$1.75.

Girls' Java Hats and Children's Straw Boaters at 19c each.

Ladies' Panama Sailors, worth \$2.25 for \$1.50. Ready to wear.

Boys' Colored Madras Shirts, good patterns, sizes, 12 to 14, each 45c.

Men's and Boys' Black Drill Overalls, with bib, 50c each, smocks same price.

Men's Pearl Gray and Fawn fine Italian Soft Felt Hats, worth \$3.50. Clearing at \$2.00.

Mud Mats half price, heavy English goods, \$1.00 ones for 50c, 75c ones for 37c.

A lot of Girls' and Women's Odd Rain Coats that sold regular up to \$4.00. Your choice, \$1.75. Very useful garments.

Every Tailored Suit Newly Priced.

All this season's suits, styles enough to please all tastes, \$11.50 for \$13.50 suits; \$13.75 for \$15.00 suits; \$17.00 for \$20.00 suits \$19.50 for \$23.00 suits; \$21.50 for \$25.00 suits; \$24.50 for \$30.00 and \$35.00 suits. Good taste is reflected in every suit on sale

White Week All In White.

Saturday and for one week our store decorations and window displays will be all in White. Special display and sale of all kinds of White Wash Goods, Laces and Embroidery. Don't miss it.

Something Different in Table Oilcloth.

Fifty pieces and as many patterns will be ready for selling this week. They are better. They are wider. They are far and away prettier Oilcloths than you ever saw before. The price at the H. S. Falls Co. will be the same, 25c and 35c a yard. Twenty pieces of anybody's regular 25c a yard Table Oilcloth on sale for a quick clearance at 19c a yard.

THE H. S. FALLS CO. of Simcoe Limited

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