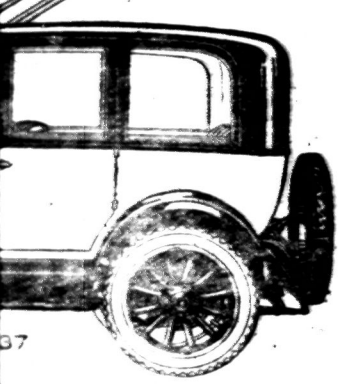


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FOR SALE—Registered Shorthorn bull, 12 months old. Apply Alfred Hodges, Jarvis, RR 4. 5-3tp

FOR SALE—Two cows, 6-year-old springers. T. H. Peacock. 5

FOR SALE—Cook stove, burns wood or coal; Brantford kitchen cabinet, used only two months; linoleum rug, 9x12; kitchen table; 4-gal. stone churn; dresser; white iron bed and springs; 100 fruit jars; rake, hoe, pick, scythe. Apply to Mrs. Mary Deller, Jarvis, Ont. 6-3tp

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Pork Chops 20c
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Female Determination
"I forbid any further extravagance in this housefurnishing business. I want you to understand, madame, that I put my foot down on any new carpets."
"All right, John, dear; they'll be there to put it down on."

Uncertainty
"You can't be sure what'll happen when you shake a red rag in front of a bull," remarked Cactus Joe.
"No," replied Three-Finger Sam. "You may survive and you may not. All you know is that it is going to be a toss-up."

Hard to Stop
He—And what is your society for?
She—For the prevention of gambling among women.
He—But that's impossible.
She—Certainly it's not impossible to stop gambling among women.
He—Oh, gambling! I thought you

said gambling!

Young—Did you buy that hat for your wife?
Creak—I did.
"Well, it makes her look fierce."
"Well, she would have looked a good deal fiercer if I didn't."

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Open 8:30
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of the feast that awaits you on the 4 big floors of this progressive store

SUMMER HALF HOLIDAYS BEGIN WEDNESDAY MAY 7

NORFOLK SUITS
To Please Every Boy—and His Mother—at lower prices, too, at \$10, at \$12, at \$15
The \$10 and \$15 Suits include extra pair matching knickers. All-wool Tweeds and in Grey and Brown—becoming shades. Carefully tailored, too. For ages 8 to 18.
"Men's Department"
Falls' Department Store, Simcoe

Every Man, who wants good, sound, fashionable new Clothing at the lowest price for quality, can come to Falls' and get it right away.
Suits—\$35, \$30, \$25 and \$20

MEN'S SOFT HATS IN SPRING'S OWN COLORS
Greys and Tans principally. Shapes, too, are different—broader and fuller and flatter, curled along the edge, but not as much as before. Enough styles and colors to suit any type of man at...
\$3.50 and \$5.00
"Biltmore" Hats for Men—more for your money.
Falls' Department Store, Simcoe

There are more Men's Suits, there are better made suits, there are smarter suits and a greater variety of them—yet they are lower priced than they have been for years.
Spring Suits—\$35, \$30, \$25 and \$20

NEW WHITE SHIRTS
From all indications Whites are going big this year, since the College Students have already decreed white for this summer. Plenty of them here at, each
\$1.75, \$2.00 and \$2.50

NEW BEDROOM SUITES—BUILT FOR LIFETIME SERVICE
A Large and Lucky Purchase of Bedroom Suites Bring Special Bargains
For every home needing a Bedroom Suite, but especially for the many new Bridal Homes soon to be furnished, the opportunity to select from this remarkable purchase is a golden one. The Suites are chiefly in Oak, Walnut and Mahogany. Prices are—
\$350.00, \$275.00, \$235.00, \$230.50, \$240.00 and \$165.00

NEW DRESS MATERIALS
French Washable Crepe—good weight, serviceable cloth. In Blue, Pink, Ivory, Helio, Grey, Navy and Black, 38 inches wide. Yard \$1.85
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"Where is the BUTTERICK PATTERN Department, please?"
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NEW GLORIOUS CRETONNES
in Rich Colorful Assemblage
Imported weaves, most of them in a very large assortment of color combinations and patterns, including many striking distinctive styles, both in Linens and Cottons at, per yard 50c to \$6.00
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YOU ARE THE ONE THAT MUST DECIDE THIS QUESTION
"Where can I get the Best Rug for the money?"
The sensible way to locate this one ideal Rug Department is to look around at all good places. Find out with your own eyes the exact situation—then decide now and for all time the one you will patronize as "your" store. More and better Rugs are shown in the Homefurnishing Department than ever before and prices are lower than they have been for years.
Falls' Department Store, Simcoe.

LUGGAGE FOR MEN AND WOMEN
"You have such a variety to choose from."—A remark we hear very often.
—Trunks, Regular, up to \$15.00
—Trunks, Steamer, up to \$22.50
—Trunks, Wardrobe, up to \$62.50
—Suit Cases, up to \$22.50
—Club Bags, up to \$28.50

It's been said, time and time again by people living many miles from Simcoe—"THANK you, I want to look somewhere else before I finally decide to buy."

In every store salesmen hear this. To some it's hard news. But it's music to Fall's Salesmen, because the man or woman who sees our goods and then goes elsewhere comes back chuck full of wonderful enthusiasm for the Furniture we sell and for our policy of Super-Value prices.

WOMEN'S SUITS
—\$29.00—
At Falls' Buys
the best \$29.00 Suit procurable. Buys quality. Buys beauty. Buys smartness. Wonderful soft-line Suits—Embroidered, Braided, or with new style Tucking. In Navy and Black, too. Tricônes and Twills.

