

During Falls' Thirty-Third Anniversary Sale The Savings Will Be of Utmost Timeliness

We have secured and trained extra salespeople to help us handle the large Saturday and Afternoon Business comfortably to you. Most of these people are not situated to take permanent positions—we wish they were—the growth of the Falls' business makes openings for more and more men and women. **BEGINNING SATURDAY AND FOR 12 DAYS THERE WILL BE VALUE-GIVING WITHOUT PRECEDENT.**

Extraordinary Sale of Men's Overcoats



We sent out scores of letters to factories and makers-up. Many of them we've been doing business with for years and years. Here's a sample sent to the man who makes our best Overcoats:

"We are preparing for our 33rd Anniversary Sale—an event of some importance to us. What can you do for us in Overcoats. Only interested in smart garments of quality at very interesting prices."

Here's the reply, and it wasn't a letter—he wired:

"Will ship twenty overcoats in patterns and models same as you had earlier, at special price of _____. Also twenty overcoats in a better line, though similar to best line you had at special price of _____. We assure you these values will do their share in making your Anniversary Sale a bigger success than ever. Owing to heavy demand our stocks limited. So wire by return and if shipment is to go freight or express."

The Coats Will Be Ready Saturday

And they are all magnificent. Every Overcoat is WHAT'S WHAT for this winter.

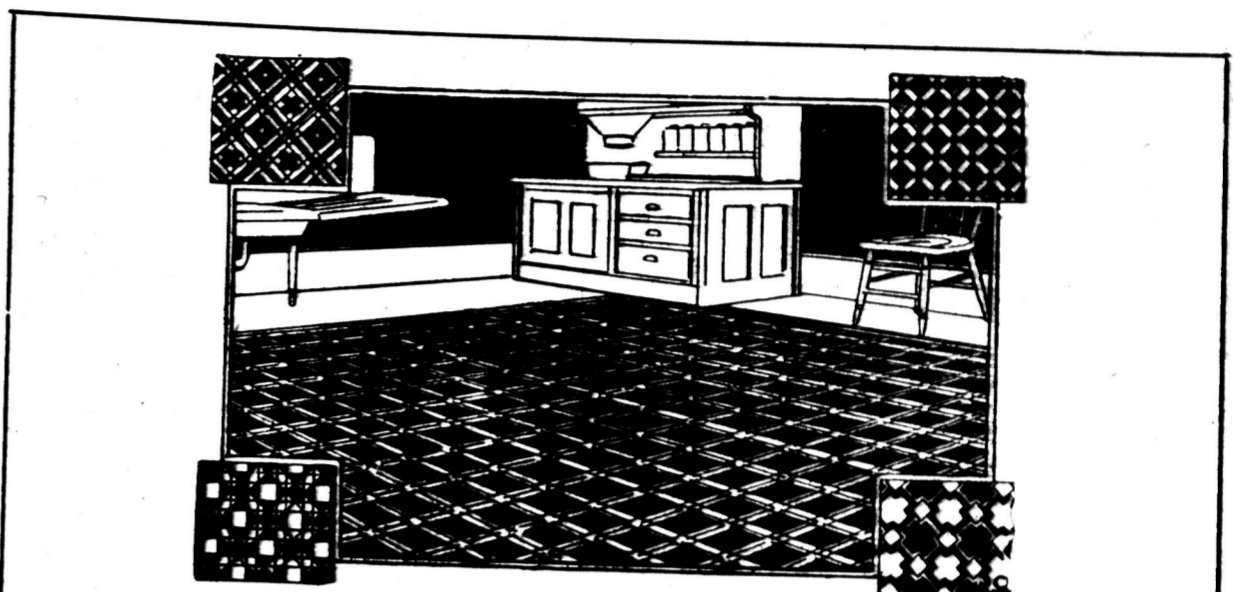
Big Plaid Backs with 3-way belts and without belts. Heavy woollens; Raglan shoulders; double breast; quarter and sleeves lined; loose hanging, handsome Oxford, Cambridge and Heather mixtures. Two prices—sizes to 44—

\$22.00 and \$28.00

A concrete saving to you of many dollars on your Winter Overcoat.

Falls' Department Store, Simcoe.

THE ANNIVERSARY SALES GIVE DOLLARS MORE POWER—THEY ARE MEANT TO. THEY FORM A VERY FRANK CAMPAIGN FOR MORE BUSINESS. THERE IS NO PARTICULAR REASON WHY FALLS' STORE SHOULD BE CONTENT WITH ITS PRESENT LARGE VOLUME OF BUSINESS.



Beginning Saturday, 12 Great Days of Activities and Great Attractions in The Furniture Department, 3rd Floor

In Furniture, as in so many other things, people's tastes vary. One unique feature of Falls' Furniture stock is that it holds the Furniture that everybody wants, who wants good Furniture. Our 33rd Anniversary Sale prices cover all

- DININGROOM SUITES
- BEDROOM SUITES
- KITCHEN CABINETS
- CHESTERFIELD SUITES
- DEN FURNITURE
- HALL FURNITURE

Scotch Fingering, Anniversary Sale, \$1.09 Pound

Four-ply Scotch fingering yarn, No. 1 quality, in nine (9) different shades. In the Wool and Fancy Goods Department **\$1.09 lb.**

Heavy White Flannellette, 16c Yd.

500 yards fine, heavy White Flannellette for night and underwear. Anniversary Sale **16c yard**

Hair Nets

1000 Hair Nets, real human hair; cap and fringe styles. In Black and Brown. **4 for 12c**

Falls' Store is Big—and accustomed to Big Crowds—and our welcome is as Big as the store and outdoors, too.

There's a Beautiful China Store Here, Full of Attractive Values For the Anniversary Sale

97-piece Dinner Set, English semi-porcelain; very white with wreath of small blue flowers. This is known as "Blue Endon" Patterns. Worth \$23.50. Anniversary Sale **\$19.00**

"Biltmore," one of Johnson Bros.' newest patterns; conventional design, in pale yellow and black, with a touch of green. A 97-piece set, worth \$32.50. Anniversary Sale **\$26.50**

Bridal Rose China, set of 97-pieces. A very dainty decoration of pink roses. Worth \$54.50. Anniversary Sale **\$42.00**

Displayed in the Downstairs Store

The Falls' Downstairs Store

is the store of TRUE ECONOMY. It is the only store of its kind outside of the largest cities—anywhere. In high standards and general displays. It's a store of True Economy.

Turkish Towels at 47c RUN-OF-THE-LOOM

Values up to 85c each. Some, not many, have slight weaving imperfections that can hardly be seen, and that won't hurt the wearing qualities. They are in all white, dark stripes and fancy patterns.

These in the Downstairs Store

- Aluminum Double Boilers, 2-quart size. Each **\$1.27**
- Toilet Paper, popular size, 3 rolls for **10c**
- White Enamel Towel Bars, 23-in. size. Sale each **15c**
- Brass Sash Extension Curtain Rods, 2 for **15c**
- 9-inch Glass Fruit Bowls, colored design. Each **33c**
- Blue and White Kitchen or Mixing Bowls, sale each **21c**
- Pantry Shelf Papers in white and Blue Bird design; 5-yard rolls; Two rolls for **15c**



More Than 1000 Pairs of Women's Stockings

Just when you require them. Most of them made in England; worth \$1.25 and \$1.50 pair. Anniversary Sale **97c pair**

All seamless and wide garter top; plain and 20 and 5 ribbed. Colors are Brown, Camel, Covert, Black and White. The Cashmere Hose you pay \$1.25 and \$1.50 for **97c pair.**

PLEASE NOTE—We cannot, during the Anniversary Sale, fill Phone or Mail Orders on advertised items.



Misses' and Juniors' Dresses

Of all-wool Flannel, which will wear splendidly and is one of the best-liked fabrics for fall and winter. They are richly embroidered in pretty shades of wool. Long or three-quarter sleeves, with Peter Pan collars. A special at \$7.50. Anniversary Sale **\$6.00**

Women's House Dress Aprons

In Indigo and light Prints; neck and sleeves are bound with red and white tape; patch pockets and belt that ties at back; small, medium, large and O.S. sizes. Anniversary Sale **82c**

Colored Flannels Much in Demand

56 in. wide, pure fine wool. Broad-cloth finish. All the new shades, for one-piece Dresses, Blouses, Middies, etc. Worth \$2.00 yard. Anniversary Sale **\$1.47 yard**

Dress Materials About Half Price

All-wool Jersey Suitings, circular weave, 54 in. wide. In Navy, Tan and Heather. A \$3.50 cloth for **\$1.75 yd.**

56-in. Black Tricotine, a very beautiful cloth; regular \$4.50 yard. Anniversary Sale **\$2.95**

Many Odd Pieces of Furniture Grouped For a Quick Clearance

- Odd Round Extension Table, old English Oak; size 8-foot. About half price **\$25.00**
- Odd Oblong Table, 6-foot size; Fumed Oak; Queen Anne style. About half price **\$25.00**
- Odd Extension Couch with Cretonne cover; mattress large enough for a double bed; very comfortable. **\$11.95**
- Ivory Metal Bed with metal cane trim; large tubing **\$19.75**
- Simmons Bow-end Metal Twin Beds, walnut finish; metal cane trim; very high class beds. The pair for about the price of a single one. **Pair \$60.00**
- Library Tables in Fumed Oak finish; size of top 26x42. Each **\$14.95**

—Falls' Department Store, Simcoe.

Women's Night Gowns

10 dozen only Women's White Flannellette Night Gowns; good cloth, V-neck, nicely made, 3-4 sleeves. Anniversary Sale each **92c**

Sheetings

80-in. Bleach Sheeting, in plain or twill; made for service; value \$1.15 yd. Anniversary Sale **87c**

Very heavy Unbleached Twill Sheeting; 80 in. wide; for hardest wear; value \$1.25 yard. Anniversary Sale **97c**

Quilts

Five dozen only, White Honeycomb Quilts; fine soft make, for double beds; value \$3.50. Anniversary Sale price **\$2.47**



In the Homefurnishing Department

Good Carpet Sweepers, \$1.97

Hygeno Sanitary Carpet Sweeper; case made of cold rolled steel with beautiful mahogany finish; automatic nickel-plated dumping levers for each dust pan. The brush, the essential part of a sweeper, is of genuine bristles, full sweeper length; worth nearly double. Anniversary Sale **\$1.97**

Bed Springs in the Sale

A—Banner Spring, constructed of the highest grade tempered steel wire, with special top-lacing; raised end; brace to prevent swaying; sizes to fit all beds. Guaranteed for 20 years. Regular \$11.00. Anniversary Sale **\$8.95**

B—Wood Frame Spring with fine double weave fabrics, with double supports of steel bands; frame of selected hardwood; all sizes. Sale price. **\$3.97**