

Quality  
Hosiery  
Gloves

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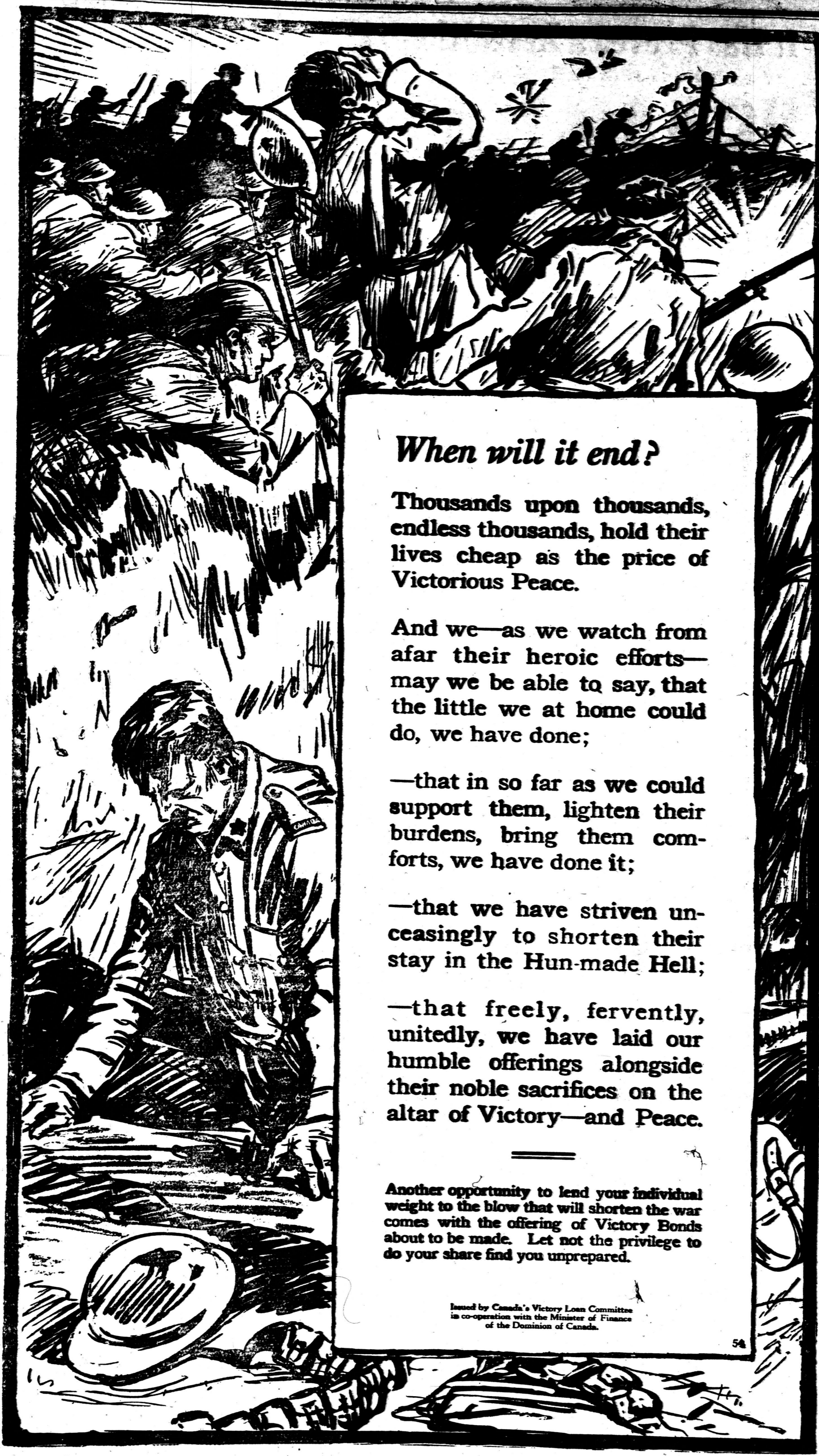
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Wallpaper Co  
Samples.

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let for our INVITE-  
which will be sent free.  
MARRON,  
St. Street.



*When will it end?*

**Thousands upon thousands, endless thousands, hold their lives cheap as the price of Victorious Peace.**

**And we—as we watch from afar their heroic efforts—may we be able to say, that the little we at home could do, we have done;**

**—that in so far as we could support them, lighten their burdens, bring them comforts, we have done it;**

**—that we have striven unceasingly to shorten their stay in the Hun-made Hell;**

**—that freely, fervently, unitedly, we have laid our humble offerings alongside their noble sacrifices on the altar of Victory—and Peace.**

**Another opportunity to lend your individual weight to the blow that will shorten the war comes with the offering of Victory Bonds about to be made. Let not the privilege to do your share find you unprepared.**

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada.

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# Hosiery for the Entire Family

To-day we hold in our Reserve Rooms thousands of pairs of Stockings—the Fall and Winter Kinds for Women, for Girls, for Boys—Hundreds of Dollars worth of them were bought over two years ago.—We jumped on the Hosiery Market before it jumped on us. We take it, of course, that you know something of the condition in the Woolen Market and the present prohibition prices for every grade of coarse or fine wool Hose, but if you do not, we suggest that you send to some of the big stores in Toronto and buy a couple of pairs Cashmere Hosiery and compare them with the values offered at Falls Store. Recently a Toronto wholesale man told us that if Toronto women knew of the Values we were offering in Cashmere and Wool Hosiery the Mail Orders would come for them faster than we could open the letters.

### Fine Ribbed Cashmere Hose

ENGLISH MANUFACTURE. 1 and 1 Ribbed, 10 fold Knee, double Heel, Toe and Sole. Sizes 5, 5 1-2, 6, 6 1-2, 7, 7 1-2, 8, 8 1-2, 9, 9 1-2, 10 1-2. Per pair 65c and \$1.25.

**Very Fine Ribbed Cashmere Hose—White**  
Sizes 5, 5 1-2, 6, 6 1-2, 7, 7 1-2, 8, 8 1-2, 9, 9 1-2. Per Pair 65c to \$1.50.

### Heavy Ribbed Wool Hose—Black

Sizes 6, 6 1-2, 7, 7 1-2, 8, 8 1-2, 9, 9 1-2, 10. Per pair 85c to \$1.50.

### Fine Heavy Ribbed School Hose—Grey

Sizes 6, 6 1-2, 7, 7 1-2, 8, 8 1-2, and 9. Per pair 95c to \$1.50

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Fine all wool 1-1 Ribbed Black Cashmere Hose, Double Heel, Toe and Sole. Sizes 5 to 10 1-2. 65c to \$1.50 per pair.

Fine all wool 1||1 ribbed black Hose, sizes 4 1-2 to 10. Per Pair 35c to 85c.

Children's all wool 1||1 ribbed Cashmere Hose, black and white, sizes 4, 4 1-2, 5, 5 1-2, 6 and 6 1-2. Per pair 45c to 65c.

Boys' Heavy Black 1||1 Ribbed Cotton Hose, sizes 7, 7 1-2, 8, 8 1-2, 9, 9 1-2, 10, 10 1-2. Per Pair 45c.

Heavy Worsted Over Stockings, all wool, 2||1 ribbed. Colors—white, scarlet, cardinal, brown and grey. Sizes 5 1-2, 6, 6 1-2, 7, 7 1-2, 8, 8 1-2 and 9. Per pair 85c to \$1.50.

Women's Fine Brown Cashmere Hose, Seamless, double heel, toe and soles, Widened top. Sizes 8 1-2 to 10. Per pair \$1.50.

Women's Heavy Brown Lisle Thread Hose, seamless, double heel, toe and soles, widened top, sizes 8 1-2 to 10. Per Pair 75c.

Women's fine all wool English Cashmere Hose, sizes 8 1-2 to 10. Per pair \$1.75.

Women's Black Mercerized Hose, 1||1 ribbed, shot effect White with black, red with black, blue with black. Sizes 8 1-2 to 10. Per pair \$1.25.

Women's fine all wool English Cashmere Hose, full fashioned, seamless, sizes 8 1-2 to 10. Per pair \$1.50.

Women's O. S. Fine Cashmere Hose, seamless sizes 8 1-2 to 10. Per Pair \$1.25.

Women's O. S. Cashmere Hose, seamless sizes 8 1-2 to 10. Per Pair 85c.

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## MEN'S HALF HOSE

Men's Plain Cashmere Half Hose, Canadian Manufacture, Sizes 9 1-2, 10, 10 1-2 and 11. Per pair 25c and 35c.

Men's Pure Llama Half Hose, sizes 9 1-2, 10, 10 1-2 and 11. Per pair 65c.

Men's Circle Bar, Canada's Best Cashmere Half Hose, Fine 1||1 ribbed. Sizes 9 1-2, 10, 10 1-2 and 11. Per pair 75c.

Men's Imported, English Cashmere, fine 1||1 ribbed Half Hose. Sizes 9 1-2, 10, 10 1-2, and 11. Per pair \$1.00.

Very Special Heavy 2||1 Ribbed Half Hose, could not be duplicated at any Price. Sizes 9 1-2, 10, 10 1-2 and 11. Per pair \$2.00.

Men's Fine Lisle Half Hose in black, tan and grey. Sizes 9 1-2, 10, 10 1-2 and 11.

“Loyal” Cashmere Half Hose, 2||1 Ribbed, exceptional value. These come in shades of Tans, Fawns and Greens, sizes 9 1-2, 10, 10 1-2 and 11. Per pair 50c.

OXFORD CASHMERE Half Hose, very fine grey mixture, Sizes 9 1-2, 10, 10 1-2 and 11. Per Pair 75c.

HEAVY UNION WORK SOCKS. Sizes 9 1-2, 10, 10 1-2 and 11. Per pair 25c and 35c.

HEAVY WOOL SOLES, sizes 9 1-2, 10, 10 1-2 and 11. Per pair 40c, 50c. and 65c.



SCIENCE AND INDUSTRY AID  
VICTORY LOAN

As an instance of how science and industry have co-operated in helping to win the war, it is interesting to note that Sir Thomas Young, President of the Finance, has made a special “His Master’s Voice” Record for the Finance of actually informing the Canadian Public in his own voice concerning the need of the second Victory Loan.  
Science has thus made it possible for the voice of the Finance Minister to be heard in thousands of places in every part of the Country at the same time. The record in this illustration shows Sir Thomas Young, Knight of the Order of St. Michael and St. George, in the act, as the words are spoken, of recording at the laboratories of the Helmer Gram-ophone Company, Limited, Montreal.