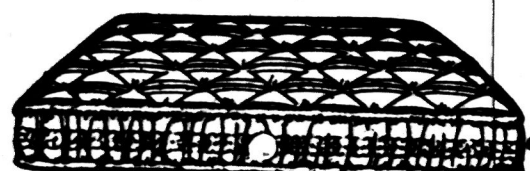


# CAN WE SELL FIFTY OF THESE SUITES IN A YEAR?



### Buy a Mattress, Not a "Price"

Some people buy the cheapest mattress the salesman will let them have. Then they expect a lifetime of service from it. They are sure of disappointment. Ask the salesman "What's inside" the mattress. Falls' salesman will show you. There's a special sale of mattresses and bed springs going on for a few days in Falls' Home Furnishing Department, 3rd Floor. See the goods—learn our prices:

Mattresses, each.....\$5.40 to \$46.00  
Dependable Springs each.....\$4.15 to.....\$13.90  
Pillows, pair.....\$1.95 to \$9.00

### Furniture Department, 3rd Floor

Leather covered Chairs and Rockers, large comfy styles (reduced to each.....\$13.65  
Chesterfield and Rocker to match, covered in heavy blue velour; large, roomy pieces; about half price. Set complete.....\$64.00  
One only odd Black Walnut China Cabinet, large size, William and Mary design; a special value at \$75.00. On sale at.....\$59.00  
Extra specials in all Hickory Chairs and Rockers.

### Offerings From O Department

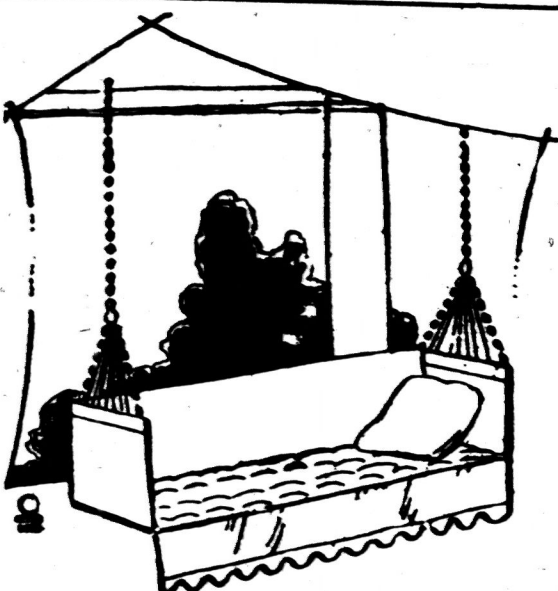
Work Basket and Stand complete. Very useful for the sewing room or porch. Complete for.....97c  
Embroidered Oatmeal Linen Runners or Table Centres. Just the article for verandah or living room table. Also cushion covers to match: Choice.....\$3c  
Choice.....\$1.87  
Silk Twist Wool for summer knitting; 1 oz. ball; many new and staple shades. Special ball.....23c  
Laundry Bags, nicely embroidered in light colors on white and linen Beach Cloth. Special for.....57c  
Falls' Department Store, Simcoe.

### At Half Price

Fifteen only Travel, Sports and Utility Coats in plaids and stripes. Scarcely two of them alike. "Warmth without weight." Grouped to sell beginning Saturday at half price.....\$9.75  
This season's popular styles.

### At the Centre Counter

Paper Napkins, 30 for.....9c  
Paper Napkins, 100 for.....21c  
Paper Napkins, 500 for.....\$1.00  
Fine Knitted Face or Bath Towels, 18 by 36 in.; colored edge. Each.....38c  
Ric-Rac Braid in two widths, in 6-yard bunches; about half price; two bunches for.....25c



### Furniture Department, 3rd Floor

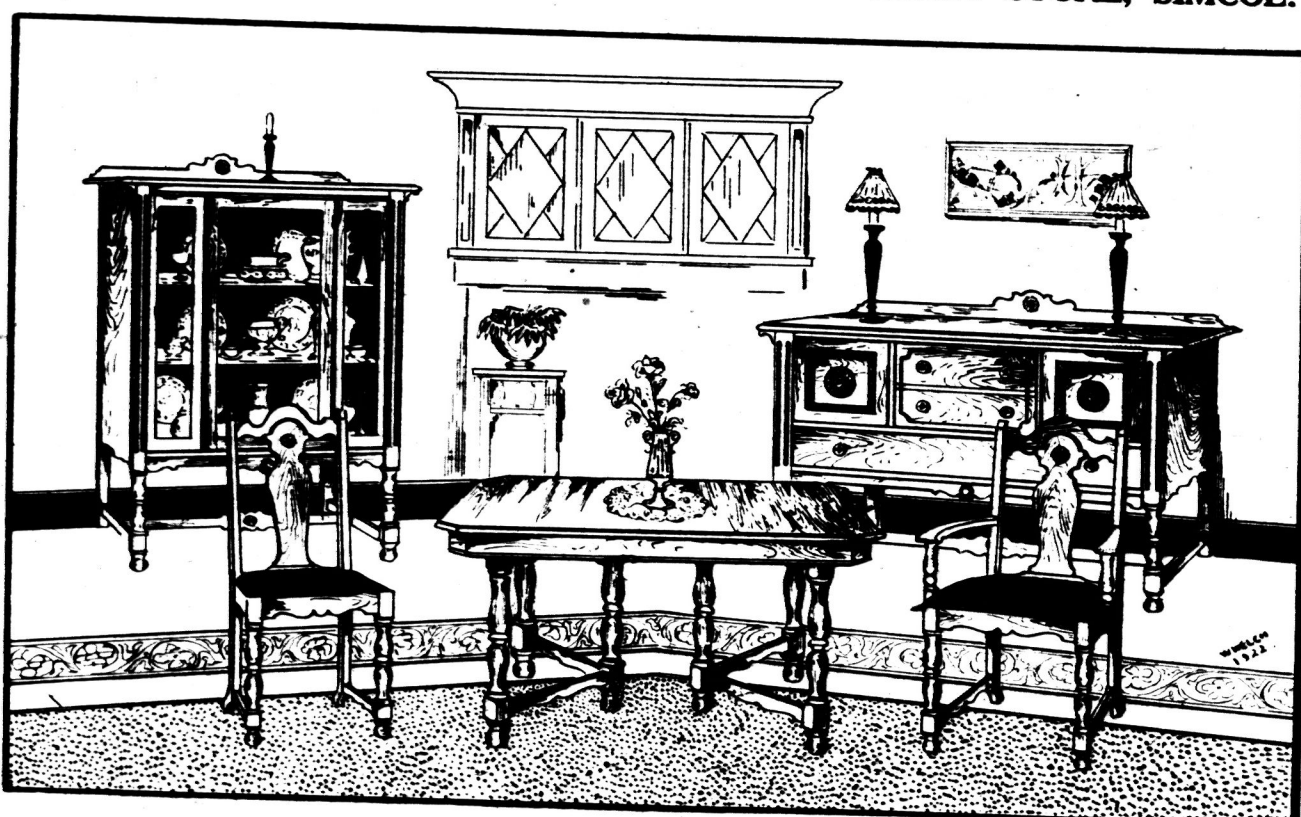
**Save \$4.00 on a Couch Hammock**  
Couch Hammocks covered in heavy duck in plain khaki; green and white stripe and green and brown stripe; heavy steel frames and adjustable head rest; has mattress, cushion seat. All complete—couch, frame and canopy, for.....\$23.00  
**Save \$5.00 on a Couch Hammock**  
An extra quality Couch Hammock, in heavy grey and black striped duck; grey steel frames to match; adjustable back, with layer felt filled mattress cushions on back and seat. This hammock complete.....\$31.25

WE CAN. That's only one a week for a year. Quantity production and quantity buying brings this beautiful Diningroom Suite down to \$158.00—a saving of at least \$50.00—where the manufacturer formerly made one hundred of this special suite, they now make one thousand. When the retail man formerly bought two or three of them, he now places an order for fifty—delivery at intervals during the year.

Throughout the year the price will be \$158—NEVER ANY MORE, and NEVER ANY LESS. The enormous production of this one particular suite makes a saving of about \$50.00. Any manufacturer who is up to "snuff" will readily understand this. This suite will not be sold on the instalment plan. The cut is an exact reproduction of it and here's an exact description:

Dull Walnut Finish Diningroom Suite—60-inch Buffet with long linen drawer; new style panel-end China Cabinet; 6-ft. Oblong Table; 6 genuine leather-seated Diners fitted with metal glides. A sample suite may be seen in our Show Window Saturday and at intervals throughout the year. We deliver this suite to any home in Brant, Haldimand and Norfolk free of charge for \$158.00. We believe it is the best furniture value in Canada.

FALLS' DEPARTMENT STORE, SIMCOE.



### For The "Shower"

There's a Wonderful Display of Gift Things in the Downstairs Store, Including

Candle Sticks, Pyrex Pie or Cake Plates, Pyrex Casseroles, Cut Glass Vases and Flower Bowls, Bon-Bon Dishes, Tea Pots, Aluminum Tea Kettles, Preserving Kettles, Dish Pans, Pudding Pans, White Enamel Bread Box, Flour Cans, Waffle Irons, Recipe File, Fancy Cups and Saucers, set Kitchen Glassware, Mixing Bowls, Salad Bowls, Glass Tumblers, O' Cedar Mops, Jardinieres.

### Rush Sale Saturday Morning Girls' Dresses 87c Each

Girls' Black Sateen 2-piece Bloomer Dresses, piped with Paddy Green, to fit ages 6 to 12 years. Great for camp or berry picking, etc. The material in these dresses is worth twice 87c. Limit one to a customer.

### Her Silk Scarf

In the most delightful summery colors and patterns. Variety enough to suit all needs. Some are smartly finished with a hemstitched hem, some with fringe to match. Each \$1.75, \$2, \$2.50, \$3, \$3.50, \$4 and \$5.

### Bedding Department, 3rd Floor Three Good Bargains

White Enamel Metal Bed—All sizes, fitted with good quality spring and felt mattress, with roll edge, and 1 pair feather pillows. The complete outfit for.....\$15.95  
One Steel Frame Cot with comfortable Mattress, complete.....\$6.75  
One strongly made wood frame cot with roll-up mattress, complete.....\$5.90

### Falls' Store

Presents countless economies for thrifty shoppers. Every vacation need supplied at lowest cost. Dainty summer apparel for all the family. Priced especially low.

### Falls' Downstairs Store

Is not only a most interesting place. It is also a place to save money. These examples:  
Large bars of Castile Soap, 2 for 27c  
Castile Cakes.....9 for 25c  
Gold, P. & G., Comfort and Surprise Soaps.....5 for 29c  
No home can have too much Pyrex, the transparent oven-ware. Oval Casseroles, 1½ quart size, each.....\$2.19  
4-cup Tea Pots, each.....\$3.95  
Water or Lemonade Sets—Light cut glass, 6 tumblers and a jug for \$1.97  
Glass Tumblers, standard size—6 of them for.....27c  
See the Two Tables of useful household utensils, etc. Priced very low.  
Table 1—Choice.....2 for 25c  
Table 2—Choice.....19c  
Seafoam Soap Chips pkg.....19c  
Lux, 2 for.....19c  
Toilet Paper, popular size.....6 for 22c  
Shoe Polish, best kind, black or tan, per box.....9c

### Items From the Dress Goods Dept.

36 in. Tricolette in ivory, pink, powder blue, orchid, sunburst, tangerine and turquoise shades, for summer or evening wear; \$2.50 value for.....\$1.67  
54 in. Black and Navy Serge—All-wool. Just the cloth for girls for camp or Girl Guide costumes and odd skirts or bloomers. Special yard.....\$1.19  
34-in. Pongee Silk in natural shade for ladies' or girls' wear. Fine, even cloth, at.....79c yard  
Falls' Department Store, Simcoe.

### Furniture Department, 3rd Floor

Diningroom Suite Complete—One buffet with mirror and leaded glass front; one round 6-ft. table, 6 dining chairs, finished in surface oak. Complete.....\$68.50  
Not sold on the instalment plan.

### Buy Fruit Jars Now and Save Money Later

They will be found in the Downstairs Store. "Jewel" Fruit Jars with rubber ring:  
Pints per dozen.....\$1.15  
Quarts per dozen.....\$1.25



### Distinctive New Porch Dresses \$1.75

The newest style Kimona Dresses; made in the best quality of Zephyr Gingham and Chambray; several different styles; some with turn-back collars, short sleeve, with cuffs and patch pockets. Others are trimmed with Oriental chintz colored pipings and white and colored ric-rac braid. All pretty summer shades; sizes small, medium and large. All one price \$1.75  
Falls' Department Store, Simcoe.

### Choice 18c

French Tooth Brushes, very fine goods; large, medium and small. Each.....18c  
Hutax—Large tubes of Tooth Paste each.....18c  
Colgate's Talcum Powders, large tins, each.....18c  
Colorite Straw Hat Dye, per bottle.....18c  
Toilet Soap in several odors, SIX cakes for.....18c  
Wax Paper for home use; 4 rolls for.....18c  
Perfumes, many odors, bottle.....18c  
French Ivory Penholder and Pen, 18c  
Iron Rust Soap, to introduce, tube 18c  
Refill Shaving Stick, Handy Grip, 18c  
Falls' Department Store, Simcoe.

### Millinery

Saturday and next week there will be very attractive prices on our fine Trimmed Hats. Also these two special tables:  
Choice \$1.87—Women's new Sport Hats, less than half price. Choice \$1.87  
Choice \$2.75—Women's new Sport and Trimmed Hats, less than half price. Choice.....\$2.75

### Offerings From Our Drapery Dept.

Third Floor  
50 pairs of Ecu Lace Curtains, finished with fringe. Half price pair \$1.75  
36-in. Silk Madras for overdrapes; sunfast color; assorted shades. Per yard.....78c  
36-in. Paisley pattern Art Sateen; highly mercerized and good quality; for cushions, overdrapes and comforters. Yard.....39c  
Heavy selling makes lots of remnants and short ends. Great piles of short pieces will be on the tables at about half price. All kinds of Nets and Drapery Materials.



### Such Colors! Such Colors! Such Colors

Women's sleeveless Rayon Sweaters and Sleeved Sweaters. Every imaginable two-toned coloring. Grouped in three prices.....\$3.50, \$5.00, \$6.50

THE H.S. FALLS CO. SIMCOE

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CHURCH SERVICES

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KNOX PRESBYTERIAN

Rev. W. T. BROWN

Services at 11 a.m. and 7 p.m.

T. P. S., Thursday at 7 p.m. You are invited to their practice. Thursday, 7 p.m.

WESLEY METHODIST

REV. G. SMITH

Services at 11 a.m. and 7 p.m.

GARNET METHODIST

1:30 p.m.—Sunday School 2:30 p.m.—Church School Epworth League and on Friday evening

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