

How To Celebrate a Birthday

A number of the Falls' Co's staff express their opinions regarding this interesting question.

"Improve"—Says Peter McGachie

(In charge of the Dress Goods and Silk Department)
 "Birthdays serve the useful purpose of reminding one that he's growing older—and that the only justification for growing older is in growing better. In celebrating our 36th Birthday, we of the Dress Goods and Silk Department have set out to prepare better values than we've ever had before. We've worked harder—we've searched farther—we've done the job better and will stage the biggest sale of Silks and Dress Goods this store has ever known. That's our idea of how to celebrate a birthday."

"Sew Goodwill"—Says Mrs. Helen Wark

"A birthday's the time to let our friends know you're glad they are your friends, and we, in the Corset, Glove and Hosiery Department, plan to use the 36th Birthday of the Falls' Store in just that way. I'll guarantee that every customer who buys in this section during the Anniversary Sale will like this store the better for its Birthday Party."

"Make Two Sales Grow Where Only One Grew Before"—Says Harry Unwin

(In charge of one of the Finest and Largest Linen Departments outside the larger cities)

"I suppose it's not original with me, but I always want to register a bit of progress on a Birthday. And during Falls' Anniversary Sale I want my Linen Department to register more sales than on any previous occasion. In order to get those sales we'll give the values that will justify them."

It will be a treat to see these hand-worked pieces—A JOY TO OWN ONE OF THEM. They were never made to sell at these prices. Some of the finest linen things it is possible to procure. Every piece marked at "Souvenir" Prices. These linens were shown as exhibition specimens at the Canadian National Exhibition and will now go on sale at Falls' at these remarkable values:

- Hand Embroidered Top Sheet—Pure linen, hemstitched, size 90x108"; worth \$37.50 each. Anniversary Sale each \$29.00
- Hand Embroidered Lunch Cloth—Size 45x45". Finest Irish hand work. Worth \$25.00. Anniversary Sale \$18.50
- Real Irish Crochet—One only Lunch Cloth, 45x45", dainty design and the finest hand work procurable; worth \$62.50. Anniversary Sale \$48.50

"Birthdays Have a Way"—Says George Butler

"Of creeping up on one unawares. However, that's one rule that doesn't hold true in the case of the Falls' Co's Birthday. We've been preparing for this Anniversary Sale for a long time, and we're going to celebrate it in good old-fashioned style with wonderful values in Overcoats, Suits and other clothes for men and boys. MONEY SAVING VALUES—they're our idea of how to celebrate a birthday."



"Past Memories"

"There Must Be a Good Table"—Says Harold Lindsay

(Manager of the Furniture Department)

"Of course, we of the Furniture Department would naturally feel that way about it. We're all of us partial to good food, and it's an important part of our business to provide people with good tables. My personal notion is that people should celebrate birthdays with a purchase for the home, and that the store should celebrate its birthday by selling things for the home. By all means let us celebrate this 36th Birthday with the best Anniversary sale of Chesterfield Suites, Diningroom Suites and Bedroom Suites we've ever had. I've arranged some wonderful specials for the Furniture Department and I shall be pleased to have you come and see them."

"A Store Family Event"—Says Clifton Post

"Be sure the Anniversary Specials are such as will arouse the enthusiasm of our own fellow-workers; then it is certain the values will be attractive to our customers. Speaking for the Men's Wear Department—Shirts, Underwear, Sweaters, Ties, Pyjamas, Hats, etc.—I have no hesitancy in saying we have secured better bargains in desirable merchandise than ever before."

Say Mrs. Pearl Kelly and Miss Vera Chalked

"When we were 35 going on 36 we saw ways to make our next Birthday a much bigger affair. So our Downstairs Store contracted for quantities and for values in Dinnerware, Glass, Aluminum, Art Ware, Gift Things, etc. that would have been impossible if we hadn't planned months ahead."

Says Edward Scott:

"Make this Great Birthday Celebration attractive to the hundreds of far-away-from-Simcoe customers as well as to our town customers. We have provided unusual values in all sizes and kinds of Rugs, Mattresses, Bed Outfits and Linoleums."

Says Miss Aggie Wilkins:

"I think the only way to celebrate a Business Birthday is to provide for our customers, among other things, a large choice of the better kinds of Wool Blankets, Elder Comforters, 'Throws,' etc.—at extremely low prices. This is what we have done for the 36th Anniversary Sale."

Says Miss Nellie Martin:

"Briefly, manufacturers have supplied us with more and better specials in Wools, Fancy Goods, Stamped Goods and Fancy Pillows for this Anniversary Sale than at any other time; and that's saying much in few words."

Says Miss Anne Moore:

(In charge of the Women's Fur Coat and Women's and Juniors' and Girls' Winter Coat Dept.)
 "The passing of many Birthdays is strikingly illustrated by the fact that we are selling Fur Coats and other Winter Coats to the granddaughters of our early customers. The Persian Lamb Coats, the Hudson Seal Coats, the Muskrat Coats, the Electric Seal Coats, the Raccoon Coats, the Beaverine Coats and Fur Trimmed Coats were never so lovely. These will be offered during our Anniversary Sale at surprisingly great reductions."

Says Miss Constance Gell

(Notion Department)
 "Little things—but such quantities, qualities and values as will keep us very busy."

Says Miss Minnie Wark

"An ideal Store Birthday is one which presents unusual inducements to visitors. It is not boasting to say we have these inducements throughout every Department of the Store."

Says Miss Constance Richardson

"We found the great manufacturers with whom we have, for all these years had the closest relationship, as eager to make this Anniversary a success as we are. Only through such association could we have procured the many notable values to be offered our customers in Curtain Nets, Draperies, Figured, Satens, etc. We have in mind, especially, seven large groups of the above which will be described as marvellous."

Says Miss Eleanor McCool

(In charge of the Millinery Department)
 "We've been working nights preparing for this Annual Event. With the Smart Hats and the wonderful values we have to offer, and the genuine enthusiasm of our selling force, we promise a Birthday Celebration pleasing alike to customers and the firm."

Says Miss Evelyn Wright

(Underwear Department)
 "Our stock of Wool, Union and Silk Underwear for women, children and infants is very large and complete. All the best kinds known to the trade are here. I am sure you will find Anniversary Specials that will interest you. Special attention has been given to larger women's garments."

Says Miss Mildred Saul:

(In charge of Toilet Goods)
 "Make new friends for the store. I'm positive this Department will do it. More lots of Soaps, Creams, Lotions, Powders, etc., below usual prices than ever before—and every salesperson cheerful, courteous and alert to serve."

Says Miss Beatrice Welch

(In the Dress Section)
 "I am confident that we shall set a new standard of achievement in Birthday Celebrations. Based on conditions generally, and our preparations particularly, with the large stocks of low, medium and better dresses, and the sale prices on them, I am sure we'll sell more dresses than ever before."

Says Miss Edith Brown

(Sweaters, Night Wear, Bath Robes, House Dresses and White Wear Department)
 "Hundreds of people have been accustomed to celebrating our Birthday with us, a good way, I think. The Anniversary Sale brings persons we want for friends and these items have been waiting for them. The many attractive offerings in my department will add to the number of our friends."

Says Miss Margaret Bradshaw

(In charge of the Book Department)
 "To render such service that each visitor will feel it a real pleasure to come here. With our large new Book Department and the many unusual values, we know we shall have a Happy Birthday."



\$4.97 For Hats Worth \$6.75 to \$8.75
\$2.67 For Hats Worth \$3.90 to \$6.75
 For better quality and smartness these hats are remarkable. The styles show all the late and clever notes in vogue. The colors include Chanel Red, Wood, Buff, Almond, Toast, Copenhagen and Black. Large choice. Exclusive styles.

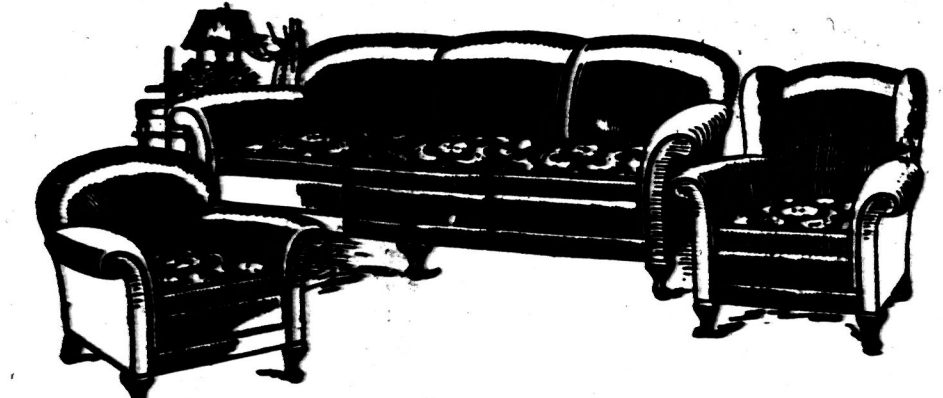
Buttons and Corsage Flowers
 Gardenias, Carnations, Chrysanthemums, Orchids, Violets, Geraniums and Velvet Roses.
Choice 27c and 47c

OUR BIRTHDAY CAKE
 Made in Simcoe by Mr. Frazer
 To celebrate this Anniversary Sale, we have planned a Birthday Cake which stands about FIVE feet high. It will be on display in our big show window Friday. The cake will be cut on the afternoon of Thursday next, November 4th. Each afternoon at 3.30 to 5.00 thereafter, until the last day of the sale, we invite our adult friends to be our guests for a cup of Tea and a piece of Birthday Cake, to be served in the Dinnerware Section of the Downstairs Store.
 The Fideles Decem Club have very kindly offered to take charge of this feature.

Band Aprons
 These are from fine quality of Gingham in neat checks of Pink and Blue.
Sale Each 29c



GOOD FURNITURE



9-Piece Diningroom Suites
 Consists of a 66" Buffet, Oblong Table, good size China Cabinet, 5 Diners and 1 Host Chair. Substantially built of walnut, combined with other cabinet woods. Massively designed.
Anniversary Sale \$147.00

5-Piece Walnut Bedroom Suites
 No home can boast better made furniture than this; yet many a good housewife has paid much more for her suite. We are proud of this offering and delighted to be able to state that we are presenting it at a real money saving price. Suite consists of large 48" Vanity Dresser, double Bow-foot Bed, Dresser, Chiffrobe and Bench. Handsomely constructed, of walnut, combined with other woods.
Anniversary Sale \$152.00

3-Piece Mohair Livingroom Suites
 Something really different—and better! That, in short, is what this suite constitutes. The more you study the design, the workmanship, and the materials, the better you like the suite. Full spring construction, reversible cushions, of course. Nothing could be finer.
Anniversary Sale \$188.00

Six Only 3-Piece Livingroom Suites
 Covered in Mohair Jacquard or Tapestry. Right now, as thoughts turn to the happy times when friends gather in your home, you are presented with these wonderful suites at a new low price you cannot afford to pass. This group will sell out in a few days, for it represents perfectly marvellous value.
Anniversary Sale, All One Price, \$142

Walnut Finished Steel Bed Outfits
 Beds made of heavy 2-inch steel tubing. Mattress of soft felt covered with attractive art ticking, with roll edge, and choice of 90-coil or link fabric Spring. They have been produced under most economical and efficient of manufacturing methods and represent extra value for the
Anniversary Sale, All Sizes Complete \$21

Felt Mattress
 Good quality White Layer Felt, covered in large choice of attractive patterns in art ticking. Roll edge and closely tufted. All regular bed sizes. A good \$10.50 value.
Anniversary Sale \$8.95

Felt Mattress Special
 All felt, roll edge and fancy art ticking. All sizes.
Anniversary Sale \$5.95

90-Coil Bed Spring
 Coils made of heavy gauge oil tempered wire. Frame of angle steel, well braced and coils well laced. All sizes.
Anniversary Sale \$5.75

Unfinished Breakfastroom Chairs
 Made of good quality hardwood. Chair of nice design, with double rung base and low back.
Anniversary Sale \$1.25

Bridge and Junior Lamp Stands
 Finished in walnut or polychrome; weighted bases. Standard size.
Special \$5.95

Card Tables
 Frames made of quarter-cut oak, finished fumed; covered with good quality green felt; base size 30 by 30 inches.
Special \$2.95

Wicker Fernerys
 Standard size, finished in walnut brown. Very good looking and real value. Regular \$5.95.
Anniversary Sale \$4.75

Yes, This is a very Attractive Value in Dress Flannels
 31-inch Flannel, all-wool Dress Flannel, in plain shades—Blue, Brown, Grey, Sand, Green and Scarlet. Also a few very pretty small checks in fine Dress Flannels. Values up to \$1.00 a yard.
Anniversary Sale Yard 66c

Sample Pieces of Tapestry, Cushions, Etc.
 Average size 24" square; suitable for chair seats or backs or cushion tops. Discarded traveler's samples. Many of them materials that sold up to \$5.00 a yard. For the Anniversary Sale
Each 69c and 95c

Lamp Shades
 Silk Covered Boudoir Lamp Shades in three different sizes and shapes. Blue, Rose or Gold. About half price. Anniversary Sale Prices
Each 59c, 95c and \$1.25



FOR SALE—Snow Aprons, Grapes, 30c basket.
 E. S. Simcoe; phone 20.

FOR SALE 10 pigs, 1 year old. John Hyland.
 Phone 20.

FOR SALE—Onions, 3 lbs. of good Indian Ruby and white, \$2.00 per bushel.

TAILORING—Ladies' Suits, Dresses and more by experienced tailors at reasonable prices. Miss E. M. Porter's, Jarvis.

Duxbury
 JARVIS
 Goods Delivered
 Cash Paid For
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 Fruits Poultry Tonic
 Conditioner. Gas

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 for chair seats, at ch
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