

MID-SUMMER CLEAR-AWAY SALE !

COMMENCING SATURDAY

People Are Asking For Hot Weather Economies. Falls' Store Answers The Call.

No trick at all to keep cool when the snow is falling, but when the sun comes north and the cool winds hide in distant caves, then to dress comfortably and respectably becomes a problem a heat-harrassed mind dreads to tackle. The items below may help you out and it's a great satisfaction TO KNOW that you PAY LESS for them AT FALLS.

Real Economies During The Mid-Summer Clear Away

Fancy Striped Bath Towels, good quality, size 17 x 25 inches. Clearing, each 9c
Fancy Twilled English Art Satine, big variety of patterns. Clearing at the yard 10c
Figured English Chintz for draperies, etc., etc., worth 20c. Clearing at the yard 15c
White Cotton Pillow Cases, seamed all ready for use, sizes 23 x 36 inches. (The material is worth more.) Clearing each 13c
Fine Irish Double Damask Table Napkins, size 22 x 22 inches. They came in sets to match Cloths. Cloths have been sold is the reason for selling these fine \$2.75 odd Napkins, per dozen for \$2.19
Good 45c Union Carpet in quiet wood shades, full yard wide and reversible. Clearing at the yard 35c
English Tapestry Carpet, some good patterns to choose from, value 50c and 60c. Clearing at the yard 38c
Heavy Tapestry Stair Carpet 27 inches wide, worth 75c a yard. Clearing at the yard 54c
Velvet Carpets with Border to match. A \$1.25 Carpet in any Carpet Stock. Clearing at the yard 90c

Seamless Axminster Rugs

Size 3 x 4 yards, worth \$22.00. Clearing at \$16.00
Size 3 x 3 1/2 yards, worth \$20.00. Clearing at \$15.00
Size 3 x 3 yards, worth \$19.00. Clearing at \$15.00
2 only Wilton Rugs, size 3 x 4 yards, worth \$35.00. Clearing at \$28.50
Hodges Fibre Matting, serviceable and Sanitary, one yard wide, worth 60c. Clearing at the yard 40c

Girls Fine Black Lace Hose, sizes 5 to 8, worth 20c and 25c a pair. Clearing at 2 pair for 25c
Boys' and Girls Seamless Black Ribbed Hose, worth 20c a pair. Clearing at 2 pair for 25c
Ladies' Fine Black Lace and Embroidery Lisle finished Hose, worth 75c a pair. Clearing at 2 pair for \$1.00
Hundreds of yards of fine French Valenciennes Laces and insertions, 1/2 to 2 inches wide, worth 8c to 25c a yard. All Clearing at half price, per yard 4c to 12c

Frocks For Girls

We are clearing out a lot of little Girls' Gingham, Print and Percale Dresses to fit Girls 1 to 5 years 39c and 48c
One Table of White Blouses. A Mid-Summer Clearing away of \$1.00, \$1.25 and \$1.50 Blouses. Your choice 79c

The Dyer Made A Mistake

Saturday we place on sale a lot of fine 50c Lisle Hose Sizes 8 1/2, 9, 9 1/2, 10 at the pair 25c
Our order was for Tan and the Dyer made an error in the color number and they came wine color. That's the reason for selling 50c fine Lisle Hose for 25c

Black Pure Silk Taffeta 40 Inches Wide On Sale At 83c A Yard

Commencing Saturday we shall place on sale 200 yards of Taffeta Pure Silk, full 40 inches wide. The best \$1.00 grade 83c we ever saw at the yard

Nearly 2000 Yards Of Dress Goods In The Mid-Summer Clear Away

Consisting of Serges, Lustres, Wool Taffetas and Crepe-de-Chene, all in desirable colors and worth 50c, 60c, 75c. Your choice commences Saturday 29c 29c 29c

Fresh Neckwear transforms A Dull Gown

And the cost is so little, 9 dozen sample Rabats and Collars on sale, not one of them sold for less than 50c, many of them are the 75c grade. All at one price 25c

Silk Foulards In The Mid-Summer Clear Away

Every yard of Foulards is new this season. Most of them came in rather late for this season's selling. The order has been given to clear the Foulards. These Prices ought to do it.

50c for 75c Foulard Silks, various patterns in Black and White, White and Black, Blue and White, Green and White and Grey and White. These are 24 inches wide.

75c for \$1.00 and \$1.25 Foulard Silks, some lovely things in the lot. These are 21 and 40 inches wide.

\$1.00 for \$1.50 and \$1.75 Foulard Silks, very choice French Foulards are in this lot and all are double widths, 42 inches wide.

Boys' And Girls Sailors In The Summer Clearance

Good quality Sailors for Boys' and Girls, straight and droop brims, well made English Hats, worth up to 50c. Summer Clearance at 29c

Big Values In Little Things

Every Woman has use for some of these some time. All are dependable, all at some good saving.
2 full size Papers of Pins for 5c instead of one at 5c.
Coates' and Kerr's best 200 yards Cotton Spools, white, Black and colors, each 4c
"Kaurkuk" Cork handle Crochet Hooks. Handles and 3 Hooks, each 10c
Several different kinds of bone and metal Crochet Hooks, regular 5c article. On sale 2 for 5c
Bottle Washers, very serviceable and useful. 2 instead of one for 5c
Chamois Skins for many uses. 5c, 10c, 15c each. Also 2 for 5c
Fancy Beads, all colors of the Rain bow in boxes, 2 boxes for 5c, also on strings, each 2c
Tape Measures with metal tips, regular 5c. Clearing 3 for 5c
Hair Pins, full 5c boxes. Clearing 3 for 5c
Velvet Shoe Polishers were 5c each. On sale 2 for 5c
White Cotton Tape, 12 Bunches for 5c
Hair Nets, all desirable colors, 3 for 10c
Nail Files, 15c ones for 5c, 20c ones for 10c. 35c ones for 15c
Berry Pins, Black and colored, 2 packages for 5c

Pretty Wash Goods Much Under Priced

Consisting of Repps, Dimity, Fancy Organdie, Printed Foulards, Bordered Muslins, imported Gingham, Cotton Voiles, etc. Worth 25c, 30c and 35c a yard. Your Choice 19c
At 9c A Yard. One Table of Wash Goods containing Muslins, Gingham, etc., that have sold throughout the season at 12 1/2c and 15c a yard and are good value at this price. On sale this week, your choice the yard 9c

Mid-Summer Clear Away In Parasols

Girls White, Pink, Sky and fancy Parasols trimmed with lace and frills, worth 50c. Clear away Price 25c
Ladies' Fancy Parasols, great variety of pretty styles that sold up to \$1.75. Clear away Price 98c

White Dimity

200 yards of Striped and checked White Dimity, assorted patterns, worth 18c and 20c a yard. Clearing at 12 1-2c

Whitewear Should Not Be Forgotten

No wise woman starts for a trip without plenty of White-wear tucked away in her trunk. Here is an opportunity to stock up for less money than ever before.
See the display of Gowns at 39c, 59c, 69c and up. Corset Covers at 19c, 29c, 39c and up. Drawers at 15c, 19c, 29c and up. Skirts at 59c, 79c 89c and up.

Slightly Soiled Lingerie Dresses

Several very pretty White Lingerie Dresses slightly soiled on display. (Cost very little to have them laundered.) Sold from \$5. to \$10. On sale \$2.90 to \$4.90

50 Inch Rep Outing Coats

Eight only long Outing Coats, trimmed with Pearl Buttons and Patch Pockets, colors White, Blue and Pink, value \$3.75. Sale Price \$1.50

Quick Clearance Of Wash Suits

On sale Saturday a lot of Rep and Linen Wash Suits, very useful good looking Suits, were \$7.50. Quick Summer Clearance \$2.50

Hair Fixings

"Stoppin" Hair Pins for Locking Puffs, 12 for 5c
Imitation Jewelry Collar supports with extra Pins. All complete for 10c

Mid-Summer Clear Away In Lace Curtains

All fresh clean goods bought from an over stocked importer that had to realize on his stock quickly. It is the best Lace Curtain Bargain of the year.

\$4.00 Curtains for \$2.90, fine Ecru Nottingham Lace Curtains, Irish Point pattern, 3 1/2 yards long. A very pretty effective Curtain worth \$4.00. Summer Clear Away the pair \$2.90

\$3.00 and \$3.50 Curtains for \$2.45 the pair. These are a very pretty novelty Bedroom Curtain in 2 1/2 and 3 yard lengths, worth \$3.00 and \$3.50. Summer Clearance the pair \$2.45

\$1.75 Curtains for \$1.29, Fifty pair of Nottingham Lace Curtains 3 1/2 yards long, choice patterns. A good wearing Curtain, worth \$1.75. Summer Clearance \$1.29

Yard Wide Apron Gingham 8c A Yard

Blue and White assorted size check Apron Gingham with and without Border, thirty-six inches wide. Clearing at 8c

Pure Linen Pillow Cases

Plain Hemstitched Pure Linen Pillow Cases, size 22 x 36 inches. Standard size for Stamping, worth 75c each. On sale each 62c

Mid-Summer Clear Away In The Men's Department

Men's Work Socks 5c a Pair

Men's mixed Blue and White and Brown and White seamless cotton Half Hose, 2, 3, 4 and 5 pairs for 25c

Grey Merino Socks, 3 Pairs 30c

A very pleasant Half Hose for the hot weather, soft, fine and seamless. 25c doz., pairs on sale at 3 pairs for 30c

Heavy Union Socks, 2 Pairs 25c

These were made to sell for 20c a pair. A special trade tribute brings 50 dozen pairs to the H. S. Falls Co., to dis- 25c

Fine Black Cashmere Half Hose 19c a Pair

A few stores in Canada "not many" buy Cashmere Hosiery from the mills in England, that is where these came from and it was a seven store order and the first business the mill ever had from us that enables us to put on sale our portion of a 300 dozen purchase of fine Black Cashmere Half Hose with mottled linen heels and toe, a good 35c article. While they last, the pair 19c

Heavy Grey Cotton Undershirts 15c Each For Men

Only 3 dozen of them. They are an odd line with us. The drawers to match them are all sold. A good working Undershirt for 15c but there are not many of them.

5 Stylish Ties For The Price Of Two

In a few days 50c Ties at 20c each will be a thing of the Past. "They are pure silk." "They are swell patterns." "They are stylish four-in-hand shape." Not one bit better Ties are selling all around us at 50c each. Perhaps enough for a week's selling only, each 20c

Men's Handkerchiefs 3 for 10c

100 dozen Men's White Hemstitched Lawn and Turkey Red work Handkerchiefs on sale at the H. S. Falls Co., 3 for 10c

Men's Fine 50c Half Hose Going at 25c a Pair

40 dozen Sample pairs of Men's fine imported Half Hose in solid colors, clocked sides, drop stitch and fancy colors. In the regular way every pair of these Half Hose ought to have a 50c price ticket. On sale 2 pairs for 50c

Men's heavy stripe Blue and White Drill Overall's "Our own make" worth \$1.00. Mid-Summer Clearing in the Men's department 75c

The Best Working Man's Shirt In Town

"One case" 50 dozen Men's double drill and imported Shirts working Shirts. Great big full size Shirts, the best 75c Shirts you ever saw. Fifty dozen of them on sale at each. Sizes 17 1/2 up to 17 1/2 60c

Men's White Duck Trousers 85c

A very unusual price for well made good White Duck Trousers. All sizes on sale this week, the pair 85c

The "King Collar Button, 9 Of Them For 5c

Solid Ball and Patent Lever "King" Collar Button 9 for 5c. If there is another store that will sell 9 "King" Collar Buttons for 5c we should like to know whose it is.

Straw And Panama Hats For Less

All Straw, Panama, Mackinaw and Split Straw Hats bear new low prices for the Mid-Summer Clear Away in the Men's department.

An Opportunity For Liverymen

Or any one else that wishes to buy full size heavy English Dust Robes in good patterns that are worth up to \$1.50 for 90c

Looking For A Man's Suit For \$5.00 ?

About this time of year a lot of Men are looking for a Suit of Clothes for \$5.00—a sort of a second best suit. We haven't a \$5.00 suit in stock but we have about forty suits in stock, 1, 2 and 3 of a kind that sold for \$6.50, \$7.50 and \$8.50. We have picked these out from our regular stock and put them on the odd table and marked any Suit \$5.00. Sizes 35 to 42 are represented. It's a great picking.

Other Bargains Throughout The Store

Children's Tan and White Cotton Hose. Clearing 25c at 3 pairs for

Ladies Tan Cotton Hose, special 15c quality. Clear 25c at 3 pairs for

Spring Hooks and Eyes, White and Black, per dozen 1c

Dome Fasteners, White and Black, 2 dozen for 5c

White Pearl Buttons in four useful sizes, 2 dozen for 5c

Linen Towelling 6c A Yard

In the Summer Clearing Away 300 yards of Half Bleach Linen Towelling the yard 6c

Fine Irish Linen Tablecloths

On sale 18 only fine Bleached Double Damask Tablecloths, lovely patterns. Special \$5.00 Cloths. Summer Clearance. (These are 2 1/2 x 2 1/2 yards) \$3.90

Nine only Double Damask Cloths, sizes 2 x 2 yards, worth \$2.25. Summer Clearance \$1.75

Home Spun Table Linen 38c Instead Of 50c A Yard

200 yards of Extra heavy unbleached Pure Linen Table Cloth, excellent for wear, a special 50c Table Linen. During the Summer Clearance the yard 38c

THE H.S. FALLS CO. FALLS, N.Y.

THE H.S. FALLS CO. FALLS, N.Y.