

A Year Ago Saturday The Old Store Was Abandoned!

On November 16th, 1912, we, surrounded by our business family of Men and Women, Boys and Girls, said good night to the old and good morning to the New, and the next day found us more than comfortable in our New Quarters. One of the very first things we did the morning after opening the New Store was to set a business "Peg" for the year.

It is with considerable satisfaction that we can to-day say — WE PULLED THE PEG WEEKS AND WEEKS AGO, and Saturday morning November 15th, 1913, we shall stake it further out and go after it again. Growth is a peculiar thing, we never feel 23 years of development, we feel like Topsy, that we have "Just Grown" not knowing exactly how or why, and yet "Just Growing" isn't enough, the Growth must be RIGHT, SOLID and STEADY.

This Store began business in a little 22 x 80 ft. building and only expanded as the patronage pushed it along. Even when it moved to its present large quarters it was in obedience to the public—A pressure for larger service which could not be denied. Surely, to accomplish such growth, straight-forward methods must have been running through this business all of its 23 years. Profits have come in these years of hard, though pleasant work, but they have mainly gone right back into the business to make it better and of still greater service to ITS PATRONS.

We believe in putting back into a community the money that is taken out of it, so that it may compound in value to all the people who have been instrumental in its creation and so we feel that we alone have not been building the business, but that all our friends and patrons in Norfolk, Haldimand and far beyond had a mutual hand in it all.

For this reason it seems proper to Celebrate our First Anniversary in the New Store—the 23rd mile in our journey—but two years away from our (Business) Silver Wedding to Simcoe. Anniversary Week Begins Saturday and continues for 8 Days. It will be an event of great importance to the people of Norfolk and Haldimand. The Special Reduced Prices will be on Goods of the BETTER KINDS. Our Store is large, but we haven't room for the other kinds.

Plenty of Salespeople throughout the Store. Every department is dotted with signs that tell of Special Anniversary Prices. Some of them have their story told here, many more are for you to find yourself. (Signed) *H.S. Falls*

Morning Wrappers, made in heavy wrapperette, black, blue, red, and grey grounds, with neat figure effects. Reg. \$1.00; each 75c	Heavy Winter Hose, in a good worsted make, for boys' and girls' hard wear; all sizes. Reg. 25c; pair 19c	Art Satens, in red and green grounds, with warm-looking and neat floral designs. The colors are perfectly fast. Reg. 25c; the yard 11c	Black Silk Fallette, a good jet black; heavy quality, 39in. wide. Reg. \$1.00; for 75c	Men's extra quality Muleskin Mitts, with a knit rib top, wool lined throughout. Reg. 65c; for, pair 60c	Booth's Imported China, complete dinner set of 112 pieces, in the royal Doulton design. Regular \$28.50; for \$23.75
White Flannellette extra quality, all well made. Reg. 75c; for, each 50c	Keen values in Gloves, consisting of Heavy Cape and Fine French Kid, a few long, black Kid Gloves in the lot. All sizes. Reg. 75c and \$1.00. For, pair 65c	Striped English Flannellette; an extra heavy quality, full 36in. wide, free from filling; choice large; 12 Yards for the Dollar. Only 12 yards will be sold to each customer.	Ladies' White Hemstitched Handkerchiefs, with a pretty embroidered floral effect in center. (Reg. 2 for 25c, at 3 for 25c)	Men's Black and Khaki Heavy Fleece-lined Undershirts, collar tucked, with pocket. Reg. \$1.00, for, each 60c	English China Dinner Set, complete, containing 108 pieces, at, complete, \$32.75; for \$31.50
A Waist Sale of vital importance to ladies, in Nets, Voles, Silks, Cashmere, etc. Reg. \$3.50 to \$4.50; for, each \$2.75	Our popular line of Little Darling and Little Daisy all-wool Cashmere Hose in colors of Black, White, Pink, Red, Sky. Regular 25c a pair. Sizes 4 1/2 to 8 1/2, a pair. 19c	Imported White English Flannellette, velvet finish, 36in. wide; a very fine and heavy quality. 11c	Ladies' White Linen Handkerchiefs, with any initial worked in silk. (Reg. 2 for 25c, at 3 for 25c)	Plain White All- linen Dish Toweling; 23in. wide. Reg. 15c; for, yard 11c	A very choice Dinner Set of 137 pieces. Reg. \$50.75; for \$47.50
Imported Net and Lace Waists, in three dressy designs. Reg. \$3.50 and \$4.00; for, each \$3.00	Ladies' Street or House Dresses, in Serge or Panama cloths, the Poplin style, with belt, in all leading colors. Reg. \$5.00 each; for \$3.90	A Towel offering, unprecedented in value. They are all linen, extra large size, 26 x 18, with fringe. Reg. 20c, at 2 for 25c	At sale of imported Japanese Flower or Bamboo, just to hand, in 3 sizes, at, during the special Anniversary Week, each, 5c, 10c and 15c	Imported English Terry Striped Toweling, good heavy quality; 16in. wide; our regular 12c quality; for, yard 9c	Milk Jugs, in two sizes, with neat painted designs. Reg. 25c each; for 19c
Ladies' Street or House Dresses, in Serge or Panama cloths, the Poplin style, with belt, in all leading colors. Reg. \$5.00 each; for \$3.90	A better quality dress, in cloths of black, navy blue, tan, etc., out in the newest styles. Reg. \$5.00; for, each \$3.90	Warm Wrapperette, in good heavy makes, with a special Cashmere finish; in stripes, spots and plaids. Reg. 12c and 15c; for, yd 10c	English White Delf Coffee Jugs. Reg. 25c, for, each 19c	Kolorfast Matting, guaranteed to sun or rain, in fawn, blue, or green, in neat floral effects; all reversible. Reg. 45c 25c	Crepes Paper Lamp Shades, in gold, green, blue, and pink. Reg. 35c and 40c; for 25c
Children's Serge Dresses, Balkan style, pleated skirt, with belt, in brown, navy, etc. Sizes 4 to 8. Reg. \$2.50 each \$2.45	Children's Serge Dresses, Balkan style, pleated skirt, with belt, in brown, navy, etc. Sizes 4 to 8. Reg. \$2.50 each \$2.45	A special offering in Striped Flannellette, a regular 10c quality. For the week only, at the special price of, during Anniversary Week, 12 yards for ONE DOLLAR	Strong Cups and Saucers, in three neat floral designs. (Reg. 2 for 25c, at 3 for 25c)	Japanese Straw Matting, in a wide variety of color effects and designs, non-fading. Reg. 25c 19c	Westwood's Half-Dollar Ladies' Suspenders, in black, white, and colors; best make. Reg. 50c a pair; for, pair 25c
Imported Ladies' English Raincoats at our regular price, \$7.50 each \$5.90	Children's All-wool Motor Suits, in the two-tone effect, clean-cut and very warm. Reg. \$7.50 \$5.90	Our 5-4 Table Oilcloths in White and Navy Blue. 75c	Coke Plates, with a beautiful floral design. Reg. 25c, for 25c	A novelty, by the yard, with a border effect, entirely distinctive. Reg. 12-1-2c 9c	A cushion full of Bar Pins, Stitch Pins, Brooches, etc.; a large choice. Reg. 25c and 30c; for 15c
Black Cooney Fur, with a fine, dressy neck piece; extra value, at \$6.00 each. For \$3.90	Ladies' Imported Pure Wool Fast-dye Cashmere Hose; it's our leading value at 25c pair. A special inducement for Anniversary Week only at all sizes, pair 19c	A strong value in Teapoy Partiers, in colors of green, red, and tan, 3 yards long; our regular \$2.50 to \$3.00 values, at the special price of, during Anniversary Week only, pair \$1.90	Men's Flannel Shirts, in grey and navy; all wool; warm winter quality. Reg. \$1.25; for, each 95c	Bed Pillows, covered with a strong art ticking. Our leader. Reg. 45c 25c	Linen Towel-Laces, in various widths and patterns. Reg. 5c yd., at 2 yards for 5c
Mink Marmot Neck Pieces, with shaggy collar, falling a good length in the front; 4 tails on each. Reg. \$6.00 each, for \$4.90	Ladies' Morning Aprons, made in creese gingham; they are all good, each 25c	Factory Yarns, in black, white, grey, and red; our 60c quality, at, during Anniversary Week only, 1lb. 44c	Our special offering in Men's Ulster Coats, made up in all-wool good heavy makes; all sizes. Our regular price \$9.90	An extraordinary value in Tapestry Floor Mats, in several special designs, 36 in. x 60 in. For the three sizes, at the special price of, during Anniversary Week, each \$4.90	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c
Extra special values in Minkratt, Muffs, made in the large pillow style. Reg. \$12.00 each, for \$9.90	Ladies' Strong Moreen Underskirts, in colors of black, navy blue, fawns, greens, etc. Reg. 60c value; for, each 39c	Imported Danask Table Cloths, in neat floral effects, double damask, pure linen; size 2x2. Reg. \$2.75 and \$3.00, for, each \$1.90	Men's Odd Pants, strong values, 50 pairs in all. Reg. up to \$1.90 pair, for, pair \$1.25	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Window Shades in all the wanted colors; complete. Reg. 30c 19c
Imported Dress Skirts, made in heavy Melton cloths, trimmed with a silk braid and novelty buttons. Reg. \$2.50 to \$3.00, for, Anniversary Week, each \$1.48	Imported Satin Skirts, decidedly new, in all the leading shades. Reg. \$2.00; for, each \$1.48	Infants' Kid Shoes, in tan, white, pink, and blue quill; a novelty. Reg. 25c a pair; for, pair 19c	Our entire stock of the famous W. G. and R. Men's Collars, what we have sold at 2 for 25c; all styles and all sizes. For 4 for 25c	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Japanese Floor Coverings in pretty effect. Our Reg. 20c quality 15c
Ladies' Velvet Street Dresses, in plain and brocaded velvet colors of black, navy, grey, and myrtle. The correct season's styles. Reg. \$15.00; for \$11.90	House Dresses, in Chambray and print cloths; neat and very dressy. Reg. \$1.75; for, each \$1.48	Sea Coast Sponges, extra value at 25c. For, each 19c	Men's Canvas Mitts, with knit tops. Reg. 15c pair; for, pair 5c	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Our large and well-assorted stock of Fall Coats will be offered to you at wonderful savings during Anniversary Week only. Choice of our entire stock, for the week, at 25 per cent. off marked prices
Travel Requirements, Solid Leather Suit Cases, well constructed, full sizes. Reg. \$4.00 During Anniversary Week, each \$3.15	Imported White Marcella Dresser Covers, in fine embossed designs, with fringe; size 27x10. A 30c value. Each 17c	Nickel-Plated Safety Pins; reg. 5c card. For, card 3c	Men's Heavy Canvas Full-over Mitts, in black colors. Reg. 15c, for, pair 5c	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Our stock of Feathered Wings, Sprays, Mounts, Etc., during our Anniversary Week, your choice of our stock—Half Marked Prices.
Strong Suit Cases, canvas-covered, waterproof, and made to stand hard wear and tear. Reg. \$1.50 each; for, each \$1.19	Linen Damask Table Cloths; a small lot of samples, with a drawn open stitch; sizes 1 5/8 x 1 5/8. A \$2.50 value each \$1.50	Imported Best Brass Sheet Pins; Reg. 5c sheet; for, 2 for 5c	Men's Canvas Mitts, with knit tops. Reg. 15c pair; for, pair 5c	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Just for the week's special selling at 1-4 off marked prices.
An imitation crocodile leather Suit Case, constructed on a steel frame; very durable. Reg. \$1.75, for, each \$1.29	White English Terry Hand Towels, heavy quality; size 18 x 34. Reg. 20c; each 11c	Extra fine quality imported French Velour Blitting, blue and black, two-tone effect, all wool and shrunken. Reg. \$2.50, for, yd \$1.50	Men's Canvas Mitts, with knit tops. Reg. 15c pair; for, pair 5c	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Our stock of Feathered Wings, Sprays, Mounts, Etc., during our Anniversary Week, your choice of our stock—Half Marked Prices.
An opportunity to secure during the Anniversary Week offerings of Solid Tan Leather Club Bag. Reg. \$7.00 value. For Anniversary Week only, each \$4.95	White Linen Damask Dresser Covers, in spot and floral designs; sizes 22 x 40. Reg. 50c; for 29c	Imported New Fall Towels, with a wide wale strip; in brown, blues, and tan. Reg. 50c yard, for 30c	Men's Canvas Mitts, with knit tops. Reg. 15c pair; for, pair 5c	White Brussels Net Curtains, in an entirely new effect; an art Cretonne border. Our Reg. \$1.25 95c	Our stock of Feathered Wings, Sprays, Mounts, Etc., during our Anniversary Week, your choice of our stock—Half Marked Prices.
Children's Wool Mitts, in black, white, red; correct sizes. Reg. 30c value, for, pair 17c					

Our Entire Stock of Trimmed and Untrimmed Millinery Will be cleared out during our Special Anniversary week. Your choice of any Hat—A wonderful selection. At Exactly Half Marked Prices

An Exhibition of Wonders in Toyland

The Great Toy Festival offers many ATTRACTIONS, Being the children it will fill them with delight. Displayed on the Third Floor, Take Elevator. You must not fail to see our selection of Dolls, it's a wonderful collection. Priced from 25c to \$10.00 each.

Second Floor China Department. Take Elevator.

The Balance of Our Stock of Ladies' Tailored Suits

Will be cleared out at 25 per cent. off marked prices.

Suits at \$15.00 for **\$11.25**
Suits at \$20.00 for **\$15.00**
Suits at \$25.00 for **\$18.75**

Any Suit, your choice at 1/4 off.



MAG BAKING POWDER... W.C. ... My time here... you and I... a little more... "Let me be... "I'm not... while Sam... lets a word... "Not at all... an going to... the old, but... and at some... to you." "Don't let... "For the... last name a... "I'm not... "How pat... the Canadian... "O' course, I... though I ha... done when in... sure to ask... "Preserv... as much to... way. But I... rad-yes, ever... Paoli, calls me... may appear... name. You b... second time... name was Fle... cause her to... for the pres... Sam." McLane look... ly—is so un... any deception... "I suppose... by—you kn... I'll follow... there may co... fellow is ap... tongue, you k... "A thousan... explain later... can rest assu... anything hono... drop the sub... thing." Night has c... the close of... proceed to m... portable as t... They form a... having so fort... of the storm... merry over it... The ladies... waves of the... straight up i... standing, and... in charmed w... this daughter... scorn for mu... society favor... and not throu... "To you, you... says, in low... For the see... her hand, she... warmth into... revertheless... ing his eyes fa... "I beg that... Miss Winch... ngs to lead a... low creature... under obligat... shelter, so you... are contented... It's neat," plying: "They can... door under s... tributions, wh... rose up from... "Who knows... sometimes in... Winchester, Y... supposed to be... in Canada, in... equal on the... seems impo... has occurred... and mysel... "You know... surprise. Sam opened... that they had... many a jaun... blanket, and... suddenly rem... quietly reman... She grabbed... Aunt Dorothy... McLane, and... to agree with... friend, and ev... ter. All the while... fact that a p... ghed upon his... waken his to... a state of s... jections. Itan... a possible dang... can. Presently M... Dorothy Green... spinner sque... calling him the... darling, and... the other bus... turns the conv... McLane has... "My old friend... ladies are not... further, thoug... a strange title... The supper