

The LAST DAYS of Falls'-Anniversary-Sale

All Of Our Women's Fine Plush Coats are in the Sale

The \$27.50 ones for	\$24.50
The \$30.00 ones for	\$26.00
The \$35.00 ones for	\$31.00
The \$40.00 ones for	\$35.00
The \$45.00 ones for	\$39.00

Women's Coats, assorted colors, in Chinchilla, Nigger Head and Velours, all sizes. Our special \$12 to \$24 coats. For the Anniversary Sale, each \$10.

Women's Sweaters, large variety of styles and colors, value up to \$7.00. Clearing at, each \$3.90.

Silk Dresses in Poplin, Taffeta, etc., assorted colors, all sizes, new styles. In a Rush Sale, \$11.90 each.

Striped Near-flannel Blouses, a special value at \$1.75. This Sale only 97c.

Black Moire Undershirts, an extra value at \$2.25. Anniversary Sale, \$1.88.

47 Women's Rain Coats, tan and grey Parapet, worth up to \$7.50. Clearing at half price, \$3.75.

There is great selling in the Millinery Department. Choice of any W. men's Misses' and Girls' Trimmed Hats at exactly Half Price.

Anniversary Sale of Our Entire Stock of Beautiful Fur Sets for 13 Days, including All Our Fine Black Wolf, Black Lynx, Skunk, Black Fox, Mink, Natural Fox, Fitch, Raccoon, Red Fox, Taupe Wolf and Hudson Seal Sets at a Reduction of 15 Per Cent., beginning Saturday.

Men Are Saving One Dollar and One Dollar and a Half in Fine Felt Hats

The Hats are worth \$3.00; plenty of stores are getting \$3.50 for them. See them in the Men's Department, Main Floor, at \$2.00.

4-Ply Scotch Fingering Yarn in Silvery Grey. Anniversary Sale \$2.50 per pound. This is the Lowest Price Quoted in Canada for this Quality of Yarn. Limit 5 lbs. to a customer.

Anniversary Sale of Towellings, Table Damask, Linen Table Cloths, Flannelette Sheetings, Prints and Flannelette Blankets

18-inch White Crash Towelling, red border. Special at 30c yard. Anniversary, 25c each.

22-inch White Dish Towelling, Linen; sears goods at 25c yard. Sale 21c.

54-inch Damask Tablecloth, worth up to 76c. For this Sale, 48c yard.

66-inch very fine Table Damask; value up to \$1.50. On sale at 96c yd.

2-pieces only, 72-inch Bleached pure Linen Damask, selling for \$1.65.

22-inch Damask Napkins, today's price \$5 dozen. For this Sale, only \$2.98.

69 only, pure Linen Table Cloths, (seconds) size 2x2 1-2 yards, \$5.87 each.

White Bedspreads, full size. Sale 2.79.

Heavy Bath Towels, gre, stripe, size 20x40. inches; hemmed. Selling for 29c each.

White Flax Towels, red border, extra heavy; size 16x40. Anniversary Sale, 22c each.

Striped Flannelette, 35 and 36 inches wide. Today's value 35c. Anniversary Sale 28c yard.

Extra value in White Flannelette, 34 in. wide. Selling for 28c yard.

35 and 36-inch White Cotton; today's value 28c yard. Sale Price 18c yard.

9-inch Unbleached Twilled Sheetting, worth 50c. For this Sale only 43c yard.

8-4 Bleached Sheetting, fine even thread. Sale price, 54c yard.

Flannelette Blankets, Ilex Brand, white or grey size 60x70, \$3.15 pair; size 68x78, \$3.45 pair size 72x84, \$3.90 a pair.

250 yards Navy Print, white spot, fine fast color cloth. Sale, 28c yard.

Many Are Taking Advantage of the Sale Prices in the Men's Store

MEN'S SUITS \$12—A table of men's suits, medium and heavy Tweeds; serviceable, good looking suits that we cannot buy, ourselves, today for \$13.50 will be sold for \$12.

MEN'S SUITS \$15—A table of men's suits in medium and dark greys, good looking, serviceable Tweeds (today's) wholesale price on these is \$18. They will be sold for \$15.00.

BOYS SUITS \$5.50—On this table are suits to fit boys up to 15 years; smart good looking suits that we cannot duplicate from the manufacturers for \$7.00.

MEN'S SUITS \$25—These are our finest men's suits in colored worsteds, choice patterns, fine checks, plaids and over checks. The men's suits that are being shown for next spring delivery at \$27.00 wholesale will not hold a candle with these fine worsteds suits that will go on sale Saturday morning at \$23.00.

BOYS SUITS \$7.50—Ready when the sale opens Saturday morning, fifty boys' double breasted all-wool suits that are extra value at \$10 —to be sold for \$7.50; sizes to fit boys up to 15 years.

Men's Socks, medium weight wool 40c value. Sale 25c pair.

75c Black Cashmere Sox, all sizes. The pair 68c.

Men's Sweater Coats, special \$4.00 quality for \$2.75.

Men's Khaki Shirts made of heavy quality flannelette; all sizes, 15 to 17. Sale price each \$1.25.

Men's Extra Heavy Ribbed Underwear. Shirts and Drawers remarkable values at \$1.25. Anniversary Sale only \$1.00.

Anniversary Sale prices on boys' Underwear, boys' Mitts, boys' Caps, boys' Hoses, boys' Odd Pants, and boys' Sweaters.

100 pairs of Boys' Tweed and Serge Bloomer Pants, extra well made. We cannot buy them ourselves today for less than \$2.25 pair. Anniversary Sale, the pair \$1.95.

Men's lined Leather Work Mitts. Sale Price 69c.

Men's Gauntlet Gloves, heavy for rough work; our \$1.50 value. Sale \$1.29.

Men's fine Print Shirts, neat design, worth \$1.25. Special, 98c each; all sizes. (the lowest print shirt on the market for next spring is \$13.50 a dozen wholesale.)

Save on Winter Hosiery

Women's Cashmere Hosiery, seamless; all sizes. Sale 37c.

Women's Cashmere Hosiery, seamless; all sizes; a bargain at 60c; selling for 50c pair.

Buster Brown Hosiery, black cotton; all sizes. Today's price 60c pair. Selling for 45c.

Boys Heavy Wool Hosiery, 2-1 ribbed; sizes 6 to 10 1-2; selling at Falls' Store less than the makers will sell them for—45c to 85c a pair. Real value 60c to \$1.00.

Women's Black Cashmerette Hosiery, seamless; all sizes. Anniversary Sale, TWO pairs for 43c.

—Scores of Snug New Winter Top Coats and Smart Tailored Suits are All Specially Priced for Falls' Anniversary Sale.

In The Downstairs Store

A Sale of Glass Tumblers at the dozen, 60c, \$1.35, 1.50, 2.50.

A Sale of Plain White Cups and Saucers with gold band, at 25c each.

A Sale of 25 French and English Dinner Sets; all are 97 pieces. Beautiful sets they are, displayed on dining tables, in Falls' Downstairs Store, at the set, \$22.50 to \$35.50.

Surprise Soap, 4 for 27c.

Comfort Soap, 3 for 23c.

Bull Dog Ammonia, 3 for 23c.

—Anniversary Sale Prices will Rule in the Downstairs Store. One of the Finest China, Glassware, Toy and Doll Departments within 60 Miles of Simcoe.

An Outstanding Feature

Of Falls' Anniversary Sale is the Great Selling in the Furniture, Rug and Home Furnishing Department. Visit the Sale and get some idea of the Splendid Opportunity it is to Householders to Save Money on:

- Dining Room Furniture.
- Bedroom Furniture.
- Separate pieces, such as Chesterfields, Davenports and Fireside Chairs.
- Mattresses, Springs and Kitchen Cabinets.
- Rugs and Carpets, Upholstery and Drapery Materials.

Maintaining Beef Cattle a Public Service



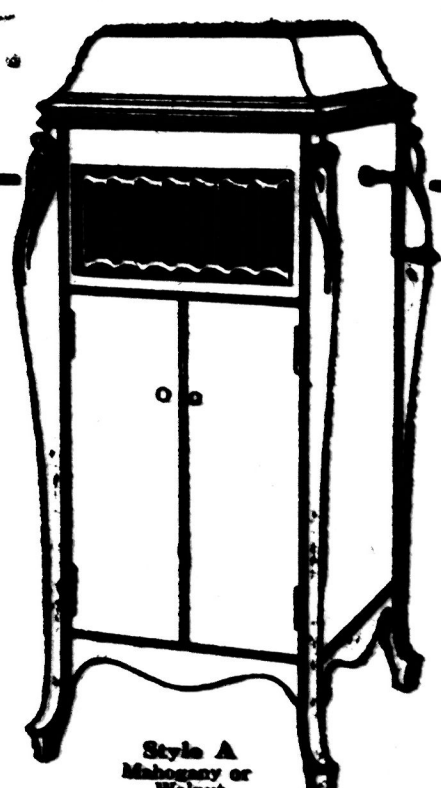
FARMERS who developed their cattle business yesterday are reaping large profits today: those who are developing it today will be well remunerated in the future. Because the more money in cattle in the next few years than ever there has been in the past, far-sighted men are buying stock and holding them. The enormous depletion that has been going on in Europe for the last four years, and which is now taking place on this continent, has already placed good cattle at a premium. The demand will not be modified by the termination of the war. Then will be the time when the herds will have to be built up again. And the building up process will require years. All this points to high prices for a long while to come, which will benefit the man who is devoting himself to the cattle business now. More than in any other country, perhaps, is there room for the expansion of the live stock industry in Western Canada. Here are still enormous areas of pasture lands practically unused. Here can the most nutritious feeders be grown in sufficient quantity to support many times the number of cattle now being supported. For a number of years the finishing of cattle has been an important phase in the efforts of a comparatively few farmers, who have found it a very paying business. That more and more farmers are beginning to realize how favorable the conditions on the Canadian prairies are to the finishing of cattle is evidenced by the increase in the

numbers of animals brought to maturity. The figures of Saskatchewan, which are now available, convey an idea of what is going on throughout the prairie west of Canada. In 1915, farmers of this province purchased 9,350 head of immature live stock at the Union Stock yards at Winnipeg for the purpose of finishing; in 1916, 29,246 head were imported; while in 1917 the number increased to 36,323. During this period, from 1915 to 1917 the number of live stock exported from the province rose from 68,378 to 137,357. Despite this doubling of the number of cattle exported in a period of two years a steady increase in the number of cattle remaining on the farms is being maintained. Two recent instances will show how remunerative the finishing of cattle is proving to Western Canadian farmers. On March 4th last, James Tully, a Manitoba farmer, purchased twenty-five head of cattle weighing on an average 1,040 pounds a head at \$10.10 a hundred pounds. Six months later these steers went over the scales showing an average weight of 1,442 pounds, and were sold for \$14.60. The animals had no special care. When taken to Mr. Tully's farm they were allowed to help themselves to the strawstacks until the grass began to grow. No grain was given to them. They were practically grass fed steers. An average gain of four hundred and two pounds per head was made, and with a 10 per cent. increase in price of \$4.50 a hundred pounds, the gross profit on the transaction was \$106.56 a head, the purchase price being \$106.04 a head, and the selling price \$210.60. The total expenses, including commission at the time of buying, freight to the farm, feed and care in the market and commission on the sale, was less than \$10, so that the net profit was almost one hundred per cent. W. R. Davidson, of Simcoe, Ontario, has even better results to show on forty head of cattle which he purchased at the Union Stock yards at Winnipeg a little over a year ago. On these steers he claims to have made a net profit of hundred per cent. Their net cost, including the freight from Winnipeg to Simcoe,

a distance of more than two hundred miles, was just over \$22 a head, and nearly \$2,000 for the lot. They were sold last month for \$5,000 at the bank. As was the case with Mr. Tully's cattle, these animals were given no grain. During the winter they were fed on hay and straw, and from the spring onwards finished on grass. Mr. Davidson shared his faith in the goodness of naturally feeding steers with two young sons who were at Winnipeg. The price he paid worked out at an average of \$20.10 a head, but he expects that his percentage of profit on these animals will be equally as good, in not greater, than on the cattle he has sold this year.

"When Dreams Come True"

"When dreams come true," we always say, we'll have this luxury and that comfort, and be able to enjoy the concerts and operas and music of the greatest artists. The



BRANT-OLA

brings the music of all the best artists into your own home. Plays all records, no matter what make. Has the Universal Tone Arm, which can be adjusted to play any disc record, and play it perfectly. Another feature is the beauty of the cabinet. Each instrument is made under the direction of master workmen. The Brant-ola is easily distinguished by the excellence of its construction and the fineness of its finish. Add to these two features the third of economy in buying and the Brant-ola has made possible the realization of your dream. The Brant-ola is made in seven different styles. Finished in Walnut, Flamed Oak and Mahogany. Ask your dealer to demonstrate this beautiful instrument to you.

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