

## Don't Think That We Cannot Lose The Fight

For lose it we will if you sit back and let the other fellow do both the fighting and lending. Our boys are marching on to "No Man's Land," going through awful things for us. They do not ask that we older men tramp beside them: but they DO ASK THAT WE BACK THEM UP WITH OUR DOLLARS, when they are laying down their lives for Freedom and Humanity.

## Help Win the War by Buying a Bond of the VICTORY LOAN

It's a good investment any way you look at it.

### It is Real Economy to Buy Here

Bath Towels in pure white and fancy colors ..... 2 for 25c  
Pillow Cases, 20 x 34 ..... 39c a pair  
Bleached Cotton Sheets, 72 x 90 inches, at ..... \$1.69 a pair  
60-inch Homespun Table Linen, 70 per cent linen, \$1 value, 73c yd.  
58-inch Bleached Mercerized Table Damask, 75c value for 50c a yd  
2 Bargains in Table Napkins, large size and fine quality (not pure linen) the dozen ..... \$1.29 and 1.65  
White Apron Muslins in spots and checks ..... 12c a yard  
40-inch White Embroidered Cambric for white wear ..... 21c a yard

### Anniversary Sale of Pure Linen Things

5 pieces only 15-inch Guest Towelling, best of pure linen; worth 50c a yard. Sale price ..... 39c  
4 pieces only 18-inch pure linen Guest Towelling, worth 60c a yd. for ..... 47c  
15 dozen large dinner size Table Napkins; pure linen; worth \$2.75 a dozen, for ..... \$2.29  
Pure linen Crash Towelling in grey or white, the yard ..... 17c  
3 Anniversary Sale Bargains in all Pure Linen Neck Towels  
No. 1—Fancy border plain hemmed, 18x36 inches, each ..... 23c  
No. 2—Extra heavy hemstitched towels, 22x40 inches, each ..... 63c  
No. 3—Very fine heavy hemstitched towels, 22x40 ins., each ..... 82c

### Warm Winter Flannels in the Sale

I—26-inch in plain grey flannel, in light and dark, the yard, 32c instead of 40c  
II—28-inch English khaki flannel, worth 75c yd. for ..... 50c a yd  
III—28-inch English khaki flannel, an excellent cloth, worth 85c a yard. Sale price, 60c a yard.

### Comforters, Wool Blankets, Flannelette Blankets and Flannelette by the Yard

White Flannelette Blankets, best Ibox quality and large size; worth \$2.75 a pair. Anniversary sale ..... \$2.25  
36-inch heavy striped Flannelette in a variety of neat stripes; 10 yards for ..... \$1.78  
During the Anniversary Sale a straight discount of 15 per cent. will be given on all Blankets and Comforters.

### Anniversary Sale of Dinner Sets

"Booth's" fine Dinner Sets to be sacrificed—a few pieces in each set are lacking—the list below will tell the story:  
"Booth's" Lowestoft Border Dinner Set when complete has 98 pieces, and sells for \$32.00 the set. The sale price will be \$16.00. Short in this set; 1 dozen coupe soups, 1 gravy tray, and 5 fruit nappies.  
"Booth's" Butterfly Border Dinner Sets when complete 127 pieces and sell for \$48.00. Short in this set; 1 dozen cups and saucers, 10 fruit nappies, 9 tea plates and 1 large platter. This set will be sold for \$24.00.  
Booth's Mottled Border Dinner Sets when complete have 110 pieces and sell for \$28.50; there is lacking in this set; 2 coupe soups, 10 tea plates, 1 cream pitcher, and 1 dozen nappies. This set will be sold for \$14.25.  
These are bargains that will never be duplicated.

### Twelve Dinner Sets Complete

We offer during the Sale twelve fine English complete Porcelain Dinner Sets of 98 pieces, in very choice designs that are special value at \$20.00 for \$17.50.

### Glassware at Half Price

20c Celery Dish for ..... 10c  
50c large Water Jug for ..... 25c  
40c Salad Bowl for ..... 20c  
30c Salad Bowl for ..... 15c  
10c Pickle Dish for ..... 5c  
10c Sherbit Cups for ..... 5c  
20c Cream Pitcher for ..... 10c  
15c Jelly Dish for ..... 7c  
25c Jelly Dish for ..... 12c

### OTHER BASEMENT BARGAINS

Brown Betty Tea Pots, 50c quality. Sale ..... 25c  
Shak and Pot Brushes, each ..... 4c  
Toy Horses, mounted on rollers, \$1.00 value for ..... 48c each

Four only Children's Desks and Chairs, complete; a fine piece of furniture; regular \$4.00 value. Rush Sale Saturday morning, \$1.50 the set complete.

Twelve only substantially made Coasters is a rush sale Saturday morning at 10 cents each.

Scores of Women and Young Women will slip into these

### Cosy Coats

They are all made in an attractive way and the materials are good Plushes, Broadcloths, imported Tweeds, etc. Your choice of any Coat in stock at a Straight Discount of 15 Per Cent.

The Store Will Close Every Afternoon During the Sale at 5.30 Except Saturday.

# Anniversary Week

## Our Sixth (Time Flies) Anniversary of the Opening of the New Kind of Store

How the People would miss it if it were to move to Hamilton or London, where Hamilton and London People have often said it ought to be. But it began here and grew here, and here stay, going on growing and becoming more useful every day. This Big Building, where we keep store for the constantly increasing number who like it so well, is full to overflowing with Beautiful Goods.

The Anniversary Sale Prices will be on Goods in demand. Every Dollar's Worth offered will be Merituous Merchandise. Every Department throughout the store will be dotted with signs that tell of Anniversary Sale Prices. Some of them have their story told here. Many more are for you to find yourself.

## THE SALE WILL CONTINUE 8 DAYS

SATURDAY ..... Nov. 24th  
SUNDAY ..... Nov. 25th  
MONDAY ..... Nov. 26th  
TUESDAY ..... Nov. 27th  
WEDNESDAY ..... Nov. 28th  
THURSDAY ..... Nov. 29th  
FRIDAY ..... Nov. 30th  
SATURDAY ..... Dec. 1st  
MONDAY ..... Dec. 3rd

### In the MEN'S and BOYS' STORE

Men's Extra heavy ribbed Wool Undershirts and Drawers in sizes 34 to 44; special \$1.25 value, during the sale, all sizes, 95c  
Men's unusually heavy "2-3-4 lbs." Sweater Coats in wine color; these are a \$5.00 value. When the sale opens Saturday the price will be \$2.50. Only seventeen of these to dispose of.

### An Offering in Men's Suits that will Attract Attention

Fifty men's suits in fine tweeds and heavy worsteds; all medium and dark colors; thoroughly well tailored and desirable suits in every way; sizes 35 to 44. The values are \$15, 16 and 17. Anniversary sale, your choice of any suit for ..... \$12.40  
A table of Boys' Suits to fit boys 6 to 15 years. First choice is best. Any Suit on the table for ..... \$2.50  
Men's colored Dress Shirts in a variety of good patterns; soft and laundered bosoms; sizes to 17, worth \$1.00 and 1.25 Choice ..... 68c  
Men's lined Mocha Gloves, fine, soft, warm serviceable kind a \$1.75 value. During the sale, the pair ..... \$1.29  
Five dozen boys' heavy Knitted Sweaters, in a variety of colors; sizes 26 to 32; a special at \$1.25. Anniversary sale 95c ea  
Men's Black Bib Overalls; the \$1.25 quality. Anniversary Sale, the pair ..... 95c  
Boys' heavy Mackinaw Pea Jackets, plaid lining; corduroy collar. Sale price ..... \$2.29  
Four only large size double breasted heavy Corduroy Vests, with tweed lining; sizes are 42, 44 and 46. These vests cost today—if we could get them—\$2.50 wholesale. They are to be sold for ..... \$1.95 each.

### Some Unusual Offerings in The Dress Goods Department

All wool French Delaines in a variety of good designs for house and street wear, worth 85c. Sale Price ..... 42c a yard.  
Wakared Moire Skirting, 38 inches wide, in brown and grey; regular 50c a yard for ..... 25c  
Fancy Blouse and Dress Silks at half price and less Lot 1, worth up to \$1.00 per yard. SALE PRICE 48c. Lot 2 worth up to \$1.25 a yard. SALE PRICE ..... 63c  
Black Taffeta Silk, the soft serviceable kind, 20 inches wide a special at 50c a yard. Sale ..... 35c yd.  
Another Black Taffeta Bargain in a better quality worth 75c Sale price ..... 47c yd.  
Moirette Skirting in rose, white and brown, 25 inches wide worth 60c a yard. Quantity limited. Sale price ..... 25c.  
Heavy English Corduroy Velveteen, 27 inches wide, in black, navy, green and brown, a regular 75c value. Anniversary Sale, the yard ..... 48c.  
Marabout Trimming in navy, burgundy, brown, taupe, white and sky. Regular \$1.50 a yard for ..... 75c

### An Important Offer in Women's Gloves

Women's fine fitting Chamoisette Gloves in white, white with black, ecru and grey; sizes 5 1/2 to 8. Everybody's dollar glove. Anniversary Sale, the pair ..... 79 cents

### Hand Bags at Half Price

Three dozen only Black Leather Hand Bags, lined with figured sateen, fitted with change purse and mirror; worth \$1.00 each. Saturday Sale Price ..... 50 cents.

### Good News About Hosiery—2000 Pairs at a Great Saving During the Sale

Women's fine quality black Cashmere Hose; double sole; spliced heel and toe; worth 65c a pair. Sale Price TWO PAIRS for ..... 94 Cents  
Women's Black Cashmerino Hose, heavy quality; sizes 8 1/2 to 10; worth 35c a pair. Sale Price ..... 2 PAIRS for 38 Cents  
Fine Seamless black Cashmere Hose, one and one rib; sizes 6 to 10; worth, according to size, 50c, 60c, and 75c. Sale Price, all sizes ..... 48 cents pair  
Heavy soft finished seamless Cotton Hose. sizes 6 to 10; all sizes, during the sale ..... 27 cents a pair.  
Men's very soft, fine seamless Oxford grey Cashmere Half Hose; sizes 9 to 11; a special at 65 cents a pair. Anniversary Sale the pair ..... 48 Cents

### SOFT WARM KNITTED MITTS

Children's and Misses' Wool Mittens, gauntlet style, colors are scarlet, cardinal, brown navy, Oxford and white; a special 50c item. During the sale the pair ..... 38 cents



### Opening of Toy Land

Saturday

Bring the Children To See The Dolls, the Toys and the Christmas Surprises—BASEMENT

**H. S. FALLS**  
CO. OF SIMCOE, Ltd.

### Fine Wearing Apparel at Reduced Prices

House Dresses, good style, from print and gingham; worth \$2.25. Sale Price ..... \$1.75  
Mercerized Sateen Petticoats in rose, navy, blue, purple and black, worth \$2.50. Sale Price ..... \$1.75  
Wrasperette Dressing Sacques in grey, mauve, pink and red combinations; worth \$1.25. Sale Price ..... 90c  
Creme Kimonos in pink, mauve, red, blue and old rose; worth \$1.75. Sale Price ..... \$1.25  
A table of pretty styles in Voile Blouses; worth \$2.00 each. Sale Price, choice ..... \$1.45  
A table of Crepe de Chine and Jap Silk Blouses in black and the season's best colors, worth \$3.50. Sale Price ..... \$2.75

### A Few of the Many Anniversary Bargains From The House Furnishing Department Are Listed Below

Scotch Wool Rugs, four only, in tan, rose and blue; sizes 9 to 10.6; special values at \$24.50. Sale price ..... \$19.50  
New reversible Floor Matting in tans, browns, blues and greens, colors are perfectly fast, designs are very good, worth 65c a yard. Anniversary Sale ..... 48 cents  
Couches, tapestry covering, spring edge, golden finished frames; \$11.00 value. Sale Price ..... \$8.50  
Quartered Oak Dinners, fumed or golden oak finish; leather seats, worth \$50.00. Anniversary Sale ..... \$26.00  
Dressers, quartered oak or golden finish; large bevel mirror; at \$27.50 value; 6 only of them to dispose of. Anniversary Sale \$23

### These Anniversary Specials Will Be Found in The Fancy Goods Department

Quilted Boudoir Slippers in red, pink, white, sky and copon sizes 3, 4 and 5; a regular \$1.00 item. Anniversary Sale price, the pair ..... 68 cents.  
Stamped old rose poplin Cushion and Bag, worth 75c; Saturday Sale 47 Cents. Table Scarfs to match worth \$1.00 for 67 cents. Centres to match, worth \$1.25 for ..... 77 cents  
Children's White Pique Dresses, stamped and made up; worth 75c. Sale ..... 47 cents  
Infants' Flannelette Jackets, to clear ..... 9c each  
Fine white mainstook stamped Corset Covers; made up; 75c value, for ..... 57 cents  
Royal Society Embroidery Floss; regular three skeins for 10. Sale ..... 6 skeins for 10c

### Exceptional Reductions in Women's UNDERWEAR

Children's cream wool mixture Bloomers, elastic at waist and knee, to fit girls 7 to 13 years; worth 85c. Sale ..... 57 cents  
Women's white, ankle length, winter weight, soft finish Cotton Combinations; \$1.50 value. Sale ..... \$1.15  
Turnbull's pure wool Vests; white, short sleeve, high neck; worth \$2.00. Sale, the garment ..... \$1.47  
Women's white wool mixture Vest and Drawers, nicely finished; all sizes, special \$1.25 value. Sale ..... \$1.07  
Infants' fine wool Ribbed Vests; assorted sizes, value 35c. Sale Price ..... 23 cents

### A Notable Collection of Smart Dresses Liberally Reduced for the Anniversary Sale

Materials are taffeta, poplin, crepe de chene and mesalinas. Colors are black, black and white, navy, grey, rose, brown, green and taupe.  
\$15.00 dresses will be sold for ..... \$12.50  
18.00 Dresses will be sold for ..... 16.00  
20.00 Dresses will be sold for ..... 17.00  
25.00 Dresses will be sold for ..... 21.00

### Fashionable Suits for Women

SALE PRICES FOR EIGHT DAYS, BEGINNING SATURDAY  
Materials are gaberdine, serges, chevots and poplins. Colors are black, navy, dark green, burgundy and taupe.  
The \$40.00 Suits will be priced at ..... \$32.00  
The 35.00 Suits will be priced at ..... 28.00  
The 30.00 Suits will be priced at ..... 24.00  
The 25.00 Suits will be priced at ..... 21.00  
The 20.00 Suits will be priced at ..... 16.00

### Oiled Window Shades at Half Price

Twenty dozen heavy quality oiled Window Shades, all complete on rollers. To-day's price for these shades is 75c. Specially priced for the Anniversary Sale 53 cents each. Shades of green only.

### Women Who Like To Buy a Pretty Hat For Very Little, Come on the Opening Day of the Anniversary Sale

### Neck Scarfs for Colder Days

Mercerized Neck Scarfs, good sizes, several pretty color combinations in brown, heliotrope, burgundy, green, light and dark grey. Regular \$1.25 each. Sale Price ..... 85 cents

Parties Driving or Motoring from a Distance to Falls' Store, Simcoe, will be glad to know there's a Cosy Fireplace in the Comfort Room, 2nd Floor