

# Falls' Annual August Sale--The Sale You've Been Waiting For

## Falls' August Sale of Madeira Linens

These beautiful Madeira Linens have no equal for wear, and for their lovely hand embroidery.

- 12" Naps, Sale Price ... \$6.25 doz.
- 13" Naps, Sale Price ... \$7.75 doz.
- 6" to 10" Doyleys from 20c to 75c
- 18" to 24" Round Centrepieces, from \$1.30 to \$1.80
- 10x24 to 15x24, Oblongs, ... 75c to \$2.25
- 6x12 to 17x24, Ovals 30c to \$1.40
- 35"x35" Hand-embroidered square each \$4.00
- 35"x35" Hand-embroidered Square each \$4.45
- 35"x35" Hand-embroidered Square each \$10.00
- 36 inch, hand-embroidered Round each \$8.50
- 53 inch, hand-embroidered Round each \$13.75
- 13-piece Luncheon set, sale price \$24.50

## Picnic Table Cloths

What is the use of taking a good cloth to a picnic, when we can supply you with the very thing you need at a price which will appeal to you. This is the well-known "Colleen" Brand Cloth, with a clean-looking border, and napkins to match cloths

- Size 45x45, each \$1.95
  - Size 54x54, each \$2.30
  - Size 63x63, each \$3.15
- Napkins to Match

## Girls Summer Dresses

All Crisp, and new Goods, in pretty colors and best styles, Chambrays, Gingham, Voiles and White Organ-dies. Two groups, sizes to fit girls 3 to 14 years:

- 97c for Dresses worth up to \$2.00.
- \$1.47 for Dresses worth up to \$3.50.

## Little Girls and Little Boys Creepers and Play Suits

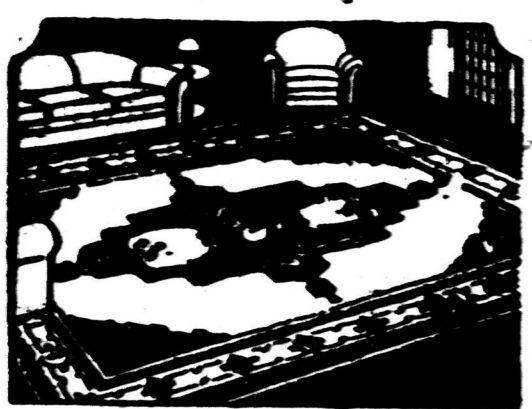
Of the better kinds, in Poplin, Dimity, Barred Muslins, Chambray, and Gingham, to fit ages 1 to 6 years, much underpriced ... 87c and \$1.48

## Attractive Values in White Flannelette

- 500 yds. of fine soft white Flannelette, 5 yards for ... 95c
- 500 yds. of wide, fine, heavy White Flannelette, 5 yds. for ... \$1.20

## Half Sox

Children's Half Sox, mercerized lisle. Combination of colors, Mauve, Pink, Blue, Yellow, sand and White. Size 4 to 7. Reg. 45c. Sale price 29c pr.



## Falls' Famous August Sale of Rugs Begins Saturday

Falls' Rug Sale comes twice a year and they are of great benefit. They are different in every way from most Rug Sales.

-They are different in that the assortment and variety is large.

-They are different in that every Rug is thoroughly fine, rich and perfect and the prices are liberally reduced. "Wiltons," "Brussels," Axminster and "Tapestry." (Third Floor).



## August Clearance in Women's Coats

Women will wear such Coats as these eight months of the year. The materials are light in weight, Charmeuse, Wool Repp, Bedford Cords, and as for fashion, every idea that is new is revealed in them. Colors are: Putty, Tan, Suede, a few Black and Navy.

At \$29.00. Your choice of Coats worth up to \$47.50.

.....At \$23.50. Your choice of Coats worth up to \$35.00.

At \$13.50. Your choice of Coats worth up to \$20.00.

At \$7.75. Your choice of Coats worth up to \$15.00.

Falls' Daylight Department Store, Simcoe.

## Curtain Nets

40 in. and 50 in. fine quality Curtain Nets—Filet, Calitex and Ariston, good designs. Regular \$1.25. August Sale, yd. .... 77c

## Quilts

Double bed size, in white Dimity and White and Colored Honeycomb. The kind for hard wear, each .... \$2.47

## "Business is Good"

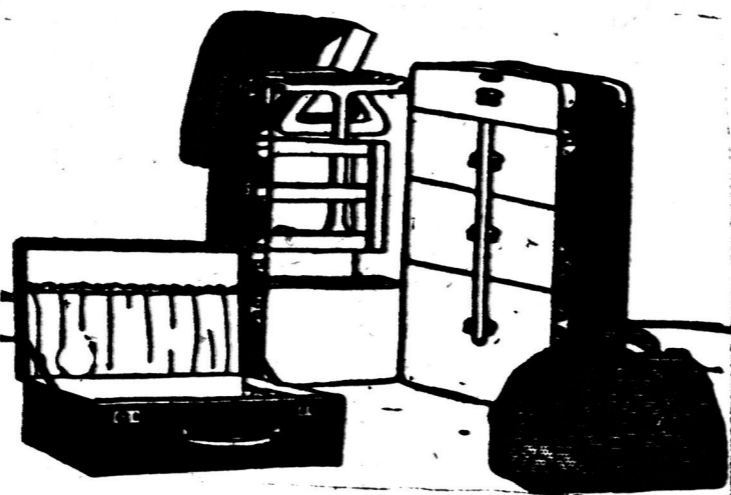
Says the Manager of the Furniture Department. More and more people come to Falls' for Furniture.

## Sleeveless Sweaters Half Price

Our portion of a large purchase of Sleeveless Sweaters, made in fine wool and silk and wool, pretty shades and fancy effects. Half Price, each \$1.45 and .... \$2.87

Store Closed Monday. Store open all day Tuesday, Wednesday, Thursday, Friday and Saturday next week.

Paris sends the newest and most fascinating Gift Things for Baby and Little 1, 2 and 3-year olds. Location of this new Department, Rear of Main Floor.



## The August Sale of Luggage for Vacationists

Trunks, Suitcases, Club-bags, Hat Cases and Over-night Bags. Here are some of the Bargains:—

Club Bags and Suit Cases, all pure leather, Black or Brown finish. Regular \$12.50 and \$13.50. Sale Price .... \$10.00

Suit Cases and Club Bags, solid Cow-hide, Black or Brown. Regular \$15.00 and \$17.50. Sale Price .... \$13.50

THE H.S. FALLS CO. SIMCOE

## Women's Summer Underwear Attractively Priced

- Women's Combinations, half price, Saturday ..... 75c
- Women's Bloomers, White and Colors, about half price ..... 60c
- Women's Fine-ribbed Cotton Vests, size 36 only, half price ..... 2 for 35c
- Women's Cotton Bloomers, elastic top, White and Colors, all sizes. Sale Price ..... 47c

## Webster's Definition of a Bargain

Is an Advantageous Transaction. Here's a good Illustration:—

Men's White Duck Trousers, correct style, all new and fresh, all sizes, pair ..... \$1.00

Men's very neat Black and White striped Washable Palm Beach Trousers, good style, new goods, pair ..... \$1.50

Men's Outing Trousers in Fine Cream Flannel, and Striped Cream and Black Worsted. Best Style. Best make. About half price. .... \$4.97

Falls' Men's Store, Simcoe

## Imported Inlaid Linoleum.

- Cork Carpeting
  - Plain Linoleum
  - Linoleum Rugs
  - Congoleum Rugs
- are all included in the August Sale. Falls Department Store, Simcoe.

## Needles Are Waiting For These Cotton Remnants

A whole Big Table heaped up with Remnants of Gingham, Chambrays, Prints, Flannelettes, Cottons, Sheetings, etc., etc. Every piece on the table goes for Half the price marked on the ticket.

## Boys' Play Suits

Much under priced, just when the boys require them. Boys' Knitted Cotton Jersey Suits in Brown and Navy, to fit boys 2 to 5 years. Suit only ..... 90c

Boys' Play Suits in Khaki and Red trim, long legs, short sleeves, will fit boys 4 to 8 years, suit only .... \$1.10

Boys' Blue Chambray Suit, only \$1.10

Boys' Blue Chambray Suits, red trim, long sleeves, long legs, to fit boys 2 to 8 years. Suit only ..... 77c

## Such Pretty Well Made Wash Suits

For Small Boys, 2 to 8 years are seldom offered at 87c, \$1.17 and \$1.98 Falls' Men's Department

## 3-4 Sox

Children's All Silk Sox, plain colors, Ginger, Sand, Reseda, Black and Canary, regular 65c. Sale price ..... 49c



## Our Usual August Sale

Of Men's Balbriggan Underwear begins Saturday. Get your supply.

Shirts with short or long sleeves.

Drawers, knee or ankle length, soft fine quality, in sizes 32 to 46. Garment ..... 47c