

# "Fashion" Calls For Furs



**While Furs Have Been Very Fashionable in Past Seasons They Completely Dominate The Fashion Field This Fall**



Paris went wild about Furs this Summer, Furs were worn by the Fashionables at the Races during July and August, likewise at the European Seaside Resorts. The Famous Dressmakers are drawing on the World's Pelt Markets to a degree never experienced before. Furs are used on nearly all the new Gowns, Coats, Hats, even Boudoir Caps and Night Gowns are being shown Fur Trimmed in Paris. Furs will be the rage this winter, and good Furs will cost more money a week or two before Christmas than they will today. Anticipating the greatest Fur Season ever known we backed our belief by having made more and better Furs than ever before. The demand will be big for Mink, Fox, Hudson Seal, Sable and Raccoon.

## → FALLS' Store, Simcoe, Stands Ready To Save You ←

A Tidy Little Sum on a FINE FUR SET or a FINE FUR COAT. Assortments are at Their Best Now.

### Suits For Women

Who Value Style and Like Value For Their Money

As low as \$15.00 women may purchase suits here that show clever style and good wearing qualities, other better suits from serges, diagonals, and Bedford cords at \$18.00, \$20.00, \$22.00, \$25.00 and \$35.00

### Mink Will Be In Big Demand

Every Mink Pelt in **FALLS' Fur Department** was personally selected and made to order. We haven't one piece of dyed mink to offer in our entire collection of Neck Pieces and Muffs.

Natural Mink Muffs, each \$25.00 to \$115.00  
Natural Mink Neck Pieces \$15.00 to \$135.00

### Men's Raccoon Coats—A Few at \$75.00, \$85.00, \$95.00 and \$110.00

For early buyers. It looks like the last season for Raccoon Coat Prices for this kind of fur has gone "out of sight."

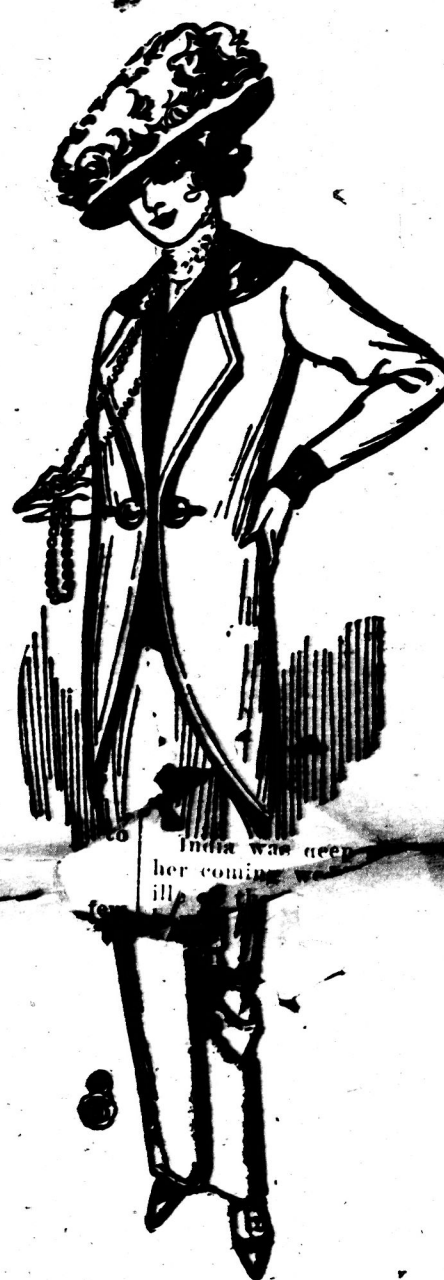
### Marmot "Sometimes Sells For Mink"

We shall place on sale Saturday Fifty Sets of Choice Marmot Furs, all this season's styles—and they are beautiful large pillow muffs and many styles of suit pieces and stoles to choose from, at the set \$10.00 to \$35.00

### Black Furs

Black Fox Sets..... \$50.00 to \$125.00  
Black Persian Lamb Sets..... \$25.00 to \$135.00  
Black Wolf Sets..... \$30.00 to \$60.00

► We sell furs under their true name. Nobody who buys Black Fox Furs at **FALLS' Store, Simcoe**, need ever be concerned lest his Fox turn into Wolf.



### Trustworthy and Beautiful

Most People Know It Already, But For The Benefit of Those Who Do Not We Repeat

Every Fur in our great stock has the **FALLS' Store** back of it. In other words, you may depend upon it being genuine, fashionable and fairly priced.

### Plenty of Inexpensive Furs in **FALLS' Fur Department**

And we stand for their quality just as we do for the quality of our Mink, Sable, Persian Lamb, Fox and Hudson Seal, good style, popular priced Furs. A grand showing.

The Set \$15.00 to \$35.00

### Sable "Skunk" Furs

Will cost more this season than ever before—Because for one thing, Sable is very fashionable, and this season the muffs are so large it takes a great deal of Fur to make one.

Natural Sable Muffs, sumptuous pieces they are, each..... \$15.00, \$18.00, \$20.00, \$25.00, \$30.00, \$35.00 and \$45.00

### Men's Fur Coats, Fur Lined Coats and Fur Collared Coats

Men's popular priced Fur Coats \$19.00 to \$35.00  
Men's Rat Lined Coats (natural skins) \$58.00 to \$125.00

### Misses' and Children's Furs—White Thibet and Grey Lamb

Exceptional value in White Thibet Sets for children and misses, all new, pretty and fresh as the morning.

The Set \$3.50, \$5.00, \$7.50, \$10.00 and \$12.00  
Grey Lamb Sets \$9.00, \$10.00, \$12.00, \$15.00 and \$20.00



### Russian Style Coats For Girls

Perhaps it is one of the most becoming styles a girl could wear is why the Russian tendency is so strong. We are showing a most complete collection of girls coats and dresses, all reasonably priced.

Girls Coats \$3.50 to \$15.00 Girls Dresses \$1.25 to \$6.00

### Nemo Corsets

One of the most popular corsets sold in Canada. Preserve your figure and guard your health by wearing a Nemo Hygienic Corset at \$2.50, \$3.50, \$4.50 and \$6.00

Corsets at \$2.00 and up fitted by our Miss Jones in recent appointed Fitting Room, Tuesday and Thursday of each week.

### Black, Also Brown Pony Skin Coats

Very smart garments, each .....\$75.00

### Persian Lamb Coats

Up to 54 inches long, a full range of prices to \$350.00 each

### Hudson Seal Coats

30 to 45 inches long \$100.00 to \$175.00

### Natural and Sable Dyed Rat Coats

30 to 45 inches long, each .....\$65.00 to \$135.00

### Women's Cloth Coats

#### 50 New Models Displayed This week

Fabrics are right, more than that, they are the scarce kinds of materials no readers of Fashion Journals but rarely see outside of high-priced garments. The workmanship is of the best, styles are desirable, following the latest imported models.

Each \$12.00, \$15.00, \$18.00, \$20.00, \$25.00, \$30.00 and \$35.00

### A Customer For 20 Years

A few days ago we received the following letter, post marked, Vittoria. We are sorry the writer did not sign their name. We shall take good care of the letter just the same.

"I was in Simcoe Tuesday last, when one of your young men was good enough to take me all over your new store. Since I returned home, I have been thinking of you and your store—in our old fashioned home there hangs upon the wall, as you enter the door, this legend—

A stranger within these gates, whose'er thou art,  
No limitation to thy freedom fear,  
Come when thou wilt, and when thou wilt depart,  
Since for thy pleasure (and service) all are gathered here.

Right well applies the above to your store, so full of pretty and good things. Yet still more full of the hospitable spirit for which it has been noted from its beginnings."

Thank you, kind friend, for your good wishes. Your letter is a compliment and inspiration. The store will never grow too old or too big to forget courtesy and kindness due to its first friends, or shall it be wanting in diligent service to its new friends.

*H.S. Falls*



**THE H.S. FALLS CO. OF SIMCOE LIMITED**

The fit, linings, style and finish of **FALLS' Fur Coats** will be found very pleasing.

**THE H.S. FALLS CO. OF SIMCOE LIMITED**