

FALLS' AUGUST CLEARANCE SALE

The Annual Sale that offers the kind of goods people want. In by far the largest selections and at the safest low prices, based on sound quality. It brings out in bold relief the fact that our sale stands out as unmistakably today as it has always done—probably more so—Falls' August Sale.



Wonderful Choosing of Dresses in Falls' August Sale

Women's beautiful dresses at about half price. Wonderful things with quality and beauty in every thread. Almost every type of dress is included in this collection, from the smart little French voiles and the quiet navy crepes for general wear, to the really delightful things for informal evenings. Printed Silk Foulards, Voiles, Georgettes, Organdies, Silk Ratines, Canton Crepes, Charmeuse, Satin-faced Crepes, Etc.

They are the best dress bargains of the year. Grouped in five lots. In all sizes.

Group 1—In this lot the dresses are worth up to \$10.00. Choice... **\$3.50**

Group 2—In this lot the dresses are worth up to \$15.00. Choice... **\$7.50**

Group 3—In this lot the dresses are worth up to \$18.50. Choice... **\$9.50**

Group 4—In this lot the dresses are worth up to \$25.00. Choice... **\$12.50**

Group 5—In this lot the dresses are worth up to \$35.00. Choice... **\$22.00**

Good Items From the Dress Goods Section

Canton Crepe

All pure silk, Swiss make Canton Crepe, in Black, Navy and Brown, 38 in. wide, guaranteed fast color, regular price \$4.00. August Sale, yd. **\$3.35**

Rajah Silks

33 in. wide, all pure silk, in plain shades: rose, gold, flame, helio, ivory, Pink, Sky, Black and Brown, regular \$1.75. August Sale, yd. **\$1.47**

French Costume Cloth

This is a wonderful material, soft texture, in plaids and stripes, all pure wool, 54 in. wide, regular \$4.00. August Sale, yd. **\$2.98**

Saturday Begins Our Greatest Sale of Wash Goods

Display 1—Fine Check and Patterned Gingham and Plain Chambrays, all desirable goods, wide width, and a 35c value. August Sale yd. **21c**

Display 2—Beach Cloths, Repps, White Skirtings, Broad Cloths, Plain Voiles, etc. Priced up to 75c. Sale Price **39c yd.**

Display 3—Plain and Fancy Broadcloths, plain-colored Repps, white striped Linens, Voiles, etc., regular up to \$1.00. Sale Price **57c yd.**

Display 4—French Brocades, Fine Voiles, Crepe Voiles, etc., values to \$1.50 yd. Sale price **87c yd.**



The Little Felt Hat Goes Everywhere

Its wearability is not confined to the Sports World—for Street, for Motoring, even for afternoon wear, the light colored Felt is appropriate. Saturday (Monday closed all day), in the Millinery Department a large showing of new and delightful shapes in Felts—green, rose, orchid, purple, white, besides the always popular black. Price **\$2.50 to \$6.00**
Falls' Department Store, Simcoe

Every Young Women

Can use an Extra Scarf. These are all New, Fresh and Fashionable, very lovely, Lace Scarfs are included. \$2.00, \$2.75 and \$3.00 Scarfs will sell for **\$1.77**

\$3.50, \$4.00, \$4.50 and \$5.00 Scarfs will sell for **\$2.97**

'A Yard or Two of Prevention

Good Mosquito Netting, comes in White and Green, the yard **7c**

Women's Swiss Underwear Half Price

The finest Underwear made. Comes from Switzerland—

Swiss Vests, half price, each... **69c**
Swiss Vests and Combinations, half price, each **\$1.15**

Some Women

Have an idea they are hard to fit in Corsets. If they would bring the problem of their corset trouble to Mrs. Wark, "Experienced Corsetiere," they would find it is only an idea, after all. During the August Sale prices are specialised on all "Nemo," "Gossard" and "C-C-a-La-Grace" Corsets. Falls' Department Store, Simcoe.

Unbleached Damask

54 in. unbleached Cotton Table Damask for ordinary wear. Unusual Value, yd. **48c**

American Residents

Can save fifty percent, or a little more on the following goods by buying them in Canada:—

Fur Coats, fine Wool Blankets, Steamer or Motor Rugs, fine Dinnerware, fine China, fine Linen Things. Large stocks of the above are on sale at Falls' Department Store, Simcoe.

Men's Egyptian Lisle Half Hose 3 Pairs For 87c

Men's fine Seamless half Hose, in Lisle, seamless double heel and toe. Colors are Brown, Black, Grey and Putty, all sizes. August Sale, 3 pairs for **87c**

Umbrellas, Good Enough to Loan, Anyway

For men and women, all have good looking handles. The handles on the women's lines are the "Chubby" style. A real special. Sale Price **96c**

House Aprons AND "STEP-INS"

Women's Embroidered Nainsook "Step-Ins"—so very fine, value \$1.50. Sale Price, each **\$1.12**
Heavy Dutch Blue Chambray House Aprons, large and roomy. Values \$1.50. August Sale **96c**

Two Notable Bargains in Blouses

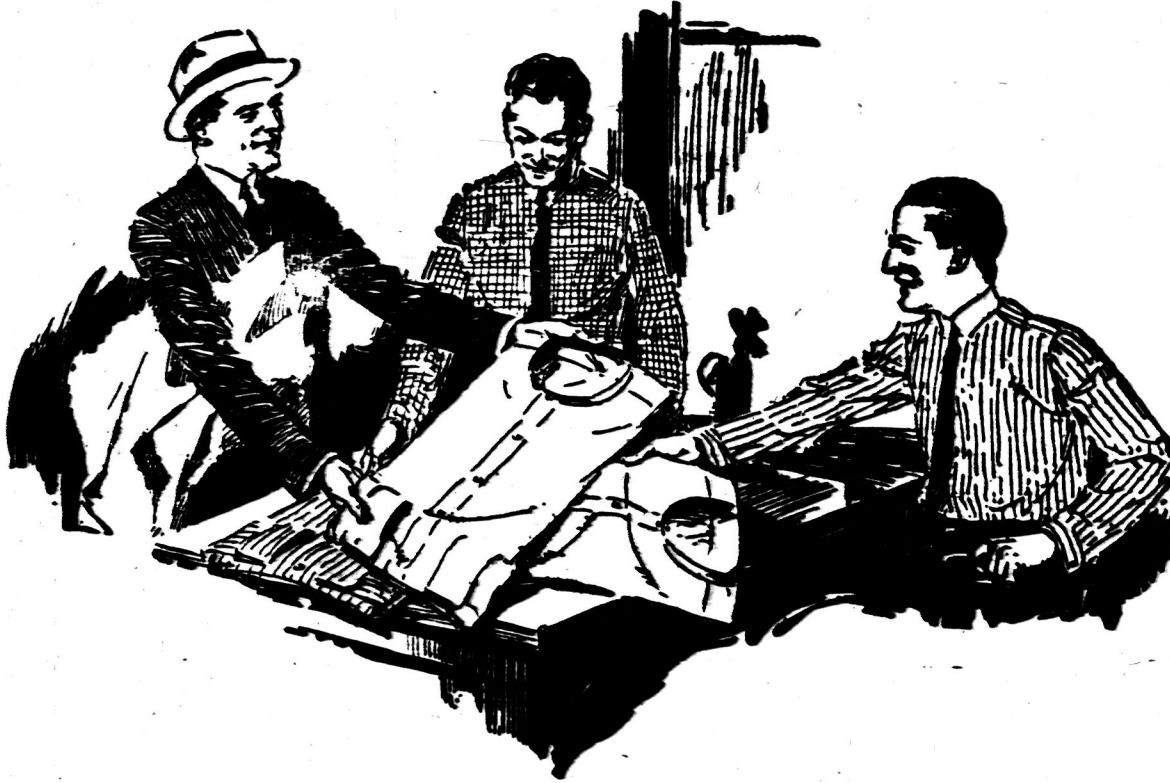
White Voile Blouses
Tuck-in style, Voile Blouses, beautifully embroidered, some lace-trimmed, ranging in price to \$6.50. Choice **\$2.95**
Fancy Blouses
Beautiful Silk, French beaded, fine pleated, some embroidered. Regular price to \$8.00. Your choice **\$3.37**

Big Savings on Sheetings During The August Sale

Eight quarter full Bleach Sheetings, good weight, yard **44c**
Nine-quarter full Bleach, a truly excellent cloth, yard **59c**
Half Bleach Sheetting, 2 yards wide, extra heavy cloth, wonderful wear, a special at 75c yd. August Sale, yd. **58c**
Falls' Daylight Department Store Service.

Falls' Downstairs Store Sparkles with Gift Things.

Pick out what interests you in this Big August Programme. There's a saving in every item.



400 Men's New Shirts in Falls' August Sale

The best offerings in Men's Shirts in many a day. Take advantage while the 400 last. Made from Percales, Imported Cambrics, and English Broadcloths, all are in the most desirable styles and sizes to 18. Three or four of these Shirts will help you to be more comfortable.

Fine Stripe, good quality Cambric, and Percale, well made and roomy, all sizes. Falls' August Sale **\$1.29 each**

Woven stripe Repps, Twills and Triolas. The best shirt at the price on the market. All sizes. Falls' August Sale **\$1.46 each**

Shirts in plain Broadcloths, Woven stripes, Oxfords, Cambrics, and Silk Stripes. Best Shirt Bargain of the season. All sizes. Falls' August Sale **\$2.27**

Separate Skirts and Fine Sweaters

White English Washable Flannel Skirts, the \$4.50 value. Sale price **\$2.47**
Very fine Sport Skirts in a variety of materials, value up to \$8.50. Sale Price **\$4.40**
Silk Sweaters, good styles and desirable shades, value up to \$8.00. Choice for **\$4.40**
Very fine Silk Sweaters in desirable styles. Value up to \$12.50. Choice **\$7.75**

Hospital Gauze

1000 yards of Hospital Gauze will go on Sale Saturday, yard **7 1/2c**
Fifty Household Convenient Packages of Absorbent Gauze, 5 yds. to a package. Sale Price, Package **47c**

Stamped Bed Spreads

Splendid designs, stamped on very fine quality, good weight, unbleached Cotton, full bed size, worth \$3.25. Sale Price **\$2.27**

Stamped House Dresses

Good quality plain color Chambrays, Rose, Green, Orchid, Tan, and Copen, very pretty stamped patterns, regular \$1.50. Sale Price **\$1.17**

August Sale of Cushions

Neat Patterns in Chintz and Cretonne covered Cushions for Porch, Car, or Beach. Two extra values. Each **50c and 77c**

Chintz and Satins

A table of very good patterns in figured Chintz and Satens, so suitable for drapes, coverings and cushions, about half price, yd. **38c**

Tourists

Passing through Simcoe seem to all find many delightful and not too expensive Souvenirs in the most attractive Downstairs Store.

Falls' Department Store