

FALLS' August Clearance Sale Begins Saturday

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 one sale stands out as unmistakably today as it has always done—probably more so—Falls' August Sale.

Old Fine Linen Cloths and Napkins—The Cloths are in sizes 24x36, 28x40 and 30x42. Napkins are all 22-inch. These are very beautiful linens, but the Napkins and Cloths do not match is the reason for selling. Cloths that are worth \$15.00 each and Napkins that are worth \$5.00 dozen:

Choice of Cloths, each \$7.75
Choice of Napkins, dozen \$7.75

Linen Cloths—Sturdy all-linen Table Cloths in sizes 68x68 and 68x86, August Sale ea. \$2.25

Sheeting—81 inches wide, full bleach, fine even weave; the \$1.00 cloth. Falls' August Sale, yard 77c

August Sale of Dinner Ware—The largest and finest displays we have ever presented. In French and English Dinner Sets. The price range is \$19.00 to \$12.00 Every set liberally reduced for the August Sale.

Hosiery—Thousands of pairs of them at great savings during the August Sale. Great choosing. Outstanding values:

Group 1—Children's Sox in sizes up to 10. Values up to 65c pair. August Sale 35c
Group 2—Children's Sox in sizes up to 9. Values up to 50c. August Sale 25c

Women's White Lisle Hosiery—O. S. sizes. Regular 45c a pair. August Sale pair 29c

Women's Fast Dye Black Cotton Hosiery—In sizes 8 1/2 only. Less than half price, 2 pairs for 25c

Fine Towelling—Fancy Huck Towelling in 14-inch, 18-inch and 20-inch; worth up to \$1.15 yard. Falls' August Sale yard 75c

Towels—Pure Linen Huck Towels of a superior quality. Individual size. Value 75c each. August Sale each 50c

Baskets—Market or Picnic Baskets tinted in pretty colors; strongly made. Three sizes, each 75c, \$1.00 and \$1.25

Salt Buckets—With cover. Keep the salt dry all season. Made of porcelain; will hang on the wall. August Sale each 30c

Terry Towelling—16" wide, good quality. Choice of fancy stripe or solid white. August Sale, yard 27c

Laundry Soaps—Many wait for Falls' August Sale to put in a supply. Sunlight, Gold, Comfort, P. & G. and Surprise, 9 Bars For 47c

American Visitors and Residents, Please Note—You are allowed to take \$100.00 worth of goods back to your country Duty Free. Falls' Department Store is THE LINEN HOUSE OF WESTERN ONTARIO, and the old slogan goes—"You can never have too much Linen." You will find wonderful Linen Bargains at Falls' during the August Sale. Our price range for individual pieces is 25c to \$65.00.

Aluminum—Vegetable Kettles with cover. Lock cover type to insure safe pouring. Falls' August Sale, each \$1.17

Aluminum Friers—In most useful size. A heavy quality aluminum. August Sale 77c

Gift Numbers—In the Downstairs Store will be two tables of very useful household things, or pieces suitable for gifts, including Cups and Saucers, Bowls, Candlesticks, Vases, Cake Plates, Pitchers, Bric-a-Brac, etc.:

Table No. 1, Choice each 30c
Table No. 2, Choice each 47c

Falls' August Sale of Rugs Begins Saturday—Falls' Rug Sale comes twice a year. They are of great benefit. They differ in every way from most Rug Sales—they are different in that the assortment and variety are large. They are different in that every rug is thoroughly fine, rich and perfect, and the prices are liberally reduced. All room sizes in Wiltons, Axminsters, Brussels, Tapestry and Linoleum and Congoleum Rugs.

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

Choice 10c Each—Toasters, Soap Dishes, Brushes, Salt and Peppers, Potato Mashers, Strainers, etc., much underpriced. Choice each 10c

Ladies' Collars—Both collar and cuff and jabot style. Collar Sets in all the newer shades; made of lace, poplin, linen, broadcloth. Some lace-trimmed and many embroidered. Very special August Sale number. Choice each 40c

Japanese Parasols—Full size, beautifully stencilled Sunshades in several attractive colors and designs. August Sale each 50c

Laces—Two very special assortments of Trimming Laces, ranging from 1 to 5 inches in width. Cotton Filets, Cotton Torchons, Valenciennes, Shadow Laces, etc.; also a few Insertions.

Group No. 1, Choice per yard 8c
Group No. 2, Choice per yard 12c

Rompers—Less than half price. In Pique, Gingham, Chambray and Percale; to fit ages 2 to 5 years. Best styles and qualities, pair 40c

All-over Aprons—Full cut, with belt, figured, checks or plain Gingham and better quality Prints. All one price, choice 75c

House Dresses Extraordinary—Even the largest sizes are offered in Gingham, Broadcloth, Chambrays and Satens; in checks, plaids, stripes and all-over patterns. Falls' August Sale \$1.35

Map Cloths—Extra heavy quality, large size. August Sale price each 15c

Kitchen Utensils—Consisting of Aluminum and Granite Kettles, Sauce Pans, etc.; also Tea Pots, Tea Kettles, Percolators, Mops, Grinders, Chopping Bowls, Bowls, etc. All specially priced for the August Sale.

Quality Bats—Cost less during the August Sale. Superfine quality Bats, worth \$2.00; size 72x90", will sell for \$1.45 each

Blankets—"Kenwoods" in all the latest and best designs and qualities; all are richly bound in satin. Prices specialised for the August Sale.

Bath Towels—Two outstanding values. Fancy borders:

The 75c value for 40c
The \$1.00 value for 60c

Children's Dresses—Rayon, Voiles, Organ-dies, Broadcloths, Percales, Gingham, Chambrays, etc. All new and crisp. Pretty styles. Values \$3.00. Choice \$1.95 each

Children's Dresses—Printed Percale Dresses in attractive styles. Half price each 37c

Crope Night Gowns—In Roman Stripe Crepe, self-trimmed; hemstitched, contrast or floral. Smart underthings. August Sale price each \$1.73

Women's Pyjamas—In plain Crepe in blue, rose, flesh, gold, etc., with contrast trim. An outstanding value. Each \$1.33

"Jiffy" House Dresses—Many of them much less than half price. Gingham, Chambrays, etc. August Sale, choice 55c

Bloomers—Fine colored Dimity with full cut. Elastic at knee. In white and many shades. Pair 50c

Falls' August Sales—A means of economy that Norfolk homes and far beyond have long made it a rule to share. Thrift opportunities abound.

Rugs—For the motor, steamer or the camp. All pure wool; full sizes; unusually pretty plaids; 50 only of them to offer at this price. Each \$4.25

Boys' Wash Suits—To fit boys 2 1/2 to 8 years. Smart little suits from good quality materials. About half price. Falls' August Sale 97c

A Surprise Value—Gathered from several sections of the store. Blouses, Princess Slips, Silk Knit Slips, Sweaters, White Petticoats, Sateen Underskirts and House Dresses. When the sale opens Saturday morning, choice 50c

Kidder's Sox—In many shades and combinations of shades, including tan, brown, sand, yellow, pink and blue. Regular up to 35c a pair. August Sale TWO pairs for 35c

Men's Suits—A wonderful bargain in navy and brown Herringbone Worsteds. Men's and young men's styles with TWO pairs of trousers. When the sale opens Saturday, suit \$16 If interested we recommend an early call.

Men's Combinations—Penman's, Zimmer-knit and Simpson Brands in the several styles. All sizes, but not all sizes in every style. Value \$1.25. Falls' August Sale 75c

Silk Half Hops—For men, reinforced with art silk. In sand and light brown. All sizes. A 75c value, sale-priced 2 pairs for 75c

Silhouette Sox—All the fashionable colors and in all sizes. A special at 40c pair. August Sale 2 pairs for 40c

Sweaters—Pullover styles, medium weight, new Roman mottled effect; all sizes; a \$2.50 value. Falls' August Sale each \$1.45



Women's Combinations—Fine imported lisle garments; regular \$1.50. August Sale, suit 97c

Children's Vests—All the better known styles, to fit ages 1 to 12 years. Garment 17c

Dress Flannels—54" wide, in Rayon stripes and plaids; fine pure wool; a regular \$2.00 value. August Sale, yard \$1.33

Men-o-War Smocks—In figured Broad-cloths and Indian Head with convertible collars; smocked yoke effect. Attractive and convenient. Various values. All grouped in one lot. Choice \$1.77

Men's Overalls—Blue stripe bib overalls, well sewn, liberal cut; bib and braces. All sizes. Falls' August Sale pair 87c

Boys' Cotton Jerseys—All perfect goods and a superior quality, made with long sleeves. In tan, navy, brown and khaki, with contrast-ings colors. To fit boys 2 to 14 years. Falls' August Sale price 23c

Men's Shirts—English and Canadian make. Shirts of quality; well tailored and full cut. Broadcloths, Percales, Repps, etc. In the fashionable colors and patterns; sizes to 18; values up to \$2.75. Falls' August Sale price \$1.95

Men's Better Pyjamas—In all sizes; broad-cloths, soisettes; in plain and fancy. Value the suit. August Sale \$2.25

Boys' Shirts—Neat fancy striped Percales of a superior quality; extra well made; about 1 1/2 to 1 3/4. One shirt and one white collar to match. While they last, complete, the

Trousers—In Sport Flannel, in light grey, dark grey and biscuit shade; good style. A special at \$3.75 a pair. Falls' August Sale, pair \$2.95

Men's and Young Men's Suits—In 2- or 3- button styles. In grey clay worsted and dependable navy serge. Every suit is guaranteed for style and service. A suit value of the year \$28.75

Men's Shirts—A better shirt than usual for so low a figure; all sizes; fancy stripes and all-over patterns; heavy percale. Choice \$1.30

Men's Straws—The season's newest blocks, plain or fancy bands:

Worth up to \$1.50 for 90
Worth up to \$2.50 for \$1.45
Worth up to \$3.50 for \$2.95

Bullrogin Dress Cases—54" wide. Silk and wool texture; in sand, rose and navy. A \$2.50 value, yard \$2.45

Bandier Lamps—Most attractive lamps, representative of persons in actual costumes. ...

Step-ins and Bloomers—Lisle finish in colors of peach, mauve, blue, also white. Garment 37c

Women's Cotton Vests—In all the popular styles; several knits. 2 garments for 25c

Graniteware—China White Granite Basins, Stewpans, Sauce Dishes, Wash Basins, Pudding Dishes, etc. Choice each 25c

Vases—Glass Flower Vases in dull finish; colors: yellow, blue and orange. Salepriced each 10c

Water Sets—Water Pitchers and six Tumblers of fine clear glass; star cut designs; a \$2.00 value, for set complete \$1.45

Fancy Goods—Luncheon Sets and Centres; dainty stamped patterns; good quality materials. Choice each \$1.50

Tapestry Cushion Covers—20" square Tapestry Covers of colorings not easily soiled. Choice each 75c

French Cushions—Both appliqued and embroidered French Cushions on fine satin. Colors: gold, fuschia, paddy, rose, orchid, blue, black, purple. An unusual value. Special each \$2.25

STAMPED GOODS

Assortment No. 1, Choice 38c Each—Stamped pieces consisting of Buffet Sets, Scarfs, colored Luncheon Cloths, Cushion Tops, Centres, etc. Choice each 38c

Assortment No. 2, Choice 50c Each—Stamped pieces consisting of Buffet Sets, Centres (pure linen), Aprons, House Dresses, Card Table Covers, etc. Choice each 50c

Luncheon Sets—Stamped Luncheon Sets, 36" Square Cloth and 4 Serviettes with D. M. C. to work them with. Set complete \$1.00 each.

Black Duchess—Two outstanding sale values; 36" wide; heavy qualities; yarn dyed; wear guaranteed. Falls' August Sale, yard \$1.27 and \$1.77

Bleached Sheet—72" good even weave. One of our Federated Values. August Sale, yard 40c

White Flannellette—35" wide, beautiful soft quality; wonderful saving. August Sale, the yard 21c

Bridge Sets—Pure Irish Linen with corded borders in blue, rose and gold; 36" cloth with 4 serviettes to match. August Sale, set \$1.77

Falls' August Sale brings not only reduced prices but Falls' quality at Reduced Prices.

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