

Opening of Top Storey of the NEW STORE SATURDAY OCTOBER 26th, 1912

Opening display and sale of Carpets, Rugs, Linoleums, Curtains, Portieres, Window Nets, Blankets, Cotton and Eider Comforters, and Upholstery Materials, Begins Saturday, October 26th.

To Home Makers, Boarding House Keepers and Hotel Proprietors this will be an event of more than ordinary importance

It is important news that **THE H.S. FALLS CO.** today announce the opening of their New Home Furnishing Department. We have reason to believe that you will be delighted with the large and interesting collection we shall have to offer. But of more importance are the values we shall offer.

On the same day and date we shall
open the second storey of the new store
with a Sale of Everything for Men and Boys
to Wear "Excepting Boots".

A much larger store means a much larger stock---most of our friends have noticed how dreadfully we have been cramped for room in our Clothing and Men's Wear Departments---It's all changed now and Saturday October 26th we invite you to the opening sale of clothing for Men and Boys and other things for them to wear, in one of the largest and brightest mercantile quarters in Canada. No man need "Take Risks"

EDITORIAL

This new building of ours is being arranged so that its wide aisles and spaces will make visiting always comfortable. Indeed, we believe there is no other place of business between Toronto and Detroit quite so convenient and comfortable. The reason for this is, that the big building, large as it is will not have in it a waste corner or a stubble field anywhere. The large spaces will enable us not only to give roominess for the splendid stocks we shall exhibit, but to be roomy all over to prevent the jostling which most people hate. We expect to have the Main Floor ready for business in November.

A.S. J. J.

in buying his clothes. There are plenty of stores from which the risk element is forever barred and this **FALLS** store is one of them. We firmly believe that it is not possible for any store in Canada to have Men's Suits and Overcoats made up exactly as our Suits and Overcoats are made and to sell them for prices lower than our prices. We have very serious doubts as to whether any store could get suits and overcoats made exactly as ours are made and then sell them for prices as low as we shall quote at the Opening Sale Saturday, October 26th. You are most welcome to come and see without any obligation to buy.

THE H.S. FALLS CO. INCORPORATED IN CANADA