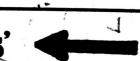
# OPPORTUNITY DAY FOR MEN

AND CONTINUING UNTIL SATURDAY, OCTOBER 18th

Men's Annual Fall Clothing Sale at Falls'



## MR. MAN, IT WILL BE OPPORTUNITY DAY FOR YOU



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 curosity 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 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 minds 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



#### The state of the s

At \$4.90 it's a low price for a sait is it set. And we want for them as we say about the better class of goods, that not downless 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 \$4.90 Saturday, Opportunity Day, pair of braces given at a suit for

#### 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 do lar 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 extraordmary 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 job 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

#### Men-A \$7.00 Overcoat for \$4.90

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

#### A Popular Value at \$8.90

#### Overcoats at Prime Savings

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

#### Harly Working Sodie

The Prime at Our Stock

To ensure without doubt the arranged fall electhing event is a saming opportunity. Just for the ode 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 \$13.90 acquainted. Opportunity Day, all sizes at each

#### Strong Odd Pant Values

#### 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.....

#### At \$11.90 It's a Marvel

#### Men's Handkerchiefs

Imported direct from Ireland, all pure linen, tape or telegraph borders, our reg. 25c line. Opportunity Day at.....4 for

#### Thinking About a Sweater Coat?

#### 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

Occadestr 2 pairs 19

#### A Pair of Knicker Pants For The Boy

### Boys' Flannelette Night Gowns

#### Men's Flannelette Night Shirts

#### Men's Collars at Exactly Half Price

It's Going To Be
a Boys Day

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, \$2.90 a suit .....

