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"I Hope Every City and District Will Win My Flag"

When Edward, Prince of Wales—eager, bright eyed, smiling and sincere—arrived in Canada in August, and when he voiced his great admiration of the wonderful achievements of Canadians, on the fields of battle and at home, once again we were thrilled with joyous pride.

He asked concerning Canada's reconstruction programme, and when he was told of the Victory Loan 1919, he graciously consented to the use of his Coat of Arms on a flag, which is to be the prize of honour for districts achieving their quota in the loan.

In dedicating "The Prince's Flag" at Ottawa on Labor Day, His Royal Highness said in part:—

"It is a great joy to me to be associated with the loan, which is the bridge between war and peace, and which is finishing off the job."

"I hope every city and district will win my flag."

Striking, and beautiful in design, this flag will form not only an unique memento of Victory Year, but a lasting and outstanding souvenir of the visit of His Royal Highness—a visit which will remain as one of the most memorable events in Canada's history.

The reproduction above shows the design of the flag. The body is white, the edge red; in the upper left hand corner is the Union Jack, and in the lower right hand corner the Prince of Wales' Coat of Arms.

The flag is made in two sizes, 4 feet 6 inches by 9 feet for small cities, towns and villages, and 7 feet by 13 feet 6 inches for cities of over 10,000 population.

Canada has been divided into canvassing districts by the Victory Loan Organization. Each city forms one district. Other districts have been determined according to population.

Each of these canvassing districts has been allotted a certain amount in Victory Bonds to sell. To win the Prince's Flag, therefore, a district has to sell its allotment. That is the one and simple condition.

Anticipating that many districts will buy far beyond their allotment, the organization decided that for each twenty-five per cent. excess of the quota one Prince of Wales' Crest be awarded. Thus the workers in a district doubling its quota will be the proud winners of four small crests for their Honour Flag. These crests will be sewn to the flag. The Prince's Crest—



the three ostrich plumes—is shown at the top of the coat of arms.

To every organization with fifty or more employees, where seventy-five per cent. of the enrollment invests a total of ten per cent. of the annual payroll in Victory Bonds, a supplementary Prince of Wales Flag in smaller form—48 inches by 34 inches—will be awarded.

The allotment for each district has been carefully considered, and is based on a conservative estimate of the purchasing power of the district.

Your district can sell its allotment and thus win the Prince's Flag, provided each person does his or her share.

You will gladly do your part and encourage your neighbour to do his.

Remember YOUR purchase may be the one that decides whether or not your district is to be the proud possessor of the Prince's Flag.

*The Prince's Motto is "I Serve"
 Will You also Serve?*

Victory Loan 1919

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

Falls' Advertisement Continued

Women's wool sweaters, the most desirable colors and styles worth \$2.50 special selling, choice 6.90.
 A table of better ones worth \$12.00 choice 9.00.
 Two specials in kitchen aprons. Each 39c and 47c.
 White flannelette night gowns a small lot of 3 doz: Each \$1.15. There will be no more flannelette night gowns this year at anywhere near this price.
 2 doz tan suitcases, strongly made, brass fittings, real leather straps, a special at \$5.00, for these days each 4.40
 Three special days selling in women's winter coats, 50 of the season's best styles in women's winter coats, heavy, warm, materials. Coats worth up to \$30.00. month end special, choice for 22.00.

THIRD FLOOR

Carpet Sweepers, the servicable reliable kind. Month end special each \$1.97.
 Sunrise oak dressers, good size, bevel mirrors, 3 drawers, brass trimmed, oval or square mirrors for \$29.00.
 White enamel dressers, 3 large drawers wood trimmed, oval or square shaped bevel mirror s, extra at \$25.50.

Library tables, fumed or golden Oak, large size, double sized drawers, wood trimmed, double deck for books on each side. A special at \$30.00
 Special bungalow net good patterns, soft mesh, made in Nottingham. Selling for 65c yard.
 Seamless Tapestry Rugs, British manufacture, good patterns, good quality in all sizes, from \$19.50 to 40.00 each.
 Felt Mattresses THE ROYAL, full size made in art ticking, roll edge to keep from sagging or spreading. Worth \$17.50 Special 15.90.
 Walnut chairs and Rockers in Wm. and Mary design covered in imported tapestries and damasks. All solid walnut frames. Everyone a bargain at \$30, 35, 40 and 45.
 A walnut dining room suite you ought to see. Wm. and Mary design, solid walnut, finished in dull polish, Buffet, China Cabinet, and table, all large size chairs covered in real leather \$450.00.
 Double woven wire bed springs steel band and steel reinforcements, heavy hard wood frames, a good \$5.00 spring for 4.50 White enamel bedroom chairs, strong and well made. Selling for \$1.90 each.

Month-End Specials at Falls Store THE LAST THREE DAYS OF OCTOBER

These Happenings will be on sale Tuesday, Wednesday and Thursday next

IN THE DOWNSTAIRS STORE

100 Boys' Scooters, \$1.00 value, Rush Sale \$50c ea.
 Water Tumblers, regular 75c, a dozen for 60c.
 White porcelain milk jugs, large size, selling for 65c. each.
 Special Sale of Brushes and Household Supplies.
 Shoe Brushes at 25c. each.
 Stove Brushes 17c. ea.
 Bannister Brushes 29c. ea.
 Pay a visit to our enlarged granite wear department in our Downstairs Store
 Dish Pans each 39c, 59c. and 67c.
 Preserving Kettles, specially priced, 39c, 47c and 53c.
 Good 95c Brooms will sell for 77c.
 Individual Bakers, fire-proofware, reg. 10c. each, selling 6 for 47c.
 400 cakes only—Beehive Laundry Soap, first-class quality, selling 4 for 29c.
 O'Cedar Triangular Floor Dusting Mops. All complete, ea. \$1.25

MAIN FLOOR

Flannelette Blankets, best quality, grey only, 1 0-4 size, worth \$3.25 for 2.68 a pair.
 2 pieces only—all pure linen unbleached table damask, 72 inches wide. Worth \$2.50, selling for 1.79 per yard.
 18 only bleached Damask Table Cloths. Size 2x2 1-2 yards. 60 per cent linen. Regular \$8.50 for 5.78.
 1 case of Towelling Remnants, all splendid values, some are pure linen. All are marked much below regular price for special clearing.
 20 pieces heavy striped flannelette, 34 to 35 inches wide, 35c value the special 28c a yard.
 4 dozen only grey striped Bath Towels, extra heavy, size 22x45. Regular 75c. ea., special 57c. ea.
 Super-Floes—the new sweater wool all colors, the ball 29c.
 Ladies' Underwear—Extra quality fine even mesh. Special 60c garment.
 Women's Niagara Glove silk bloomers in pink and white. Regular price \$5.50 for these days. \$4.50 a pair.
 Men's extra heavy fleeces lined Underwear, the suit \$2.00.
 Men's fine felt Fedora Hats, the leading colors, also black, for these days \$2.00.
 24 only Men's English Worsted Suits. Neat checks and plaids. These are smart dependable suits and worth \$35. Month end special only \$29.
 Men's heavy black duck overall Pants, worth \$2.50. Priced at \$1.90 pair.
 Boy's heavy brown corduroy Bloomers for the three days, the pair \$3.37.
 Odd lot of Men and Boys' caps worth up to \$2.00, clearing at \$1.00
 Heavy ribbed cotton Hose, seamless, sizes 5 1-2 to 9 1-2. All sizes the pair 29c.
 Women's heavy cashmerino hose worth 45c pair. Selling TWO pairs for 75c.
 Boys' ALL WOOL extra heavy ribbed hose. Sizes 7 to 10 1-2. A \$1.25 value selling for 95c. a pair.
 19 only hot water bottles worth \$2.00 each. Selling for \$1.29.
 Children's hair Bow Fasteners, Half price, 25c. instead of 50c.
 Zephyr Wool in a variety of colors. Regular 18c. Will sell at 10c. a skein.
 200 Remnants of Dress Serge. Comes in black, blue, crimson, dark green and brown, 36 inches wide. They are in lengths from 5 yards to 10 yards and are 50 per cent. wool. A very suitable material for girl's school dresses and is sold regular at \$1.25 yard. Special price 85c. a yard.
 50 Bed Comforters—the printing of the Art Sateen; on these Cases is not distinct—this does not effect the warmth or wear of them. Month end special \$2.57 each.
 50 inch Mohair Black serge with fine hair line white stripe, worth \$2.50 clearing at 1.49 yd.
 34 in. Black Satin Paillette Silk. All pure silk. Regular \$2.75. Special 2.29.
 School children's special on pen holders, good 5c pen holder. A month end special 4 for 5c.
 Large auto sponges, worth 45c and 55c each, to be sold for 37c

SECOND FLOOR

Women's overall aprons, made of print etc. full sizes. Regular \$1.25, Special 97c.
 Women's Jap Silk blouses white only. Sale price \$2.299
 Print and gingham house dresses good roomy sizes. Priced at \$2.50
 Children's gingham rompers assorted sizes and colors. Good material, 59c pair.

H. S. FALLS COMPANY, OF SIMCOE, LTD.

H. S. FALLS CO. LIMITED, OF SIMCOE