

Saturday, August 2nd



# PUT THIS DOWN ON YOUR CALENDAR

As The Opening Day of *FALLS* First Summer Sale in The New Store

Saturday, August 2nd



A Sale that will be Remembered and Attended by people from all parts of Good Old Norfolk and Haldimand, a sale bringing REAL AND ACTUAL VALUES, a sale of a kind possible only in a store where buying and selling are constantly large. A sale in a store that is linked arm in arm with seven (7) of the brightest stores in Canada. A sale in a store where outlet for quantities are quick and sure. A sale which comes twice a year, "February and August" and which no person, who cares for savings, can afford to miss. Plenty of courteous salespeople, quick service—a person needs only to step inside either of the two wide open doors off Norfolk or Argyle Streets, to reap a harvest of values.

## Silks In The Summer Sale

When you attend *FALLS* Summer Sale do not leave the building without seeing these Silk Bargains.

- 69c** for one yard wide Black Paillette, worth 95c a yard.
- 98c** for thirty-eight inch Black Paillette worth \$1.25 a yard.
- \$1.10** for 38 inch Black Paillette, worth \$1.50 a yard.
- 40c** a yard for natural Shantung, one that is thirty-three inches wide and worth 50c a yard.
- 39c** a yard for pure silk Tamaline, "washable", fast colors. Every shade of the rainbow. Fifty different shades to choose from.

Summer Silk Sale **39c Yd.**

## Certain Lots of Goods Throughout The Store Listed Below

Every Item is a Remarkable Value—Where Quantities are Limited we Say So.

- 14 only, English Delf Cuspidors, value 25c each. Sale 12c each.
- 3 dozen only, Men's Black Sateen Top Shirts, made with pocket and collar attached, worth 50c each. Sale 25c.
- 2 dozen Children's Velvet Handbags with chains, worth 25c. Sale 19c each.
- 5 dozen Boys' and Men's Mexican Straw Hats, worth 25c to 45c each. Sale choice 9c.
- 36 only, Fine White Quilts, soft and free from dressing, worth \$1.35 each. Summer Sale \$1.09.
- A table of Flowers that sold for 25c, 35c and 50c. Choice now for 19c.
- 5 dozen Fancy Pillow Tops for working, worth up to 35c. Sale 17c each.
- Men's Steamer Trunks, 6 only of them, on Sale Saturday \$3.90 each. No more at this price when these are gone.
- Fancy Striped Bath Towelling, worth 15c a yard. Sale 9c a yard.
- 200 Towelling Ends, 2 to 5 yards.
- English Awning Duck, 100 yards, assorted stripes, fast colors, Double Width, worth 50c for 35c a yard.
- 3 dozen Embroidered Pillow Cases, 22½x36 inches, worth 50c. Sale 33c each.
- Odd lot of 2 dozen Dresser Scarfs. Choice 19c.
- 4 dozen Bath Towels, fancy stripes, unbleached at 9c each.
- 150 yards of White and Ecu Curtain Scrim, the yard 5c.
- Bed Pillows, large consignment just to hand, covering, regular ticking and art ticking, filling, composition and real goose feathers. Each 75c to \$3.50.

## Remarkable Summer Sale in Wash Goods

All Kinds of Lovely Things Among These. Selling Begins Saturday.

Consisting of Muslins, Crepes, Voiles, Sateens, Prints, Gingham, Dimity, etc. Worth up to 25c a yard. All one price when the sale opens.

SATURDAY YOUR CHOICE **9c Yd.**

## Summer Sale of Table Damask and Other Linens

- 62 in. Bleached Table Damask 39c yard
- 70 in. Bleached Table Damask 58c yard
- 20 x 20 in. \$1.50 Table Napkins \$1.29 a dozen
- 2½x2½ yds Damask Cloth, worth \$2.50. Sale \$1.98 each
- Pure Linen Huck Towels, value 18c each. Sale 2 for 25c
- Hemstitched Pure Linen Huck Towels 2 for 45c

## *FALLS* Summer Sale of Rugs and Carpets Begins Saturday

A lot of merchandise will move from our floor to other floors. Every rug in stock reduced in price for the Summer Sale. Every yard of carpet in stock reduced for the Summer Sale.

## A Summer Sale of China of The Better Kinds

- Booth's English China Tea Setts, 54 pieces, worth \$7.85. Sale \$5.90.
- English China Dinner Setts, 110 pieces, worth \$28.50. Sale \$23.90.
- Booth's Dinner and Tea Setts, 103 pieces, worth \$25.85. Sale \$21.90.

The best shapes and newest decorations on all china on Sale.

## Said 50c To a Little Boys Wash Suit

"You're really a wonderful amount of exchange for me." Size to fit boys 2 to 10 years, neatly made, fast colors, worth up to \$1.00. *FALLS* Summer Sale choice 50c.

## 150 Work Aprons 44c Each

They came in Monday just in time to walk into *FALLS* Summer Sale. Made in England. Many styles and colors. Every apron a good one. All liberal in size. worth up to 65c. Summer Sale choice 44c.

## High Art Needle Work

Very Low in Price Beginning Saturday

Our Finest Importation—

- \$5.00 Worked Pillows for \$3.50
- \$7.00 Worked Pillows for \$4.50
- \$8.50 Worked Pillows for \$5.50

SIX ONLY very fine worked Table Centres at same great reduction.

## *FALLS* Summer Sale of Suits For Men and Boys Begins Saturday

Just a step inside the large south door and you will be in the thick of it—Everything spread out where you can see it and choose in a wink. No other man's store quite like it anywhere else and no Summer Sale of Men's and Boys' Clothing quite like it either.

## Old English "Blue Willow" Dinner Ware

"The last you will get at this price", said the maker, perhaps therefore, the last we can sell so low.

- Plates 8c, 9c and 10c each.
- Fruit Saucers 5c each.
- Oatmeal Plates 8c each.
- Soup Plates 10c each.
- Cream Jugs 10c each.
- Bowls 5c, 10c, 15c and 20c each.

## Moriette Underskirts 95c

Instead of \$1.25

Made with bleated frill, colors are helio, green, rose, copenhagen, navy and browns—a splendid skirt bargain at 95c each.

## 47 MEN CAN SAVE \$2.00 to \$3.00 on a "Bang Up" Good English Raincoat—If They Go To The Right Store.

## Things For Men to Wear Are at Their Lowest During *FALLS* Summer Sale

- Men's Knit Summer Shirts and Drawers, the garment 19c.
- Men's Natural Balbriggan Shirts and Drawers, sizes up to 46, the garment 25c.
- Men's Tan or Black Cotton Half Hose, fast colors, 3 pairs for 25c.
- Men's Colored Cambric Shirts, all sizes, each 48c.
- Men's Heavy English Oxford Shirting Work Shirts, each 44c.
- 2 dozen Men's Heavy White Twilled Cotton Night Shirts, made with collar attached, pocket, pearl buttons, liberal sizes 14½ to 17. Summer Sale 58c each.

## Women's Dainty Muslin Underwear in *FALLS* Summer Sale

See the tables heaped high with corset covers and drawers at 29c, 39c and 48c.  
See the table heaped high with Gowns, Skirts and Blouses all at Sale Prices.

Any Man wanting a good pair of solid tweed pants for \$1.48 or a good "Second Best" Suit of Clothes for \$4.40 can get them during *FALLS* Summer Sale.

## Laces in the Summer Sale

- Torchon Laces 1, 1½ and 2 inches wide, the yard 5c
- Fine Valenciennes Insertion, worth 5c to 8c a yd, choice 4c
- Fine Valenciennes Insertion, worth 10c and 12½ a yard, choice 6c a yard

## A Summer Sale of Very Fine Flouncing Embroideries

Pink, sky, helio, and black and white marquisette, batiste and voile.

- Value \$1.70, Summer Sale \$1.25 a yard
- Value \$2.00, Summer Sale \$1.45 a yard
- Value \$2.60, Summer Sale \$1.75 a yard
- Value \$3.90, Summer Sale \$2.50 a yard

## All Vacation Plans Include Sweater Coats

The new autumn styles, hundreds of them on sale at *FALLS* Store.

- For Men up to \$6.50
- For Women up to \$8.50
- For Girls up to \$2.75
- For Boys up to \$3.50

## It Will Pay To Shop Early Saturday

Store will open at 8 o'clock. The first fifty customers can buy a pure white English Delf Vegetable Dish with Cover, full size, assorted shapes, special 75c values.

To The First Fifty Customers **19c each**

Only one to a customer—No telephone orders. excepted—Not delivered.

THE *FALLS* CO. STORE

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