

# Falls' 33rd Anniversary Sale Opens Saturday, November Third

## And will continue until Saturday, November Seventeenth, Twelve Wonderful Sale Days

Every year Falls' Anniversary Sales increase in interest. They are for two purposes. (1) We express appreciation of public favor by 12 days of wonderful values. (2) We win hundreds of new staunch friends. Dependability, that, first of all, we refuse to handle goods merely "made to sell"—to look better than they are. Today's business is no great concern, your maintained faith in the store is of very great concern to us.

### Falls' Great Anniversary Sale of Women's Ultra-Luxurious Coats & Wraps



Made literally magnificent with Furs, Silk and Crepe Silk Linings. Real models; not two of them alike. Of Marvella Geronas and fine pile Coatings. In Browns, Taupes, Black and Navy. Not many of these high-class garments at each price:

- \$125.00 Coats on sale at.....**\$85.00**
- \$100.00 Coats on sale at.....**\$79.00**
- \$ 85.00 Coats on sale at.....**\$68.00**
- \$ 75.00 Coats on sale at.....**\$59.00**
- \$ 60.00 Coats on sale at.....**\$48.00**

#### Popular Priced Coats in the Sale, All in the New Longer Lengths

Collars of Fur and Collars and Cuffs of Fur. Nicely lined and many interlined. Colors: Taupes, Browns, Black and Navys. Materials are Velours, Marvella, Bolivia and Burberry Cloths. Sizes 16 Misses' to Women's 44.

- 50 Coats worth up to \$25.00. Anniversary Sale...**\$17.50**
  - 40 Coats worth up to \$30.00. Anniversary Sale...**\$19.00**
  - 20 Coats worth up to \$35.00. Anniversary Sale...**\$28.50**
  - 11 Coats worth up to \$40.00. Anniversary Sale...**\$32.00**
- Garment Section, Second Floor.

#### Fine Linen Things

Are Always Appreciated At These Prices

- 10½ dozen pure Linen Table Napkins, in two sizes, 20x22 and 22x22. Value \$5.50. Anniversary Sale per dozen.....**\$3.98**
- 10 dozen Double Damask Pure Linen Napkins; size 22x22; value \$9. Anniversary Sale dozen.....**\$6.75**
- 25 Pure Linen Double Damask Table Cloths; value \$10 and \$10.50; size 22x2½. Anniversary Sale.....**\$6.75**
- 22 Pure Linen Table Cloths, size 22x2. A special at \$5.00. Anniversary Sale.....**\$3.65**
- 70-in. Bleached Table Damask, pure linen, heavy quality; value \$2.25 yard. Anniversary Sale.....**\$1.57**
- 70-in. Bleached Table Damask, mercerized finish; value \$1.50 yard. Anniversary Sale.....**97c**
- 54-inch Unbleached Check Table Damask for hard wear. Yard.....**69c**
- 17-inch Pure Linen Crash Towelling in white with red or blue border; a special 40c cloth. Anniversary Sale, yard.....**27c**
- 21-inch Red Checked Glass Towelling, fine even thread. Sale yd.....**21c**

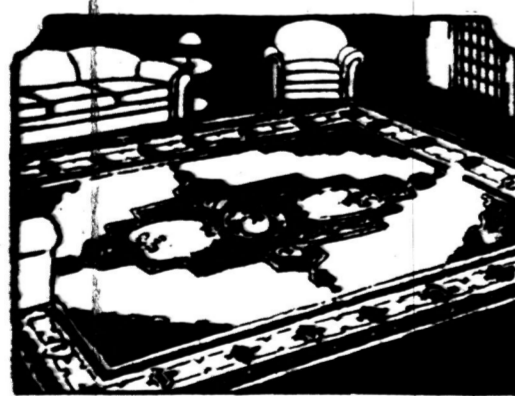
#### Five Wonderful Items

Sent To Us by a "Trade Friend" For Our 33rd Anniversary Sale

- Boys' Wool Jerseys, button on shoulder; in Camel, Grey, Maroon and Navy; sizes 22 to 32; regular \$2.00 and \$2.50, according to sizes. All one price when the sale opens Saturday morning, each.....**\$1.27**
  - Men's heavy Blue Stripe Overalls with Bib, Braces and plenty of Pockets. A \$2.00 item. Anniversary Sale pair.....**\$1.32**
  - 300 Men's Knitted Ties, all good color combinations; worth 50c. On sale each.....**27c**
  - Men's heavy pure wool ribbed Shirts and Drawers; sizes to 44. Anniversary Sale the garment.....**94c**
  - 500 Pairs of Men's Fine Seamless Cashmere Half Hose, in 4 shades. Sale pair.....**39c**
- Falls' Department Store, Simcoe

Prices on 175 Men's Suits will be specialised for our Anniversary Sale. Good Suits will not be high-priced during this event.

#### Hundreds of Rugs in the Remarkable Anniversary Sale



Heavy quality Royal Wiltons and Axminsters in glorious color effects, many of them "Templeton's," the best rug-maker in England. Has sent out for our 33rd Anniversary Sale a shipment of very beautiful Rugs in "self colors" with "self" borders, so much in demand. All desirable sizes. Here's a sample value in—  
Axminster Rugs, size 9x12; value \$53.50 and \$60. Anniversary Sale.....**\$44.00**  
Wiltons, in size 9x12; value \$75.00 and \$82.50. Anniversary Sale.....**\$67.00**

#### Big Sale of Lamps

Once a year we hold a Big Sale of all Lamps in our Homefurnishing and Furniture Department. It begins **Saturday**. Does mother need a reading light beside her bed? Father a Floor Lamp to shed light on his easy chair? Sister a dainty lamp for her desk or dressing table? The family sitting-room more glowing centres of light to radiate cheerfulness?

They are all here. Come and see the display and HOW LITTLE an attractive lamp costs in this Anniversary Sale.

Falls' Department Store, Simcoe

#### \$17.50 Will Buy a Wonderful Club Bag

One that sells regularly at \$22.00, and exceptional values at that price. Full leather lined, solid cowhide; 20-inch size; sewed frame; large and roomy; new chocolate color; solid brass fittings.

Falls' 33rd Anniversary Sale prices should appeal to every shopper within forty miles of Simcoe.

One of the finest stores and containing one of the largest and finest stocks in Western Ontario is going to celebrate its 33rd Anniversary Sale. This is stated as a fact and with deep sense of appreciation, both of this business and the obligations it carries. We have promised to improve the store's helpfulness to you as you give it more power. We assume fullest obligations under that promise. Values—overflowing values—in this Anniversary Sale.

### Our Greatest Anniversary Sale of Women's and Misses' Smart Dresses

Scores and scores of styles. Sizes to 48. Besides the wealth of Street Styles, Afternoon and Dinner Styles in the sale, there are several beautiful Evening Gowns.

- 1 Tricotines, Serges, Crepes, Paillettes; colors Navy, Black, Sand, Copen and Brown. Sale-grouped choice.....**\$12.00**
  - 2 Crepes, Paillettes, Satins, Serges and Tricotines. Colors Black, Brown, Navy, Copen, Grey, Cocoa and Sand. Sale-grouped choice.....**\$17.00**
  - 3 Taffeta, Crepes, Satins, Serges and Tricotines. Colors Green, Brown, Navy, Black and Grey. Sale-grouped choice.....**\$21.00**
- Two Other Sale-Groups in Poiret Twills, Tricoshams and Crepes. In wonderfully clever models; values \$35.00 to \$38.50 for.....**\$28.00**  
And values at \$40.00 and \$42.50 for.....**\$32.00**
- (Alterations Charged For)



#### 100 Brooms, 1 to a Customer, 47c Each

An offering that cannot be duplicated. They are good, well-made five-string Corn Brooms. The maker would only let us have one hundred of them for our sale, to sell for 47c each.

#### In the Furniture Department

25 Wicker Chairs and Rockers, of best construction and seasoned wicker; brown finish; steel spring seat, with cushion and back covered in heavy French Tapestry; several styles. A wonderful offering. During our Anniversary Sale, Chair or Rocker **\$14.95**

#### Sweater Wool

1500 Balls of it, 2 Balls For 27c  
Four-ply soft Sweater Wool, full 1-ounce balls. Choice of 25 best shades. Does not tangle; retains its lustre; even yarn; free from knots. Two balls for.....**27c**

#### Flannelette Blankets FALLS' SPECIAL

NONE BETTER. FEW as GOOD. Largest size, soft, fluffy and fine; one hundred and fifty pairs of them. That more can share in this bargain, only one pair to a customer. Pair.....**\$2.88**



#### Attractive Displays and Sale of Linoleum

Inlaid, Printed and Plain Battleship and Cork Carpet; 2, 3 and 4 yards wide. Wide choice. Hundreds of square yards of long wearing Printed Linoleum, 4 yards wide. Anniversary Sale, square yard.....**87c**

#### SOAPS

A Good Time To Get a Supply  
Surprise, Comfort, P. and G., and Gold Laundry Bar, any of them, 4 bars for.....**27c**  
Fine Transparent Toilet Soap, 2 cakes for.....**17c**  
Large Bars of Castile, Two bars for.....**29c**  
Sea Foam Chips, value 25c package. Anniversary Sale.....**19c**  
Lux, full size packages 3 for.....**27c**

#### 35c Crum's English Prints 27c Yd

Hundreds of yards of Crum's English Prints, 32 in. wide. In light, medium and dark. The 25c cloth. Anniversary Sale yard.....**27c**

#### Brown Betty Tea Pots

Milk Pitchers, Glass Pickle Dishes  
—One hundred Brown Betty English Tea Pots; green and white decorations; values up to 65c. All sizes, choice.....**42c**  
—Milk Pitchers, also English ware, white with self-trim. Each.....**33c**  
—Clear Glass Pickle Dishes, colonial design. Each.....**12c**

#### An Offering From the Milkery Department

A table of smart styles in Sport and Ready-to-Wear Hats. The season's best styles, on sale each.....**\$3.95**

