

# DOLLAR DAY IN SIMCOE

## Wed., March 19

### 50 WOMEN'S NEW SPRING SUITS

ON SALE FOR THE DAY, CHOICE 25% DOLLARS — WORTH MORE THAN 10 DOLLARS MORE

The largest makers of Women's Fine Suits in Canada will send fifty suits for our Dollar Day. What we do not dispose of we are privileged to return. We are not looking forward to returning a single suit. They are wonderful suits. See the show windows full of them, the night before \$ Day.

Plain Tailored Styles, Novelty Styles, Sport Styles—Every suit tailored, richly lined, fabrics beautiful. Blouse-coats, Box-Coats, Balkans, Tiearounds, Braid-trimmed, Tucked, Braid in rows, Loops, Tuckings—the most wonderful suits ever offered at... 25% \$ Falls' Department Store, Simcoe.

The Store Will be Aglow With the Brightness of New Spring Goods

The store never looked as well as it will DOLLAR DAY. Every part of the building light, bright and as "clean as a whistle." Even the floors of the entire building have been washed. The past weeks we have placed in stock tens of thousands of dollars' worth of New Spring Merchandise. Every dollar's worth of it one hundred per cent value—or a little more. If we had been easy in our buying we couldn't have offered such values.

A \$ Day Bargain to be Remembered

50 only Wooden Cabinets for wax paper rolls; nicely done in standard oak finish. "Hang it on the wall." Sanitary and always ready. You wouldn't dispose of it at three times the price if you couldn't get another. The container and a 1-pound roll of Wax Paper complete, Dollar Day, half price.

School Package 1/2 \$

—2 Scribblers  
—1 Note Book  
—1 Lead Pencil  
—1 Eraser  
—1 Pen Holder and Pen  
—1 School Strap for carrying books—All for 1/2 \$

Toilet Package 1/2 \$

—1 Tin Talcum Powder  
—1 Bottle Lemon Hand Lotion  
—1 Bottle Colgate's Perfume  
—1 Cake Cashmere Bouquet Soap  
This Lot 1/2 \$

Few

—Coil Bed Springs, regular \$10.00, Dollar Day 7 1/2 \$  
—Window Shades, slightly soiled, Dollar Day 1/2 \$  
—Hall Standard Lantern, half price, Regular \$17.50 for 8 1/2 \$  
—Bridal Lamps, complete with shades and electric light. Value \$25, for 18 \$  
—Bridal Lamps—Stand, lamp and Shade complete. Dollar Day 13 1/2 \$

School Package 1/2 \$

—1 Large black covered Note Book  
—2 Scribblers  
—1 Lead Pencil  
—1 Writing Pad  
—1 Penholder and Pen  
—1 Pencil Box  
—1 Strap for carrying school books  
This Lot 1/2 \$

Imported Cashmere Hose

Women's fine Cashmere Hose, 20 and 5 ribbed. In almost, covert, brown and black; worth \$1.25 pair, Dollar Day pair 3/4 \$

Save 1 1/2 \$ on a Fashionable Umbrella

3 dozen only to offer, Women's Umbrellas, black silk and wool covering. Taped edge, steel ribs, celluloid tips. A \$6.00 value. Dollar Day 3 3/4 \$

Black Satin Blouse Dresses, Half Price

10 dozen only in the lot—for girls and misses. Good quality of Black Satin; finished in Peaky Green tassel; to fit ages 7 to 14 years. Dollar Day half price 1 1/2 \$

EXTRA! EXTRA!  
Only 5 Doz. to Offer

Women's highly mercerized, mowed Sateen Undershirts—will be ready when the store opens at 8:30. Only one to a customer. Each 1/4 \$

Always room for an extra Sweater or Pullover. There will be a table of them; regularly priced up to \$6.00. Choice \$ Day 3 3/4 \$

### WOMEN'S COATS FOR SPRING AND THE GREAT OUTDOORS

Sports, Travel and Auto Coats—big, swirly affairs, with new drop shoulders, with belts or swinging bellies—"Ones" of a kind in all but the very low priced garments. All are new and shown for the first time—and on sale for one day only at these prices.

GROUP 1—Save \$2.00 Dollar Day 11 1/2 \$  
GROUP 2—Save \$2.50 Dollar Day 14 \$  
GROUP 3—Save \$2.75 Dollar Day 16 1/2 \$  
GROUP 4—Save \$3.75 Dollar Day 23 1/2 \$  
GROUP 5—Save \$4.00 Dollar Day 27 1/2 \$  
GROUP 6—Save \$5.00 Dollar Day 42 1/2 \$

The Store Opens at 8:30 Dollar Day Morning

Afternoon customers would scarcely hope to get one of these:  
—1 Standard size Galvanized Laundry Tub and a bar of Surprise Soap for 1 1/2 \$ (100 in this lot)

It Will Be a Year, Anyway, before you will be offered bargains in Shirts like these:

Lot 1—Delpark Men's Shirts—The best made and best fitting shirt we know of. All from fine English materials. Special value at \$3.00 and \$3.50. Sizes to 17 1/2. \$ Day 2 1/2 \$

Lot 2—Delpark Men's Shirts—From the fashionable all-white figure-shirring material; coat style; best workmanship; all sizes. A special at \$2.00. \$ Day 1 1/2 \$

Scissors Much Less Than 1/2 Price

1000 pairs of 4-inch Scissors; useful size, will go on sale \$ Day at 17c per pair. Not more than two pairs to a customer.

A \$ Surprise in Men's Shirts  
5 dozen only in the lot—odd lines from many kinds that sold up to \$2 each; sizes to 17. Choice 1 1/2 \$

Men's English Cashmere Socks  
15 dozen men's very fine, seamless, Black Cashmere Half Hose; soft, fine and long wearing. A special at 75c a pair. Dollar Day 2 pairs for 1 \$

A Few Rules For \$ Day  
—No mail or phone or messenger orders will be filled on \$ Day.  
—All Dollar Day items are for cash or its equivalent.  
—Purchases made \$ Day cannot be reserved for a future day.  
—All purchases made after four o'clock in the afternoon will be delivered the following day.

100 Boys' New Spring Suits  
The nicest boys' clothes we ever offered. Handsomely tailored suits—greys, fawns and browns. Most of them mohair lined; smart, serviceable clothes for real boys. Specialized for \$ Day—\$7.50, \$10, \$12 and \$15. The better suits have TWO pairs of Bloomers with each suit. \$ Day we will give a Cap, a pair of Braces, a Tie and a Fancy Handkerchief. Falls' Department Store, Simcoe.

Brighten up the Home  
with these 36-inch Chintz and Silko-lines, for many uses. Choice of 20 patterns. \$ Day 4 1/4 yards for 1 1/4 \$

We "Put It Right Up to Him"  
"What are you going to do for our \$ Day?" That's the question we put to a large maker of House and Street Dresses, that we've been doing business with for 25 years. He did "something" sent us 10 dozen to sell for TWO DOLLARS—regular \$4.00 Dresses; and 10 dozen to sell for 2 1/2 \$—regular \$5.00 Dresses. All are made in the new season's styles and fresh as a spring morning. All sizes for women and juniors, and a very large range of styles and materials. The choice will be better when the store opens at 8:30.

A Good 1/2 \$ Parcel  
—1 Paper Shopping Bag  
—1 Tack Hammer  
—1 Box Carpet Tacks  
—1 Towel Bar  
—1 Can Opener  
—1 Glass Pickle Dish  
This Lot for 1/2 \$

To save time these will be parcelled to carry away. A sample package will be displayed.

VERY IMPORTANT \$ DAY ITEMS  
—200 yards of white and Ecru Serina; fancy border; check design; 36 in. wide. 9 yards for 1 1/2 \$  
—500 yards of Ivory Mungaldow net; cover design, for bedroom and livingrooms; 36 in. wide; 5 yds. 1 1/2 \$  
—500 yards of Lingerie in Ivory and white; quite new; 36 in. wide. 9 yards for 1 1/2 \$  
—One piece each only of Colored Madras for overdrapes; in brown, green, tan, rose and blue; 50 inches wide; the \$1.50 material. Dollar Day the yard 1 1/2 \$  
—Falls' Department Store, Simcoe.

Equal Sweaters Have Never Been Offered at These Prices  
Lot 1—7 dozen boys' odd Pullover button-on-shoulder Sweaters, all fine wool, and all good colors; sizes to 32. Value up to \$2.25. \$ Day choice 1 \$  
Lot 2—7 dozen boys' coat style Wool Sweaters; odd lines; desirable colors; sizes to 34. Values up to \$3.50. Dollar Day choice 1 1/2 \$  
Lot 3—7 dozen men's coat style Wool Sweaters; odd lines from the factory; good colors; sizes to 44. Worth up to \$4.50. \$ Day choice 2 1/2 \$

15 SALES WOMEN Wanted For Dollar Day  
FOUR for Coats, Suits and Dresses  
FOUR for serving in the Downstairs Store.  
SEVEN for departments throughout the store.  
Apply at office not later than Tuesday, at 12 o'clock the day before Dollar Day.

Sufficient Curtain Madras for a Couple of Hours' Selling Only  
It's in natural shades; choice of 6 beautiful designs; 36 inches wide. 5 yards for 1 1/4 \$

Carpet Sweepers  
The last lot we shall have at anywhere near this price. Two dozen only to offer. The famous "Hygno." Each 1 1/2 \$

100 Specials  
On a table in the Downstairs Store, consisting of Aluminum Ware, Granite Ware, Crockery and many other household goods. Choice 1/4 \$

The Clothing Department offers Men's Sou'Westers, double sewn, double front and back; corduroy collars. Best rain shedders on the market. For One Day 2 \$  
Falls' Department Store, Simcoe.

100 in This Lot  
It won't take you to pass this lot. Quantities are just as stated—no more, and no less.  
—1 med. size Cello Soap  
—1 cake of Cello Soap  
—1 roll of Toilet Paper  
—1 tin Black Shoe Polish. 1/2 \$

Men's \$16.00 Spring Toppers for 10 Dollars  
5 only men's spring weight Toppers. Fine, good all-wool materials. Cuffs and patch pockets; 3-4 lined, \$16.50 coats. \$ Day 10 \$  
Men's Knitted Ties—In a large variety. \$ Day 2 for 1/4 \$

Announcing  
the Spring Exhibition of New Furniture and Home Furnishings, March 19th—Dollar Day. One of the largest and finest displays between Toronto and Windsor. See the seven (7) furnished rooms, Third Floor.  
Falls' Department Store, Simcoe.

Hair Dressing  
in all its branches. Switches made. Manicuring, etc. Hair Dressing Parlor, 2nd Floor, Falls' Department Store, Simcoe. Mx. John Chapman in charge. Phone No. 407 for appointment.

Misses' New Spring Hats  
100 Hats in the offering. Newest spring styles. Large choice of shapes and colors, for one day 2 1/2 \$

A 1/2 \$ Parcel  
—25c pkg. of Stationery  
—1 Pad of Envelopes  
—1 Penholder and Pen  
—1 Bottle of Ink  
This Lot for 1/2 \$

New Becoming Fracks  
An excellent investment, very large choice. Save \$3 to \$7 on a Frack Dollar Day. Each 4 1/4 \$, 8 1/4 \$, 12 1/4 \$, 17 1/4 \$, 22 1/4 \$ and 28 1/4 \$.

Gold Seal Congoleum Rugs  
There's a large choice at Falls'. All the new designs and every wanted size. Prices on Congoleum and Linoleum are special.

Dollar Day  
—1 five-string Broom  
—5 rolls of Toilet Paper  
—1 "best" Scrub Brush  
—1 Pink or Blue Enamel Coat, Dress or House Hanger. For 1 \$

WE CANNOT FILL PHONE OR LETTER ORDERS ON DOLLAR DAY ITEMS.

It would take several pages of this paper to list the \$ Day Items at Falls'—Here's some of them.

### WE'VE BEEN MONTHS GATHERING IT

It's a very interesting place. You can spend a half hour there quite pleasantly—among

- THE FURNITURE DISPLAYS
- THE RUG DISPLAYS
- THE DRAPERY DISPLAYS
- THE LAMP DISPLAYS

### A LARGER AND HANDSOMER DISPLAY OF

- CHESTERFIELD SUITES
- DININGROOM SUITES
- BEDROOM SUITES
- IMPORTED AND DOMESTIC RUGS
- DRAPERY AND UPHOLSTERING MATERIALS

than you will find in any store within fifty (50) miles of Simcoe. FALLS' DEPARTMENT STORE, SIMCOE.

### Yarn For Knitting

A—Fifty boxes of fine wool, all the new soft shades; full 1-oz. balls; very fine quality. 7 balls for 1 \$  
B—An assortment of several kinds of Sweater Wool in very fine kinds; regular up to 35c a ball. Half price, 3 for 1 1/2 \$  
C—Heavier Sweater Wool, 2-ounce balls; 10 different shades. About half price, 5 2-ounce balls for 1 1/2 \$  
D—Baldwin's Imported Beehive Fingering, 4-ply; in heather, black and white; worth 50c an ounce. Dollar Day 8 oss. for 2 \$

Save \$22 on a Diningroom Suite  
9-piece Diningroom Suite in walnut finish—one of our best built suites:  
—Buffet  
—China Cabinet  
—Table  
—6 Chairs  
Dollar Day 149 \$

3-Piece Chesterfield Suites  
Will be priced at 143 \$ Dollar Day. Done in heavy English tapestry; Marshall springs. For one day, complete suite 143 \$

Mill Runs of Bath Towels  
200 Bath Towels (imported); white. Very heavy and large size. TWO for the price of one \$ Day 2 for 1 1/4 \$

1000 Remnants  
Left from the big February selling, will be on the tables \$ Day—Prints, Ginghams, Towelling, Table Linen, Sheetings, etc. All useful lengths.

Useful Parcel—125 Only  
—12 cakes of Toilet Soap, including Elderflower, Old Brown Windsor, etc., packed in a neat carton.  
—1 dozen cakes of Toilet Soap and 1 box of Bull Dog  
—Standard size heavy galvanized Water Pail and 1 box of Bull Dog Ammonia Washing Powder for 1/2 \$

This Lot For 1 \$  
—1 Granite Dish Pan, 12-qt. size  
—1 Granite Pudding Dish, 4-qt. size  
—1 Glass Spoon Holder  
This Lot for 1 \$

Odd Cups and Saucers  
A table of odd Cups and Saucers—pink rose design. \$ Day 5 for 1 \$

Aluminum Ware  
A table of Aluminum Ware—Coffee Percolators, Dish Pans and Tea Kettles, etc. All at one price 1 1/4 \$

1 Only \$165.00 Diningroom Suite Will Sell For 119 \$  
Consisting of:  
—Fumed Oak Buffet  
—6-ft. Table (round) to match  
—Set of Diners to match  
Complete Suite 119 \$

White Pearl Buttons 1/2 Price  
10 gross only White Pearl Buttons. Popular sizes; worth 15c to 20c per dozen. \$ Day 2 dozen for 19c

Safe Savings on Dependable New Spring Suits for Men Just Unpacked  
Smart new suits, in conservative and semi-conservative models; all medium weights for spring; some half and some fully lined. Fabrics are chevrons, in light, medium or dark mixtures; checks, stripes, herringbone and overplaid; also plain "tree blues" and greys. For one day—13 1/4 \$, 18 \$, 22 1/2 \$ and 32 1/2 \$.

200 Surprise Lots  
Sent to us by a big Toilet Soap maker for our \$ Day. They will not last long.

Do your friends a good turn—tell them about it.

### NEW YORK SENDS 100 SMART NEW HATS FOR \$ DAY

Drop Brims, Turn-up Brims, Small Hats, Tailored, medium sized hats, both youthful and matronly styles. Much black or much spring color. Value, 7 and 8 Dollars. Choice \$ Day, 5 1/2 \$

FALLS' DEPARTMENT STORE, SIMCOE.

