

Falls' Dollar Day, Tuesday, March 17th

A day of purse helps—the values are most unusual—prices quoted are for \$ Day only—make a memorandum of items you are interested in—come as early as you can

4 Only Beautiful Fur Coats Wonderful Bargains for \$ Day

ALL ARE RICHLY LINED AND THE SEASON'S NEWEST STYLES—EVERY COAT GUARANTEED FOR LONG SERVICE

- No. One—A \$350.00 Hudson Seal Coat, with brown real fox trimming. \$ Day\$250.00
- No. Two—A \$165.00 Natural Rat Coat—a beauty. Dollar Day\$100.00
- No. Three—A \$275.00 Natural Raccoon Coat. \$ Day...\$175.00
- No. Four—A \$300.00 Persian Lamb Coat, with fine Sable Trimming. \$ Day\$200.00



WOMEN'S AND MISSES' NEW SPRING COATS

A HUNDRED STYLES TO CHOOSE FROM—ALL DIFFERENT EXCEPT THE VERY LOW PRICED ONES

All straight-line—Bless you, yes, the straight-line is the whole story—only spring has five distinctly different ways of expressing it:

Swade Fabrics. Charmeuse. Soft Serges. Twills. Some Silks.
Plenty of Blacks and Navy and Browns, but a riot of gay colors, because. Nothing is too gay for this particular spring.
Many fur-trimmed styles—the smartest button straight-up-and-down styles. Front-tie and side-button and embroidery trimmed and eyelet punched.

ONE HUNDRED STYLES

For One Day Only—Dollar Day—Note the Savings on These New Garments

- The \$47.50 Coats, DOLLAR DAY.....\$42.75
- The \$45.00 Coats, DOLLAR DAY.....\$40.50
- The \$37.50 Coats, DOLLAR DAY.....\$33.75
- The \$35.00 Coats, DOLLAR DAY.....\$31.50
- The \$32.50 Coats, DOLLAR DAY.....\$29.25
- The \$30.00 Coats, DOLLAR DAY.....\$27.00
- The \$27.50 Coats, DOLLAR DAY.....\$24.75
- The \$25.00 Coats, DOLLAR DAY.....\$22.50
- The \$22.50 Coats, DOLLAR DAY.....\$20.25
- The \$20.00 Coats, DOLLAR DAY.....\$18.00
- The \$18.00 Coats, DOLLAR DAY.....\$16.20
- The \$15.00 Coats, DOLLAR DAY.....\$13.50

Pillow Cotton
Good Circular Pillow Cotton, long-wearing, 40 in. and 42 in., 2 yds. 3/4 Bleached Sheeting, 72 in. wide, good quality for hard wear; 2 1/2 yards sheet length for\$1

Dresses
Women's smart, plain Linene and fine Gingham House Dresses in all shades; applique trimmed; sizes up to 46. A big saving. Each.....\$1

Dress Serge
All-wool Serge for hard wear in navy, black and oopen; 38 in. wide. For \$ Day yard\$3/4

Undershirts
Women's heavy, neatly made Black Sateen Undershirts, with pleated flounce\$1/4

Towels
Bath Towels, 20x39 in., plain white and blue border; long wearing. TWO for \$ Day\$3/4
Falls' Department Store, Simcoe.

Silk Striped Crepe
New fancy silk striped Crepe Dress Goods, in the season's newest shades, for one day. 3 1/4 yards a dress length for\$1 1/4

Towels
Bath Towels, useful sizes, 18x36 in. Pure white2 for \$1/2

Women's Vests
Women's medium spring weight Vests with or without sleeves. The garment\$1/2

Drawsaks
60 in. Bleach Damask for every day wear. A 2-yard length for.....\$1 1/4

Draperies, Etc.
A table of the finest Nets, Madras and Sunfast Draperies. Values up to \$2.00 a yard, for one day, all at the yard\$1

Bargain Tables
4 Bargain Tables on 2nd Floor. Odd lines. Lots are too small to advertise, so they will be grouped on tables at \$1/2, \$1, \$1 1/2 and \$2.

Curtains
New Barred Marquisette Curtains, with colored lace edge; length 2 1/2 yards; colors gold, blue, pink and mauve. \$ Day pair\$1 1/2

Knitted Bloomers
Knitted Bloomers for small women and juniors in pink and white. Half price\$1/2

1/2 Dollar Package Stationery
1 large Pad
1 package No. 1 quality Envelopes
1 bottle of Ink
1 Pen and Holder
1 Lead Pencil
2 small Writing Pads
THE LOT \$1/2

Bungalow Aprons
Plain Chambray Bungalow Aprons in plain colors. \$ Day2 for \$1 1/4
Falls' Department Store, Simcoe.

Flannelette
Nice quality White Flannelette, soft finish.5/2 yards for \$1

Dresses
We have secured for \$ Day a lot of colored Flannel Dresses, so much in demand, and priced them for the day at\$5

Roasters
Aluminum Roasters—12 only of them. Each\$1

Tubs
1 Galvanized Laundry Tub and 3 cakes of Laundry Soap for.....\$1

Percolators
6-cup Aluminum Percolator for \$1

Marquisette, Etc.
A Table of Marquisette, Madras, Scrim, Frilled Spot Muslin. In white, cream and ecru for \$ Day yard...35c

Dinnerware
97-piece set, English Porcelain; very attractive set; well shaped pieces; very white with two irregular gold lines at edge. Save several \$ Dollar Day. Set complete\$15
Dinnerware—Blue Endon, a semi-Porcelain set of 97 pieces; bordered with band of small blue flowers and tiny green leaves. A great saving \$ Day for\$16

15 Sales Women Wanted
—Three for Coat, Suits and Dresses.
—Four for serving in the Basement Store.
—Two for Special Cash Desks.
—Six for different Departments throughout the store.
—Apply not later than Monday before 12 o'clock.

Roasters
1 dozen only good size Aluminum Roasters, \$ Day\$1 1/2

1/4 Dollar Package Drug and Toilet Sundries
1 pkg. Air Float Talcum Powder
1 tube Colgate's Paste, 25c size
1 bottle Lemon Lotion for hands
1 box Face Cream
1 cake Toilet Soap
THE LOT \$1/4
Falls' Department Store, Simcoe.

1/4 School Package
1 Scribbler
1 Note Book
1 Lead Pencil
1 Eraser
1 Penholder and Point
1 School Strap
THE LOT \$1/4

A 1/2 Dollar Package
1 large lined Note Book
1 large lined Work Book
1 Lead Pencil
1 Eraser
1 Penholder and Point
1 bottle of Ink
1 4-way School Strap
THE LOT \$1/2

1/4 Package Stationery
2 Writing Pads
1 package Envelopes
1 Pen and Holder
1 Lead Pencil
THE LOT \$1/4

It's a Good Idea
Make a memorandum of items you are interested in. Come as early as you can. Our delivery system will be strengthened. However, we trust you will not be disappointed if purchases made after 3 o'clock are not delivered until the day after Dollar Day.
Falls' Department Store, Simcoe

1/4 Lot
1 extra large Galvanized Tub
1 cake Laundry Soap
1 package of Lux
FOR \$1 1/4

Rugs
A large consignment of very fine Rugs—Wiltons, Axminsters, Brussels and Tapestry—is on the way. These will be on sale \$ Day at special liberal reductions for one day—Tuesday, March 17th.
(Third Floor)

Silk Broadcloth
Pure Silk Broadcloth (Dress Goods Department)—10 of the season's newest shades for street or house wear. Yard\$1 1/4

5 Very Fine Winter Coats
These are among the finest Coats of the season. All are of very fine materials. Beautifully lined and fur-trimmed Coats that sold from \$50.00 to \$65.00. Dollar Day choice.....\$33

In the Millinery Department
Dollar Day one table of the newest ideas in Spring Hats will be priced choice5 Dollars
Very lovely Hats will be on the table. The savings run from 1 to 3 Dollars—For one day only.

We do not refund fares on \$ Day. You'd hardly expect it.



Wrigley's
Fruit
Lays
The sacred
The male singers
ertain note long
ed, "Stop, stop,
s are far too

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