

SATURDAY OPPORTUNITY DAY FOR MEN!

AND CONTINUING UNTIL SATURDAY, OCTOBER 18th

→ Men's Annual Fall Clothing Sale at Falls ←

MR. MAN, IT WILL BE OPPORTUNITY DAY FOR YOU



It will be a wonderful sale in season. A large Western merchant's cancelled order in men's and boys' superior fall clothing. A brand of clothing that bears the name of one of Canada's leading manufacturers. Clothing made up of materials that are subjected to the most critical observations from the raw material to the finished garment. It certainly is a purchase extraordinary. For years we have opened the Fall Season with a memorable men's clothing sale, and the record of each succeeding sale has served as a powerful incentive to greater accomplishments. We have determined that all past events must be surpassed. We found conditions in the manufacturing market in accord with our purpose and we have secured more garments and better garments and more extraordinary values than ever before. Men, Saturday will be a wonder day for you. **Whatever We Put Down Here We Live Up To It.**

The opportunity of the year for you. No tricks, no trickery, no trickiness, no tricking, no trickishness. There are no fooling days in this store. Quality in Business—Hardest of all selling problems is it to show a customer that first cost is not last cost, that goods cheaper in the beginning almost invariably are dearer in the end that value lies in quality—A true motto, let some of us study it. The H. S. Falls Co. of Simcoe, Limited.

To men with the eyes of their minds open do not pass these doors unheeding. It is not an idle curiosity that actuates men of that kind, their curiosity like their lives has a purpose worth while. Men who have their eyes and their "mind's eyes" open will see that the only way to have a stock of fall suits such as ~~we~~ have here on sale for you on Saturday is to have our own ideas as to what men's clothing ought to be and not place before our customers the suits this man or that man thought good enough to get their money or ours.

If a man's mind's eye is open he leaves all doubt outside the door when he comes here to buy his clothes, because he knows that every suit he will find here had to be above suspicion in fabric and making and above reproach in cut before we let it in.

You will not find one weak spot in the goods we have to offer you. If you will only look into the matter carefully you will readily see why buying clothing at this sale means economy. Just stating plain facts as we know them to exist, all we ask you to do is a little investigating on your own account. We will be quite satisfied to let our case rest in your hands entirely after that.

WATCH
FOR
THE
RED
TICKETS



Please Note!
These Prices Are Strictly
Net Cash

H. S. Falls Co. of Simcoe

Men's Knock-about Suits

At \$4.90 it's a low price for a suit in its class. And we say the same for them as we say about the better class of goods, that not elsewhere will you find clothes at the price so good. Perfectly tailored, your choice of a large variety, the every-day work suit or as we have stated the knock-about. A full range of sizes, values up to \$7.00. On Saturday, Opportunity Day, pair of braces given at a suit for **\$4.90**

Men—The Dressy Suit

It may be you had in your mind's eye something in a little better quality, is that so, well here you are men, we are giving you plain facts Scotch and English imported tweeds, they will merit your liberal support, twelve dollar bills in the ordinary way you would have to produce to buy one of these famous general wear suits. To further our idea of this particular suit and bring you in closer relation, on Saturday, Opportunity Day, not \$12.00 but your choice, a pair of **\$8.50** braces included, at a suit for

Men—It's An Ever True Blue

We lay special emphasis on this particular suit, truly extraordinary at the price. They are modish, never freakish, dignified not foppish, dressy, full of the character and individuality given by strength of lines. A Progress suit, every thread wool, the dye as firm as the rock of Gibraltar. It's a suit retailing at \$14.50 in any store. We could only get twenty of them. It's only another proof that the real goods at low prices this time of the year are scarce. Make it a point to see them, if you do that you will leave our store a better, wiser, richer man. Mark you, twenty only, while they last, give you any size, with each suit a pair of braces. A rare opportunity, not \$14.50, **\$10.00** but Saturday only, a suit for

Men—A \$7.00 Overcoat for \$4.90

A rare, an actual, a visible saving, for you will readily recognize that these substantial fall coats upon examination are really worth much more. Good solid coats in single breasted style, reversible collars, it's our regular \$7.00 overcoat. On Sale Saturday, Opportunity Day at **\$4.90**

It's a \$10.00 Overcoat For \$6.90

These overcoats are trustworthily exceptional for their price. They are not bait set to catch you in a trap. They came from the man who supplies us with most of our garments and they go new on sale this morning. The fact that they are made of his overplus yardage does not effect them in any way except in the price. Made up in imported English tweeds, double breasted with a reversible collar. Extraordinary value. Opportunity Day selling at **\$6.90**

A Popular Value at \$8.90

We would be offering you a great value at \$12.00 the original price of these men's sturdy overcoats. Had the maker carried over these goods he might have made them up at a larger return later. It is not the custom. The maker's business rule means a good business opportunity for patrons of this men's clothing store. All double breasted reversible collars, in very smart tweed effects, dark and medium. Our \$12.00 overcoats, Opportunity Day, each **\$8.90**

Overcoats at Prime Savings

Men's winter overcoats are at the prime of their savings. It is quite within the bounds of moderation of statement when we say at \$15.00 a better coat you cannot buy. Finely tailored, smart and dressy, in a line we pride in. Heavy English and Scotch tweeds, the season's latest styles, all sizes, Opportunity Day, regular \$15.00 **\$10.90**

Men's Working Suits

The Prime of Our Stock

To ensure without doubt that our annual fall clothing event is a great and better day, to do our part in presenting to you a once a year selling opportunity. Just for the one day's selling we will put on sale all our suits at \$15.00, \$16.00 and \$17.00, all strong favorites and well known to many. Still a few though we wish to have acquainted. Opportunity Day, all sizes at each **\$13.90**

Strong Odd Pant Values

We cleaned up an offering in men's odd pants made up of manufacturers ends, in the lot you will find some capital work pants and lots of finer goods, all well tailored, and every pant will give you entire satisfaction, any size you want, only come early. Opportunity Day, a pair **\$1.65**

Your Companion—The Raincoat

He is your companion 9 months out of the year, a very close one too. Our raincoats are all imported from the world's very best market. The strength, the extra wearing qualities and the undoubted reputation they carry is well known. On Sale **\$4.90 \$7.90 \$11.90** Opportunity Day, each

It Will Be An Overall Day Too

Many famous brands of overalls, men, you know the quality of an overall when you see them. On sale Saturday a stack of them with or without bibs, in blacks, greys, plain blues and stripes. Regular values up to \$1.25. Opportunity Day, at a pair **85c**

At \$11.90 It's a Marvel

It seems to be a natural as well as an economic law that the finer classes of things are always the scarcest. In this particular instance it is not so. We have a fine assortment, it means though you must be early. It's our regular \$17.50 overcoat, we are proud of it. It's a stunner, they came in single and double breasted, all with reversible collars. Made in the finest imported tweeds, all sizes. Opportunity Day, regular \$17.50 for **\$11.90**

Men's Handkerchiefs

Imported direct from Ireland, all pure linen, tape or telegraph borders, our reg. 25c line. Opportunity Day at **80c**

Thinking About a Sweater Coat?

We never had a finer range, the variety is almost endless and the values stand second to none. Our prices range for men from **\$1.00 to \$5.50** For boys **50c to \$3.50** And they are keen cut prices at that.

Special Order Department

We specialize in made-to-measure clothing. Awaiting your inspection a complete range of samples in suiting and overcoatings, by the famous makers of Style Craft, Progress, and McAlpine-Richardson Brands. Entire satisfaction guaranteed to you. Inspection invited.

Winter Socks at Broken Prices

Just received a consignment of men's winter socks in heavy flannel, cotton, and wool. Opportunity 2 pairs **50c** Day's selling

A Pair of Knicker Pants For The Boy

These lads go strong on knickers. Are putting a large quantity on sale in heavy tweeds, the bloomer style, sizes up to 34. Opportunity Day only, a pair **48c**

Boys' Flannelette Night Gowns

It's a chance you ought to quickly take hold of. Have your boy well prepared for the chilly cold nights. In stripe effects, heavy make, any size, each has a pocket, English make, a large roomy garment. Opportunity Day only, each **48c**

Men's Flannelette Night Shirts

A good heavy English make extra roomy garment, collar attached with pocket, double sewn, sizes up to 19, our regular 89c value. On sale Opportunity Day, at per garment **63c**

Men's Collars at Exactly Half Price

In many styles, all sizes, the well known popular W. G. & R. Brand. They are our regular stock. A one-day inducement. Opportunity Day selling at **25c**

It's Going To Be a Boys Day Too

Parents who weigh the question about the boys suit it's only proper it should have weighty thoughts throughout. We have been studying that end of the question for a long time. We wish to inform you on Saturday you can fix up your boy with a capital suit. An endless choice, sizes from 24 to 35. All two-piece bloomer style. Really extra smart they are. Values up to \$4.50. For Opportunity Day, a suit **\$2.90**

