

Take Note of the Date! Wednesday, August 1st. Mark It Well!

ON THAT DATE WE SHALL BEGIN THE GREATLY EXPECTED

August Sale of Furniture

With the best and largest stocks of any store within fifty (50) miles of Simcoe at your disposal and undoubtedly at the lowest prices. Much of this furniture is already on show, and already many people are finding it a very interesting and very valuable experience to walk through the stocks and form a forehanded acquaintance with their extent, variety and excellence. It is a wise move

because they will be able to buy to all the better advantage when the sale actually begins. To anybody with a home, or a home interest, a walk through such collections is simply bound to mean something. No sale that the store can make is profitable to the store unless it makes or retains the customer's friendship for the store. We try to instill this into every one of the store's employees.

THREE COURTESY DAYS

Saturday and Monday and Tuesday next. Three Courtesy Days in which to inspect, criticize and judge by comparison the Furniture that goes into the great sale opening Wednesday August first.

Falls' August Furniture and Summer Sale—Featuring Dining Room Furniture

Solid Black Walnut Dining Room suite, William and Mary design, 66-inch Buffet, 8-foot oblong table, 6 blue leather-seated chairs and new style Walnut panel end China Cabinet. One of the best bargains on the floor at \$367.50. Falls' August Sale \$323

Solid Walnut Dining Room Suite, William and Mary design, 60-inch Buffet, 8-foot round table, 6 real leather seated Chairs and China Cabinet with plate mirror in the back—a wonderful suite at our regular price \$305. Falls' August Sale \$272

Old English quarter cut Oak Dining Room Suite, very latest design; 60-inch Buffet, 8-foot oblong table, leather-seated Chairs, panel-end China Cabinet; A handsome Dining Room Suite Specialled at \$222.50. Falls' August Sale \$198

Quarter Cut Fumed Oak Dining Room Suite, our newest suite on the floor; 62-inch Buffet with lined cutlery drawers, 8-foot oblong table, 6 real leather-seated Chairs and new panel end China Cabinet. The suite is all hand carved; Purchased at Midsummer Furniture Exhibition, a special at \$190. Falls' August Sale \$169

Queen Anne Dining Room suite, quarter cut oak, nice style Buffet with mirror, real large China Cabinet, leather-seated Chairs, 6-foot Table. This is a wonderful value in a real good suite at \$157.50. Falls' August Sale \$142

Walnut Dining Room Suite, Italian design displaying wonderful hand carving and Cabinet work; 60-inch Buffet, lined cutlery drawers, 6-foot oblong table, 6 real leather slip seat Chairs, new hand carved panel end China Cabinet, an exceptional value at \$250. Falls' August Sale \$223

A real bargain — 8-piece suite, William and Mary design, quarter cut Oak; 52-inch Buffet, bevel mirror with lined cutlery drawers, 6-foot table and 6 real leather seated Chairs, Specialled at \$165. Falls' August Sale \$157

Bedroom Furniture That Will Give Lasting Service

Louis XVI Bedroom suite in Walnut, large size vanity Dresser, triple Bevel Mirror, Chiffonette, four poster Bed, large size Dresser and Bench. The most attractive suite we ever offered at \$294. Falls' August Sale \$262

Queen Anne Bedroom suite in Walnut real large size vanity Dresser with triple mirror, Chiffonette with sliding trays, large Dresser and bow foot Bed. This is a well made suite and a wonderful value at \$235. Falls' August Sale \$210

Queen Anne Bedroom Suite, Ivory hand decorated, large vanity triple mirror, large size mirror on Dresser, Chiffonette, bow foot Bed, Chair, Rocker and Bench, very fine construction and finish. Specialled at \$219. Falls' August Sale \$195

Crown William design Bedroom suite in Walnut, large Dresser triplicate mirror Dressing table, all bevel glass, Roomy Chiffonette, full Bow-end Bed, handsome Bench included. Come and see this wonderful value. Regular \$180.75. Falls' August Sale \$161

4-piece Bedroom suite consisting of Table, Bed and Bench in natural Gum, just the thing for a medium size room, Special value at \$115. Falls' August Sale \$102

We do not sell Furniture on the installment plan. We would have to charge more for it if we did. We do not accept used furniture under any consideration.

Interesting Displays

will be made of

- Chesterfield Suites
- Davenportes
- Davenportes
- Library Tables
- Tea Wagons
- Living Room Chairs
- Kitchen Cabinets
- Refrigerators

All at reduced prices during the August Sale

The Basic Facts at Falls' August Furniture Sale are Just These:

- The largest collection of Furniture that has ever been offered in Western Ontario
- Better Furniture than at any time before.
- Greater values than at any other time or any other place. It includes our entire stock.
- Bed Springs — Mattresses
- Brass Beds — Simmons Wood frame Beds.
- White Enamel Beds — Couches.
- Pillows — Linoleums.
- Congoleum Rugs — Linoleum Rugs.
- Dining Room Chairs — Hammocks.
- Couch Hammocks — Window Shades.

Hundreds of Beautiful Rugs

Will be in the sale, including Wiltons, Axminsters, Brussels and Tapestry. Every Rug liberally reduced during the August Sale

Store Closes

Every Wednesday
At Noon—12 O'Clock

BUS AND RAILWAY FARES REFUNDED

- From Jarvis on a purchase of \$10.00
 - From Colborne on a purchase of \$21.00
 - From Hagersville on a purchase of \$13.00
 - From Cayuga on a purchase of \$20.00
 - From Hamilton on a purchase of \$35.00
- Ask the Salesperson about it.

2 doz. \$21.50 Wicker Chairs and Rockers sent to us by the largest makers for our sale at \$15.75

They are covered in heavy finest Tapestry worth \$5 a yard, Best seasoned Wicker, finished in Brown finish, strong spring seats with separate Cushions and padded backs. One of the many good Bargains that will be ready when the Sale opens Wednesday August 1st.

Falls' Annual Sale of Curtain Materials, including

- 200 yards of Curtain Net in white and ivory, 36 and 40 inches wide for many uses. Sale price, yard 39c
- 42-inch fine Curtain Net in Ivory and Ecu, some with lace edging. Exclusive designs — Our 75c cloth. Sale Price, yard 60c
- 150 yards only of Serum with handstitched edge in Cream only. On Sale at the yard 18c
- Colored Marquisette, 36-inch, grey, good desirable colorings in the lot. The yard 42c
- Silkolene and Shumett; 20 different patterns to choose from; A wide range of pretty colorings; 36 inches wide. In the Sale, yard 29c
- Fine Scotch Madras in Green, Rose, Blue, Tan and Brown; 50 inches wide; A very fine cloth and excellent-value at \$1.75 yard. August Sale, yard \$1.33

Many Odd Pieces of Furniture that may "fit in" at interesting prices.

- Dressers, Chiffonettes
- Chiffrobes, Dressing Tables
- Beds, Buffets

JARVIS

SERVICES
Anglican—
 DEACON IRVING, Rector
 8 a. m. and 7 p. m.
 Junior Auxiliary
 Women's Auxili-
 ally invited to attend
Methodist—
 8 a. m. and 7 p. m. Sunday.
 at 8 p. m.
 to these services.
 Friday at 9 p. m.
Methodist—
 PIERMAN, Pastor.
 8 a. m. and 7 p. m.
Methodist—
 Day School
 Church Service,
 and Prayer Meeting
 at 4 p. m.
Wanted
 Monitor clover hull-
 cheap. T. H. Pea-
 32c
 Comfortable house
 Jarvis Drug Store.
 Chevrolet 490; in good
 Apply Morrison's
 19-3p
 Jarvis, eight-room-
 large chicken house,
 several fruit trees; two
 be bought cheap;
 Apply A. Whib-
 19-3p
 quantity of Red
 roseberries. Three
 on the bushes; Robert
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JARRIS
JARVIS
editors and
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 Walpole, County
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 May, 1923, are
 Mercantile Trust
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 pany of Canada,
 Limited
 E. Lindsay
 Its Solicitors
our
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Office