

# Why Anniversary Day?

Because we want always to hold this business to the splendid meaning built from the beginning. The business is today just the same straight, man-to-man business it was 34 years ago, when a dear old Irish woman who used the store as her bank, said: "Take these baskets of butter and eggs and put them to my credit. I do not count and weigh in advance when I bring them here." But to make anniversaries interesting to our public we couple them with wonderful value-giving. We can't afford to disappoint you.

## Falls' 34th Anniversary Sale of Men's Overcoats

Yes, Sir—All-Wool, Brand New, Big and Handsome

Men will come in—try them on—and buy them in a jiffy. Such overcoats simply sell themselves. Double and single-breasted models in all the new, striking, big hand some, well-built coats for the young man, business or professional man. Nothing like them in quality and value at these prices:

|                                      |         |
|--------------------------------------|---------|
| \$37.50 Overcoats, Anniversary Sale. | \$61.00 |
| \$35.00 Overcoats, Anniversary Sale. | \$58.00 |
| \$30.00 Overcoats, Anniversary Sale. | \$54.00 |
| \$25.00 Overcoats, Anniversary Sale. | \$51.00 |
| \$20.00 Overcoats, Anniversary Sale. | \$48.00 |

## An Anniversary Remembrance You WILL Remember

Nine stores out of ten that handle Coalport (Indian Tree Pattern) China charge more for it than Falls'. The tenth store does not sell it for less. Saturday when the sale begins everything except Cups and Saucers in Indian Tree Coalport will sell at exactly half price. It's a wonderful display and consists of:

|                                |        |
|--------------------------------|--------|
| \$5.30 6-inch Bowls for        | \$2.65 |
| \$7.00 7-inch Bowls for        | \$3.50 |
| \$6.00 10-inch Platters for    | \$3.00 |
| \$6.00 9-inch Baker for        | \$3.00 |
| \$2.75 Soup Plates for         | \$1.38 |
| \$2.10 7-inch Plates for       | \$1.05 |
| \$2.00 small Creamers for      | \$1.00 |
| \$2.00 Jugs for                | \$1.00 |
| \$2.70 Jugs for                | \$1.35 |
| \$3.50 Jugs for                | \$1.75 |
| \$4.50 Jugs for                | \$2.25 |
| \$5.20 Jugs for                | \$2.60 |
| \$7.35 Sauce Boat for          | \$3.68 |
| \$15.00 Vegetable Dish for     | \$7.50 |
| \$1.45 large Fruit Nappies for | .72    |
| \$6.00 Compot for              | \$3.00 |

And so on. We cannot fill mail or phone orders on the above, and reserve the right to limit quantities.

Sale in Falls' Basement Store.

## Anniversary Clearance of Dresses

For women, young women and larger women. Clearing lines of dresses for every occasion. Most of them priced at half. You would scarcely expect to find such dresses at... \$14.75, \$10.75, \$8.75 and \$4.97

## Anniversary Sale of Millinery For Women, Misses and Children

Choice \$1.67—Hats for girls 3 to 8 years. All cunning little shapes in velvet and felt that become girls' faces. Worth double.

Choice \$1.50—Women's and juniors' fashionable hats in velvet, felt and velour. A large choice of new colors. Half price.

Choice \$2.77—Here are many new ideas in Winter Hats of velvet, satin, felt and velour. Large choice of pretty shades: worth up to \$5.00.

Choice \$4.75—Hats in velvet, felt and velour, fashioned into shapes and lines of dashing smartness. All the warm winter shades. In this lot are hats worth up to \$8.00.

## Attractive Toilet Sets in the Anniversary Sale

All Are Sets of Ten Pieces

These Toilet Sets were secured specially for this event, and are most attractive. They are in tinted Green and Tan with Gold lines, with floral designs of Roses. Others with pale Green and Tan tints with floral and bird decoration. Others again showing Gold lines with basket of floral designs, etc.

\$9.50 sets complete, Anniversary Sale \$7.40  
\$9.00 sets complete, Anniversary Sale \$6.95  
\$7.75 sets complete, anniversary Sale \$6.95  
\$6.50 sets complete, Anniversary Sale \$4.95

## Hundreds of Men's Better \$2.00 to \$2.50 Shirts, \$1.37

Shirts taken from regular stocks and reduced, and shirts sold to us by foremost English and Canadian makers under deep concessions are their contributions to our Anniversary. Materials include English Rapes in tan, grey, blue and lavender; Broadcloths, Madras, Novelty Satens. Collar attached and neckband styles; sizes to 18; all are fresh new goods; sizes will be bulked to make choosing convenient. All one price each

## Is it a Price Tag or a Suit of Clothes You Are Looking For

Falls' Men's Suits are made up to give service and satisfaction. The first consideration was to get the right quality; then the cost was ascertained and the lowest possible price fixed. The values in these new Men's Suits are absolute. The prices are within the values.

A—Men's soft handling Grey and Navy Serge Suits, also finer suits in medium and Dark Tweeds and Colored Worsteds; worth \$35.00. Anniversary Sale \$27.00

B—Men's Navy and Grey Serge Suits, also colored Worsteds and fine Tweeds; worth \$25.00. Anniversary Sale \$19.00

C—Men's real good suits at \$11.50. Here are suits taken from much higher lines, one and two suits of a kind. Many of them are worth twice \$11.50. All sizes in the lot. When the sale opens Saturday morning, choice

## Prices About and More Than Halved on Costume Slips and Undershirts For the Anniversary Sale

Undershirts—These attractive black saten Undershirts with deep pleated flounce and draw tape at waist-band; value \$1.50. Anniversary Sale \$0.75

Undershirts—A dependable undershirt in Skinner's Saten; a finely woven cotton fabric with saten-like appearance; waist-band extra 32-in. Value \$2.50. Anniversary Sale \$1.33

Undershirts—In fine saten and cotton broadcloth; elastic waist band; pleated frill in lavender, green, apricot, blue, rose and black. A \$3.50 value. Anniversary Sale \$1.95

## Men's Pyjamas in The Sale

Time for men to snuggle into warmer sleeping garments. In all the years we have sold pyjamas—never such fine looking and inviting ones as these. All are from English materials; cut full, free and generously. They are very unusual in quality, make-up and pattern. Only 12 dozen to offer at the price. Values up to \$3.50. Anniversary Sale Suit (all sizes) \$1.87

## Women's and Young Women's Winter Coats

25 to 35 Per Cent Finer Than Their Anniversary Sale Prices

Don't judge by prices. Only seeing them "tells the story." Fine Kashmir and other fine coatings that take the new winter shades; nicely lined throughout. Big, fashionable quality fur collars. Grouped at two prices:

Your choice of Coats worth up to \$40.00. Sale price \$31.00  
Your choice of Coats worth up to \$30.00. Sale price \$23.00

## Inlaid Linoleum

Ideal floor covering for kitchen, bath-rooms, hallways, pantries—anywhere that much use is incurred, where frequent cleanings are necessary. The patterns go clear through to the back; they cannot wear off until they wear through. At Falls' Store you will find a large choice of excellent designs and all dependable qualities; 2 yards wide. Anniversary Sale square yard, \$1.37 instead of \$1.75.

Printed Linoleum—2, 3 and 4 yards wide, in a wide choice, will be sale-priced during the anniversary.

## Luxurious 3-Piece Chesterfield Suits at a Saving of up to \$41 on a Suite

Very much the largest and most noteworthy purchase of Chesterfield Suits ever made by the Falls Co. was closed a couple of weeks ago. The suits will all be unpacked and ready for inspection Saturday. They are from one of our best makers. Dependable inside and out. Beautiful "lines" to every suit; done up in heavy, plain, figured and beautiful, cut mohair and heavy imported tapestry. If you are the least interested in a Chesterfield suite you ought to see these goods and the price tickets on them. Sale priced the suite \$98.00 to \$248.00.

|                        |          |
|------------------------|----------|
| \$285.00 will sell for | \$248.00 |
| \$265.00 will sell for | \$224.00 |
| \$225.00 will sell for | \$198.00 |
| \$227.00 will sell for | \$196.00 |
| \$206.00 will sell for | \$183.00 |
| \$198.00 will sell for | \$174.00 |
| \$185.00 will sell for | \$159.00 |
| \$180.00 will sell for | \$157.00 |
| \$175.00 will sell for | \$153.00 |
| \$169.00 will sell for | \$149.00 |
| \$164.00 will sell for | \$143.00 |
| \$150.00 will sell for | \$123.00 |
| \$130.00 will sell for | \$98.00  |

## Bridge and Floor Lamps of Dignity

New Ideas in Shades and Standards Are Sale-Priced During the Anniversary

Group No. 1—Bridge Lamps—Good choice of shades in a number of different colors. Complete with polychrome or walnut stand. Bulb included. Value \$18.00. Choice complete \$14.65

Group No. 2—Junior Floor Lamps and Bridge Lamps—A number of different designs and colors to choose from; polychrome or walnut stand; fitted with chain pulls and bulbs; value \$22.50. Choice complete \$16.45

Group No. 3—Floor and Bridge Lamps—Large assortment, including parchment and silk shades, in all the latest designs and colors; complete with walnut and polychrome stands; value \$25.50. Choice complete \$17.95

## Large New Shipments of Excellent Household Linens Have Come for Our 34th Anniversary Sale

All are linens of sturdiness and superiority—all of the Falls' standard—"Browns" and "Shamrocks." It will be a Linen Event long to be remembered.

Fine Linen Cloths, 2x2 and 2x3 1/2 yards; values up to \$4.50. Anniversary Sale \$2.77

Fine Linen Napkins, 22x22 in.; value \$4.50 dozen. Anniversary Sale \$2.77

Fine Linen Cloths in vine, small daisy and daffodil patterns; 2x2 and 2 1/2 yards; worth \$7.00. Anniversary Sale \$4.55

Fine Linen Napkins, 22x22 in.; worth \$7.00. Anniversary Sale \$4.55

Several dozen beautiful odd Cloths and Napkins; values up to \$1.50; all one price when the sale begins Saturday morning. Choice \$1.35

It's a joy to own Linen Cloths and Table Napkins like the two following—Linen Cloths are 2x2 to 2x3 yards; Napkins are all 22x22 in.

Cloths and Napkins worth up to \$15.00. Anniversary Sale, choice \$8.57

Cloths and Napkins worth up to \$18.50. Anniversary Sale choice \$12.75

Very lovely Linen Hand Towels in the popular sizes—wonderful values for the Anniversary Sale—2 for \$2.00; 2 for \$1.37; 2 for \$1.62; and 2 for \$1.80

Prices are reduced for this Anniversary Sale on finer Hucksaback Towels: Guest Towels, Hand-made Point de Venice Runners, Doilies, Oblongs, Ovals, Centres and Madeira pieces.

## Another Anniversary Remembrance

Things From the Far East (India) at Half Price

Antique Brass Bowls, large, \$3.00 instead of \$6.00.

Antique Brass Bowls, smaller, \$2.25 instead of \$4.50.

Bowl Stands, tripod shape, carved from single piece, inlaid with ivory, \$2.25 instead of \$4.50.

Coffee Trays, inlaid with real ivory, \$9.25 instead of \$18.50.

Trays, elaborate designs, ivory inlaid, \$9 instead of \$18.00.

Bowls, red with black band, \$1.25 instead of \$2.50.

Travellers' Candle Sticks, pair fits together compactly, \$9c each instead of \$1.35.

Electric Candle Sticks, etched in fine red tracery, \$7.50 each instead of \$15.00.

Candle Sticks in very fine designs of green, red and gold, \$4.50 each instead of \$9.00.

Falls' Basement Store.

## Anniversary Sale of Pyrex Ware

In Bread Dishes, Casseroles, Pudding Dishes, Square Bake Dishes, Layer Cake Dishes, Utility Dishes, Pie Plates, Tea Pots, etc.

\$1.15 pieces sale priced.....90c

\$1.45 and \$1.50 pieces sale priced.....\$1.05

\$1.65 pieces sale priced.....\$1.15

\$1.95 pieces sale priced.....\$1.40

\$2.35 and \$2.50 pieces sale priced.....\$1.90

\$3.00 pieces sale priced.....\$2.40

\$3.75 pieces sale priced.....\$3.10

Falls' Basement Store.

## Here's What Women Will Get in Good Winter Coats

If They Are Early Enough Saturday Morning—Only 43 in the Lot

19 only Women's and Young Women's Winter Coats in excellent materials; diagonal stripes, plaids and plain cloths. Many are fur-trimmed; all are well lined. Saturday morning choice \$7.77

24 only Women's and Young Women's warm Winter Coats in Teddy Bear and Cut Velour, etc. Attractive shades. Many of them with fur collars and cuffs. Saturday morning choice \$9.40

8.30 o'clock, when the store opens, will be the best time to come for these.

## Falls' Anniversary Sale of Fur Coats

Every coat durably and richly lined; skins carefully matched and "graded" for quality. Every detail "fine."

Save 25 to 40 Dollars on Hudson Seal Coats.

Save 35 Dollars on Natural Raccoon Coats.

Save 37 Dollars on Persian Lamb Coats.

Save 23 Dollars on Silver Rat Coats.

Save 21 Dollars on Chapel Seal Coats.

Save 20 Dollars on Electric Seal Coats.

Save 25 Dollars on Natural Rat Coats.

## Falls' Greatest Anniversary Sale of Dinnerware Begins Saturday in the Basement Store

All Are Sets of 17 Pieces For 12 Persons

Theodore Haviland China, Paradise pattern; rich in design, with a centre of brilliantly plumaged Birds of Paradise, with bright colored flowers and border of soft blue. All pieces a quaint pilgrim shape. Sold in city stores at \$125.00. Anniversary Sale set \$98.00

Elite Limoges, a most attractive design, with clusters of delicate pink roses and green leaves, and has the added beauty of black lines; all gold handles. Special value at \$110.00. Set complete \$94.00

Elite Limoges, conventional border in brown and rose, with gold handles and edges; worth \$75.00. Complete set \$63.00

Very fine Limoges China—One a conventional design of Tan and Gold with touches of Rose and Blue; also others in border of Tan and dark Blue; inside the band is a wreath of tiny rose-colored flowers; worth \$50.00. Set complete \$43.00

Specially fine sets of French China, has sprays of small delicately colored flowers, and has gold edges and handles. Others in much the same style as above have sprays of delicate pink and tiny blue flowers. Worth \$43.50. Anniversary Sale set \$34.00

Very striking sets in French China with bright colored flowers and a bird of brilliant plumage; worth \$43.50. Set complete \$34.00

Here are wonderful sets of French China with conventional borders in Tan and Blue. Half gold handles. Specialized at \$58.50. Anniversary Sale \$33.00

The always popular Gold-band design—a single band of gold on a very white porcelain; worth \$34.50. Anniversary Sale \$29.00

Very new sets in cream ground and a bright border of green leaves and flowers with a spray of flowers in centre of plate; worth \$33.50. Anniversary Sale \$27.00

Sets with cream ground and a border of orange, with fine black tracery of birds and leaves; worth \$31.50. Anniversary Sale \$26.50

Sets in ground with conventional borders in Blue and Tan, inset with small baskets of Pink and Blue flowers; worth \$29.50. Anniversary Sale \$25.50

A new and pretty design has a narrow band of light brown in which are insets of Black and White alternating with small clusters of Rose colored flowers; worth \$29.50. Anniversary Sale \$25.50

Sets with a blue border and sprays of Tan, inset with medallions. Gold lines on all pieces. Another, the same design with Orange and Black. Worth \$28.50. Anniversary Sale \$24.00

Good-looking sets in Cream ground with Gold lines and embossed border; worth \$22.50. Anniversary Sale \$18.50

All White Sets with embossed border of same. Attractive sets, sale priced \$17.50

Falls' Basement Store.

## A Remarkable Sale of French Dresses

For Afternoon and Evening Wear

Many of them beautifully hand-beaded and embroidered in rich colors:

—Choice \$ 9.50. About Half Price.

—Choice \$15.50. About Half Price.

—Choice \$19.00. About Half Price.

## We Have Been Accused of Cutting Prices and Spoiling Trade Hereabouts

We rarely ever pass a bouquet to ourselves—prefer the public to do that. However, we trust we may be forgiven for this one—"Every dollar's worth of goods in the building, excepting shipments just to hand"—and these will be looked after promptly—is our own and paid for. This system permits us to give the best values procurable.

## Great Savings in Boys' Suits

The best maker of boys' popular priced suits that we know of has sent fifty suits for our Anniversary Sale. Unquestionably the best suit bargain ever offered. You have paid several dollars higher for suits not so good. Sturdy materials, quality style; sizes to fit to 17 years. A lot of them have two (2) pairs of bloomers. Anniversary Sale, all sizes \$6.25

## Women's Warm Elder Robes For Morning Wear

This is a remarkably low price when you consider that all are brand-new, from heavy Elder Flannel, in excellent patterns; good styles, nicely trimmed and finished, with silk girdles. All are cut full and free for greater comfort and warmth. A great saving. Anniversary Sale each \$5.33

## The Most Outstanding Blanket Bargain We (or Any Other Store) Ever Offered

The price is actually dollars below the MILL price. It's not our loss. "Kenswood's," the makers of these beautiful blankets, have sent them as a contribution to our 34th Anniversary Sale and invoiced them at practically half (1/2) price. They are richly bound in satin to match the colors; of pure wool, in sizes 60x84 in. and 72x84 in. Very lovely colors in pink and white, tan and white, blue and white; also plain colors of heliotrope, pink, etc. Real value (according to size) \$9.45 and \$18.45. Anniversary Sale price \$6.77

H.S. FALLS & CO.

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