



Snap Shots Throughout Falls' Store, Simcoe

Fine Imported Pure Wool Blankets the pair \$9.50, 10.00 and \$14.50.

Fine Hand Embroidered Madeira Tea Sets, \$4.50 to \$25.00 per Set.

New Things in Hand Bags and Purses, \$2.50 to \$6.00.

The New showing of Ladies Neckwear was never finer 50c. to \$2.50 each.

Great stocks of the new styles and colors in Sweater Coats are here \$5 to \$14.00.

All the Better Kinds of women's and children's underwear are here in large variety. Separate pieces and Combinations.

A fine showing of new Coatings. Sealottes, Flashes, Chinchillas Tweeds and Velvets \$1.00 to \$7.50 yard.

Great stocks of new Dress Goods, Serges, Chevots, Colinnas, Poplins, Broadcloths, Tweeds etc.

The new Silks are beautiful. Plaids, Stripes and the Plain Colors in Poplins, Messalines and Paillettes.

Buttons are much in demand a large showing of them here 10c to \$2.00 dozen.

Hair Brushes large stocks at old prices each 25c to \$2.50.

Novelty Knitting Bag, much admired, made from fancy floral Chintz, prettily lined and trimmed with Imitation Fruit. Each 25c to \$2.75.

In the Fancy Goods Department New things in Cushion Tops 50c to \$8.50.

Everything for Baby, Fancy Combs and Brushes, Powder Puffs, Rattles, Clothes Hangers, Carriage Straps, Wool Jackets, Infantes etc.

Men's Suits made to your measure \$14. to \$35.00.

Young Men's Overcoats in smart styles, fine soft materials \$13.50 to \$18.50.

Fine Imported Shirts and Neckwear for men, Shirts \$2.00 sizes 14 to 18. Ties 75c, 1.00, 1.50, \$1.75 and they are worth the money.

Women's Crepe Kimonas, Eider Bath Robes, Pretty Wrapperette Kimonas a large showing.

New Feather Boas in white, Black, and Natural, also combinations of Black and White, White and Grey and Natural and White. Each \$3.75 to 9.50.

The New Marabou stoles each \$6.00 to \$9.00.

A splendid showing of new Blouses, Georgettes, Crepe De Chine, and other materials, each \$1.50 to 10.00.

A special showing of trimmed Hats, \$2.75 to 7.50.

High Class Black Walnut Bedroom Suites complete Ostermoor Mattress and Springs for \$129.00.

Our Store will be closed all Day--Thanksgiving Day.

Tuesday and Wednesday next will be the Big Days of Norfolk County Fair

A Fine choosing here in Ruza, Axminster, Tapestry, Wilton, Brussels, and all wool.

Visit the Basement and the fine displays of Dolls, Toys, Games, Cut Glass and China, including special display in Dinner Sets, Toilet Sets and Coalport China, all very reasonably priced.

In the Furniture Department 3rd Floor you will see the new Dining Room suite in Fumed Oak, Bevelled Mirror Buffet, Priced the Suite Complete for \$109.00 delivered to any part of Norfolk or Haldimand free of charge.

Women's Plush Coats all nicely lined throughout in smart styles. Each \$24.50, 30.00, 35.00 and 38.50.

Very special Colored Plush Coats for junior young women, lined throughout in colors of Brown, Green, Burgundy, Navy and Black, only \$15.00.

Men will be glad to know that at Falls' Store they can buy a fashionable fine quality felt Hat for \$1.90, all the new Colors also Black.

Three Big Days in Falls' Men's Store Saturday of this week and the last two days of the Fair, Tuesday and Wednesday next.

A sale of Men's Tweed Rain Coats, each \$8.80.

A sale of Men's Fine Tweed Suits at \$13.50.

A sale of men's fine Melton Over Coats in medium and dark Grey, also Black. For the last two days of the Fair, Regular \$20.00 for \$17.00.

A Table of Boy's Tweed Suits worth up to \$6.00 choice \$4.50.

A Table of Boys Suits worth up to \$7.00 choice \$5.50.

Men's Heavy Grey Sweater Coats sell for \$1.25.

Saturday and Monday and Tuesday next we will sell 20 dozen Men's extra heavy ribbed wool shirts and drawers, all sizes, \$1.00 the garment.

Men's fine Hemstitched Lawn Handkerchiefs selling 5 for 25c is a good investment

A Table of Men's and Boys' Tweed Caps selling, your choice 39 cents.

Most women like Washable Fabric Gloves. We are selling fine Chamisette Gloves in White and White with Black Stitches at 95 cents a pair, sizes 5 1/2 to 8.

Men's fine Motor Gauntlet Gloves lined are especially priced at \$3.50 a pair.

In the garment Department, 2nd Floor, you will find very smart styles in separate Skirts, Plain Taffeta, Plaid Taffeta, Striped Satin, Fancy Plaids, Tweeds, Serges, etc., \$4.00 to 12.00.

The New Furs and Fur Coats are beautiful. If you have a thought of buying a Fur Coat or a Fur Set visit our enlarged Fur Department, 2nd Floor, and see the fine display. We stand ready to save you a tidy little sum on a Fur Coat or a Fur Set.

The Tables are heaped high with Flannelette Night Gowns, \$1.25 to 1.75 each.

A sale of Women's Warm Winter Sample Coats Begins Saturday morning. Scarcely two of them alike, not a coat could we duplicate for less than \$20.00. Buying Saturday and until sold your choice 15.90.

Dressing Sacsques for chilly mornings. A Bargain, 2nd Floor, \$1.29 each.

Unlined Cape Gloves for Boys and Girls, sizes 0 to 6, they cannot be duplicated at the pair 75c.

Boudoir Slippers from Japan at Half Price, they are quilted of old Rose, Copenhagen, White, Cardinal, Pink and Pale Blue nicely finished with embroidery, 75c instead of \$1.50 a pair.

Over a year ago we bought certain dainty china pieces that are selling in the Basement at 25c and 50c each.

Fine Imported Pyjama Flannels in Pretty Stripes are selling at the Staple Department at the yard 40c to 1.25.

Women's Coats are an interesting subject these days, a coat for almost any occasion can be found in the gathering in Garment Department 2nd Floor, \$10.00 to 60.00 for Cloth Coats, 75.00 to 250.00 for Fur Coats.

French Kid Gloves are something of a rarity. Few are being made and still fewer cross the ocean, so that a complete stock of these fine things is not found in many stores, there is a fine showing of them here at the pair \$1.50, 1.75, 2.00, and 2.50.

Some interesting values in smartly Tailored Suits for women will be displayed Saturday at \$25, 27, 30, 32, and 35.

Newly arrived "Nemo Corsets" in the models at the pair \$2.50 to 6.00 the pair. In comparing these prices with a Toronto catalogue a customer found in some we were 25c a pair cheaper and 50c a pair in the more expensive ones.

The Fur sets and Fur Coats never were as beautiful as the ones displayed this year. You will find a collection very complete and our prices most reasonable.

The Mill that makes our finest Women's White Knitted Wool Underwear, separate garments and combinations, has sent us a case of samples and second, each garment has a slight imperfection but do not hurt and are scarcely noticeable. They will be sold at a saving of 25 per cent.—See them piled near the Underwear Dept, Main Floor.

The judgement of the People is good—their taste is good, they know good Furniture and they are buying more and more of it at Falls' Store.

Many buyers of new Furniture also want new Rugs, just now we can promise fine selections in Wilton, Axminster, Brussels, Tapestry and all wool Rugs.

The last bunch of those Handy Suit Cases with Brass fittings that we have sold thousands of at 25c each will go on sale Saturday at that price—later delivery will be more as the manufacturer is now charging much more than 25c for them.

The Best Shirt News in Simcoe—Is a line of Men's Made-in-England (Shirts that we sell for \$2.00—fine Cambric and Oxfords

The new Devonports and Chesterfields speak of comfort and coziness—Furniture Dept., 3rd Floor.

The Men's Store has a fine showing of soft pure wool Underwear, separate suits and combinations, \$3.00 to \$6.00 the Suit.

By all odds the greatest aid to House-keeping is the Electric Vacuum Cleaner—the best one that we know is the "Eureka". We shall be glad to demonstrate the thoroughness and usefulness in your home.

5 dozen 24 and 26 inch Tan Suit Cases with lock and key and brass fittings selling at \$1.29 each.

It is always a matter of surprise to surprise to some women to learn that they can save 25c to 50c a pair on "Nemo Corsets" by buying them at Falls Store instead of in Toronto.

Double width Plaid Dress Goods for Girls' dresses is unusual at 28c a yard.

We are selling good Wheeling Yarn in Grey, Black, Blue and Cardinal at \$1.25 a lb.—Special Prices to Patriotic Societies.

Fine Scotch Fingering Yarn in Medium and Silver Grey, White and Khaki—at the pound \$1.60, 1.75, 2.00 and 2.50.

Boys' heavy English Corduroy Bloomer Pants, "Bull Dog" Brand sizes up to 26 \$1.50 a pair, sizes up to 35 \$2.00.

It isn't safe now to buy a man's suit at less than \$10. In our men's store you will find fine values in Men's Suits at \$10, 12, 15, and 18. Men's Suits made-to-measure \$20, 25, 30 and 35. Everything in Clothing for Boys.

9 Piece English Toilet Sets neatly decorated at \$5.50 is a special value.

Another Basement Bargain is 6 Drinking Glasses for 17c.

Rare values are shown in English and French Dinner Sets \$14.75 to 90.00.

Inlaid Linoleum, a limited quantity left \$1.50 a square yard.

Very good designs in Casserolls at \$1.75 and 1.95 each.

Glass Water Sets a fine choice 6 Glasses and Jug \$1.95 to 10.00.

We are still selling Certain Glass things at Half Price.

Water Jugs worth 50c for 25c.

Milk Pitchers worth 20c for 10c

Fruit and Salad Bowls worth 40c for 20c, worth 30c for 15c, worth 20c for 10c

Sherbits and Fruit Dishes worth 15c for 7c.

Cream Jugs worth 20c for 10c

15 inch Glass Vases regular \$1.00 for 25c

Celery Tray and Fruit Dishes worth 20c for 10c.

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