

Falls' 34th Anniversary Sale Opens Saturday Morning at 9 o'clock The Savings Will Be of The Utmost Timeliness

A GOOD INVESTMENT Buying Blankets at the Anniversary Sale

Great shipments of Blankets from England and our own mills are ready for the sale. For looks, value and service they are unsurpassed. Every pair of Blankets on sale are standard in size and weight. Some of them are over standard. White, fancy, grey and cardinal:

- White Blankets, 56x76 in., reduced to pair **\$4.22**
- White Blankets, 60x80 in., reduced to pair **\$7.23**
- White Blankets, 64x84 in., reduced to pair **\$7.95**
- White Blankets, 68x86 in., reduced to pair **\$9.45**
- White Blankets, 68x86 in., reduced to pair **\$11.25**
- White Blankets, 68x86 in., reduced to pair **\$13.90**
- Soft quality of Dark Grey Union Blankets, pair **\$4.95**
- Medium Grey Wool Blankets, per pair **\$5.40**
- Cardinal Wool Blankets, pair **\$7.95**

Women's House Dress Aprons, 69c Each

Women's House Dress Aprons in chambray; colors blue, mauve and pink; Dutch neck; short sleeves, and self sash. Finished with contrasting colored binding. Black embroidery; sizes medium and large. Sale price each **69c**

Falls' Department Store, Simcoe.

Solid Leather Club Bags, \$13.35

The shape that is in greatest demand; new chocolate color; solid cowhide; full leather lined; 20 in. size; solid brass fittings. An exceptional offering for the sale. Each **\$13.35**

Women's Natural Rat Coats

Priced at **\$110.00** For the Anniversary Sale

48 in. length models; new chin-chin collars; smartly silk lined. **\$110.00**

The Greatly Enlarged Wool Dept.

(Rear of Centre Aisle) Offers These Specials For the Anniversary Sale

Our most popular Knitting Wool, 1 oz. balls; 4-ply; choice of 30 shades. TWO balls for **25c**

A Table of Knitting Wools—odd shades; short lots; discontinued lines. TWO balls for **22c**

Heavy, soft Scotch Fingering, 4-ply, in black, white, red, brown, light and dark grey. Pound **\$1.18**

4-ply Fine Heather Scotch Fingering, Pound **\$1.33**

Falls' Department Store, Simcoe.

Good Anniversary Sale Bargains From the Fancy Goods Dept.

Lot 1—Stamped Towels, Vanity Sets, Buffet Sets, Centres, etc. Choice. **22c**

Lot 2—Linen Stamped Tea Towels in plain white, red or blue check and red and blue striped border; useful sizes. Each **30c**

Lot 3—Stamped Factory Cotton Bridge or Card Table Covers, each **46c**

Lot 4—On this table are Centre Pieces, Tray Cloths, Towels, Scarfs, Pillow Cases, Buffet Sets, choice each **75c**

Lot 5—Colored silk embroidered, colored Linen Runners, Centres, Cushion Tops, etc. Choice. **90c**

Falls' Department Store, Simcoe.

Brooms 41c Each

An offering that cannot be duplicated. Good, well-made 5-string Brooms. The maker would only supply us with 100 to sell at the above price. Consequently only one to a customer.

Boys' Night Wear

Boys' white and striped Flannelette Night Gowns, heavy quality, nicely made, to fit boys 8 and 10 years only. A \$1.50 value. Sale priced at **90c**

Odd Lines in Girls' Flannel Middies and Women's Sweaters

Table of Girls' Colored Flannel Middies, Balkan and plain styles, to fit ages 8, 10 and 12 years. Half price each **\$1.75**

Women's Sweaters, pullover and button styles; plain and brushed wool. Less than half price, each. **\$2.95**

Men's Finer Half Hose

Men's finer English Silk and Wool Half Hose, all the newer color mixtures, soft and comfortable. Value 75c. Anniversary Sale pair. **47c**

Men's fine Black English Cashmere Half Hose, with silk clox; all sizes. Pair **77c**

UPHOLSTERING

In all its branches. First-class work. Reasonable prices. Home Furnishing Department.

One Good Real Good Whisk, Each 27c

You would not hope to buy Whisks like these for less than 45c. Only 144 of them to sell. Extra well made, nickel ring in handle. Sale in two places—Centre Aisle, Main Floor, and Downstairs Store. Each **27c**

Separate Skirts About Half Price, \$3.40

One table of Women's Skirts in fancy Worsteds, fancy Flannels, Homespun, etc. Nearly all sizes. Priced about half. Choice. **\$3.40**

Outstanding Values in Boys' Tweed Bloomers

100 pairs only to offer, good wearing, Govenor fastening, lined throughout, good patterns: Sizes up to 30, pair. **\$1.45**

Sizes up to 35, pair. **\$1.53**



WOMEN'S DRESSES

Street Styles, Afternoon and Dinner Styles, and a large showing of beautiful Evening Gowns. Imported from Paris. Exquisitely beaded and in all-over designs. Grouped for the sale as below:

- All Dresses at \$67.50 will be priced. **\$52.00**
- All Dresses at \$65.00 will be priced. **\$57.00**
- All Dresses at \$60.00 will be priced. **\$53.00**
- All Dresses at \$50.00 will be priced. **\$44.00**
- All Dresses at \$45.00 will be priced. **\$39.00**
- All Dresses at \$38.00 will be priced. **\$33.00**
- All Dresses at \$35.00 will be priced. **\$31.00**
- All Dresses at \$32.50 will be priced. **\$29.00**
- All Dresses at \$27.00 will be priced. **\$24.00**
- All Dresses at \$25.00 will be priced. **\$21.00**
- All Dresses at \$20.00 will be priced. **\$17.00**
- All Dresses at \$15.00 will be priced. **\$13.00**
- All Dresses at \$ 9.50 will be priced. **\$ 8.00**

WOMEN'S

Flannelette Night Gowns, Eider Bath Robes and Undershirts

Heavy English Black Sateen Undershirts, plain hemstitched and frilled; regular and O.S. sizes. Each. **\$1.35**

White Flannelette Gowns, large and roomy; regular and extra sizes. Each **90c**

Heavy Eiderdown Bath Robes, trimmed with satin and silk and girdles; value \$7.50. Sale price. **\$4.95**

Falls' Standard Goods—no matter how deeply prices are cut for our 34th Anniversary Sale.

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

MORE THAN 1000 PAIRS Of Stockings for Women and Children in the Sale

Think of it—25 dozen women's fine Silk and Wool Hose. Substantial in mixtures of camel, grey and black; sizes 8½ to 10. A special value at \$1.19 pair. Anniversary Sale pair. **60c**

Women's Silk Hose in black and brown only, priced the pair. **50c**

Women's fine wide ribbed English Cashmere Hose, all the popular colors, worth \$1.25 pair. Sale price pair **90c**

Boys' heavy ribbed Stockings, all wool; sizes 7 to 10. Pair. **40c**

Women's fine Black Cashmere Hose, English make, very durable for winter wear. Value \$1.25. Sale priced pair **75c**

THE ANNIVERSARY SALE

Brings Many Attractive Values From the Furniture Dept.

Ivory or Grey Bedroom Suite—Bed, Vanity Dresser, Chiffonette and Dresser; Queen Anne or Louis XVI design. Only **\$129.00**

4-Piece Livingroom Suite—Sani-built Chesterfield with Marshall springs; heavy French tapestry covering; chair, rocker, library table; 4 pieces complete only. **\$129.00**

9-Piece Diningroom Suite—Table, buffet, china cabinet, 6 leather-seated chairs; old English finish. Wonderful value. Only **\$87.00**

9-Piece Diningroom Suite—Table, buffet, china cabinet, 6 leather-seated chairs; Queen Anne style; walnut finish. Only **\$144.00**

Very interesting prices on fine Diningroom Suites, Bedroom Suites and Chesterfield Suites.

Comfortable Couches done up in heavy tapestry, oak frames, full sizes, at only **\$17.25**

Full size Bed Springs, with 90 coil springs. One of the good makes, **\$4.75**

During the Anniversary Sale all Mattresses from the popular priced lines to the Ostermoor and Marshall's finest Mattresses will be reduced in price.

Window Blinds, size 3x6 ft. in green, cream and white. All complete. Each **74c**

4 only Solid Comfort Leatherette Fireside Chairs, each **\$12.50**

Kitchen Cabinets—Golden oak finish, nickel top, all complete with glass and other fixtures. Only **\$36.00**

Cocoa Mat Mats—Popular size, braided edge; thick ones, each only **50c**

Surface Oak Buffets—Medium sizes. Each **\$27.50**

Surface Oak Diningroom Table—6 ft. size, only **\$14.50**

Furniture Department, 3rd Floor.

Hundreds of Cotton Bats

Pure White Cotton Bats in the ½ LB. SIZE. Made from the best long staple cotton. A real bargain for the quilting season. ½ lb. bunch. **25c**

Many Good Items From the Drapery Department

Third Floor

36 in. Cream Madras, large choice of designs. Yard **31c**

Nice quality frilled Curtain Muslin. Yard **37c**

50 in. Ivory Madras with rose, blue and black designs; fine Scotch make. Yard **90c**

Four excellent designs in English Block Printed Linen Drapery material, 50 in. wide; colors fast. To sell about half price, yard. **\$2.50**

One table of Scotch Madras in pretty dark shades for side or over-drapes, 45 to 50 in. Value \$2.75. Sale priced yard **\$1.47**

15 pairs only Imported Swiss Net Curtains, 2½ yards long; applique in border; in ivory; regular \$8.00. Choice Anniversary Sale, pair **\$4.95**

Comforter Chintz, 36 in. wide, mercerized finish, large choice. Anniversary Sale, yard **22c**

See the table containing Art Satens, Madras, Cretonnes, Silkaines, etc. Priced the yard at. **45c**

Extra! Extra!—50 pairs of fine frilled Bar Marquisette Curtains, 2¼ yds. long, with frilled tie back. A remarkable offering. Pair **\$1.47**

Falls' Department Store, Simcoe.

Any of These—All Are Dependable—2 For 27c

- Talcum Powder
 - Lemon Lotion
 - Vanishing Cream
 - Cold Cream
 - Massage Cream
 - Lemon Cream
 - Glycerine and Rose Water
 - Bay Rum Lotion
 - Honey and Almond Cream
 - Toilet Water
 - Shampoo
 - Tooth Paste
- Falls' Department Store, Simcoe.



Great cut a word for another minimum 25c; a word for three insertions 50c each.

WORK WANTED—For work in Ontario.

FOR SALE—A quantity of wood. Apply Box 100.

FOR SALE—Turnips, Snow Apples, \$1.00 per bushel. B. N. Hare.

FOR SALE—Onions (large) \$1.25 per bus. Turnips and carrots, 50c per bushel. R. E. Miller, B. N. Hare.

HELP WANTED—Good work, good pay, good reference. Family, \$40 per month. 128 Hagarville, Ont.

WATER SPANION—Brown; white stripe on back; had collar and lock. Owner may have same by this advertisement and call name. Ernest Deller, Jamaica.

CLUBBING RATES
THE JARVIS RECORD
Farmers' Sun
Toronto Mail
Toronto Star
London Advertiser
Hamilton Spectator
London Free Press
Family Herald & Weekly Toronto Globe

To S



Above—The Canadian... Right—The bedroom of...

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