

# Falls' Annual August Sale—the Sale You've Been Waiting For



August Brings the Greatest Sale of Dinnerware of the Year—Greater in Variety—When Not Specified Sets Are 96 Pieces

**French China Dinner Sets**—It is almost impossible to imagine a more exquisite decoration than this pattern offers. A band of rich blue edged with narrow bands of blue and tans, with medallions consisting of urns of flowers in blue and rose; gold edges and half matt handles. Very attractive shapes. Worth \$87.00. August Sale, set \$76

**Dinner Sets of French China**—Decoration consists of very narrow band of Tuscan and brown with inner band of tiny roses; scattered floral panels in rose and lavender; gold edges and half matt handles; worth \$50.00. August Sale \$51.00

**French China Dinner Sets**—A very beautiful decoration showing a conventional border of blue and tan, with intermittent panels and floral festoons in subdued colors. Half matt handles. A distinctly French pattern. Worth \$39.00. August Sale \$33.00

**China Dinner Sets**—A floral decoration whose colorings vie with the beauty of the flowers themselves, in scattered sprays, bunches and single flowers over a very white surface. Gold edges. Worth \$19.50. August Sale \$16.75

**Best English Porcelain Dinner Sets**—A most unusual design, consisting of medallions of fruit and flowers in bright colors, with connecting band in grey and black. Orange hair-line edge with traced handles and knobs. Very special at \$25.00. August Sale \$21.00

**A Semi-Porcelain Dinner Set**—Of very striking decoration, has an ivory band with inner band of black on which are tiny flowers and larger scattered sprays of flowers and fruit. Gold edges and gold traced handles and knobs. Worth \$32.00. August Sale \$27.00

**An Attractive Semi-Porcelain Dinner Set**—In ivory and gold; admired by many. Ivory body with two gold lines, three-eighths of an inch apart. Embossed border inside. Worth \$22.50. August Sale \$19.00

**A Very Lovely Design in Semi-Porcelain Dinner Sets**—In ivory tinted body of attractive shape. In centre of plates is a small spray of flowers in dull red, blue and yellow. Well back from edge is a conventional band, broken at intervals by small spray and a most unusual flower pot medallion with flowers. A most attractive design. Worth \$32.00. August Sale \$27.00

**53-Piece Sets**—Containing half dozen each of dinner plates, tea plates, bread and butter plates, soups, fruits and cups and saucers, two platters, one vegetable dish, one salad bowl, cream and sugar, and small bowl. Ivory body with embossed edge and two bands of rich blue. Worth \$12.00. August Sale \$7.50

An Unusual August Clearing of Children's Dresses Begins Saturday

Sizes to fit girls 6 to 14 years. Prints, Linens, Voiles and Organdies. Every dress a pretty one. Choice of Table 1.45 These are worth up to \$2.75. Choice of Table \$1.95 These are worth up to \$3.95.



American Visitors and Residents Please be Advised

You are allowed to take back to your country ONE HUNDRED DOLLARS worth of goods DUTY FREE. Full particulars from the heads of any of the departments.

Here and There Throughout the Store These Attractive Values in the August Sale

**Women's Linen Dresses**—With border pattern; good style in shades of mauve, gold or blue. August Sale each \$1.25

**100 Children's Fancy Dresses**—Smart style, fancy Gingham, to fit ages 3 to 14. August Sale each \$1.25

**Children's Pyjamas**—Summer weight, finest Check Dimity in several colors; all sizes up to 14 years. August Sale \$1.00

**Ladies' Gowns**—Several styles in shades of blue, gold, mauve, peach or white; in small Check Dimity or small pattern Crepes. August Sale \$1.00

**Ladies' Pyjamas**—Both Crepe and Dimity in newest styles and colorings. Sale price \$1.00

**Ladies' Pyjamas**—Coat style, fine Check Dimity; all shades with contrast trim. August special \$1.00

**Children's Bloomers**—Finest quality striped Satinette Bloomers for girls; 4 to 14 years; up to 8 years for \$1.00. Up to 14 years for \$1.25

**Children's Bloomers**—Dimity Bloomers of all the better shades and all sizes to 14 years. August Sale price \$1.00

**Children's Skirts**—Neat plaid skirts, pleated and on White Cambric; 6 to 14 year sizes. \$1.50 value. August Sale \$1.00

**House Dresses**—Good patterns in Gingham in well-cut morning dresses for women. August Sale \$1.00



Visit the New and Greatly Enlarged "Youngsters' Department"

Paris sends the newest and most fascinating gift things for baby and little 1-, 2- and 3-year-olds. New location—Second Floor.

### Women's Kimonos

All fresh new merchandise in most attractive styles and materials. A few imported French models in the collection. Satins, Silks, Cotton Crepes and Wool Crepes. Sizes 36 to 44.

At \$5.95—Kimonos that are worth up to \$12.50.

At \$3.75—Kimonos that are worth up to \$6.50.

At \$2.35—Kimonos that are worth up to \$3.50.

At \$1.39—Kimonos that are worth up to \$2.50.



Two Pairs of Silk Gloves For the Price of One Pair

Silk Gloves with turned back cuff; natural colors; sizes 6 to 7 1/2. Priced at pr. 35c  
Pure Thread Silk Gloves—In black, white with black and all white; two domes; at the pair \$1.00  
Pure Silk Gloves, 12-button length, in black, white, grey and sand. Price \$1.00

Fifty Only of These Attractive Motor or Steamer Rugs at This Interesting Price, \$2.95

These fine Wool Rugs are 58x68 inches; nicely fringed. In a liberal assortment of desirable plaids. One of the most useful articles about the home. Falls' August Sale each \$2.95

(You would almost think the printer made an error. He hasn't, though.)

Catch up With Your Correspondents while on your holiday trip. Take along a box of our fine French Stationery; plain White or Tinted. Sale priced at the box, 25c, 30c and 75c

These Attractive August Sale Offerings Will be Found in the Downstairs Store

**White Porcelain Cups and Saucers**—Not the heavy rough kind, but well glazed. SIX for \$1.00

**White Serving Trays**—With embossed centre design; most useful size. Each \$1.00

**Water Glasses**—Serviceable and good-looking; fluted, clear glass. 6 for 25c

**Whippers**—Glass container with metal top protector and double Dover beater. Suitable for whipping cream or eggs. Specialized, each \$1.00

**Pitchers**—Broad top, full lip china pitcher of most useful size with floral medallion design. Each \$1.00

**Water Tumblers**—Tall shape, plain clear-cut glass. Imported. 6 for \$1.25

**Kitchen Ware**—Choice of an assortment of aluminum and granite utensils: Sauce Pans, Friers, Pudding Dishes, and Dish Pans. Choice \$1.00

**Flower Vases**—Fine quality colored China Vases in many new shapes and colors—yellow, red, blue or green; fancy embossed tops. Each \$1.00

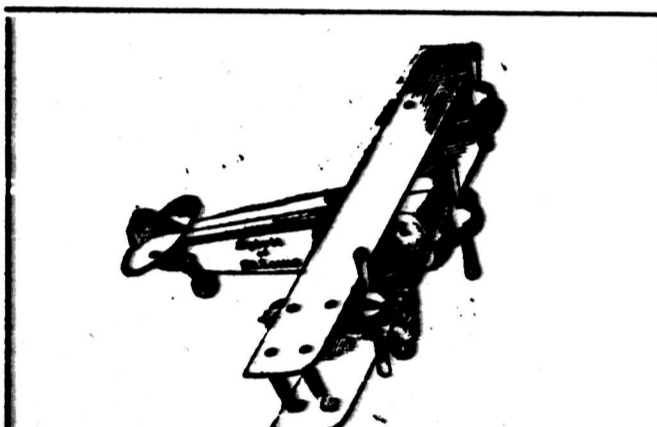
**Cups and Saucers**—Attractive new shapes and pretty pattern English China Cups and Saucers. Unusual at \$1.00

**China Assortment**—Colored China Tea Pots, Pitchers, Bowls, Flower Vases, Plates, Celery Trays, Candy Jars. Choice each \$1.00

**Imported Covered Lunch Hampers**—Close-fitted woven, very durable, with lock and key. Two sizes:

The \$3.95 size, sale priced at \$2.75

The \$4.50 size, sale priced at \$3.50



The "Spirit of St. Louis" Construction Sets that build many different aeroplanes. All build the "Spirit of St. Louis" and the "Bremon." The larger sets will duplicate almost any plane that flies. It is educational. Parents and boys want them. On sale in Falls' Department Store, set complete \$1.95

### "How Can it Be Made For the Money?"

A remark often overheard when customers see this once-a-year display of Glassware.

**Four-piece Glass Set** consisting of covered Bottle, covered Sugar, Cream Jug and Spoon Holder. Set complete for \$1.00

**Glass Berry Set**—Popular sized bowl, plain edges and SIX Nappies to match. The set for \$1.00

Falls' Department Store, Simcoe.



### Girls' Spring Coats

All new and attractive styles. An offering of unusual interest, to fit girls 6 to 14 years. For better choice come early.

Coats worth up to \$7.50, choice \$3.95

Coats worth up to \$10, choice \$5.95

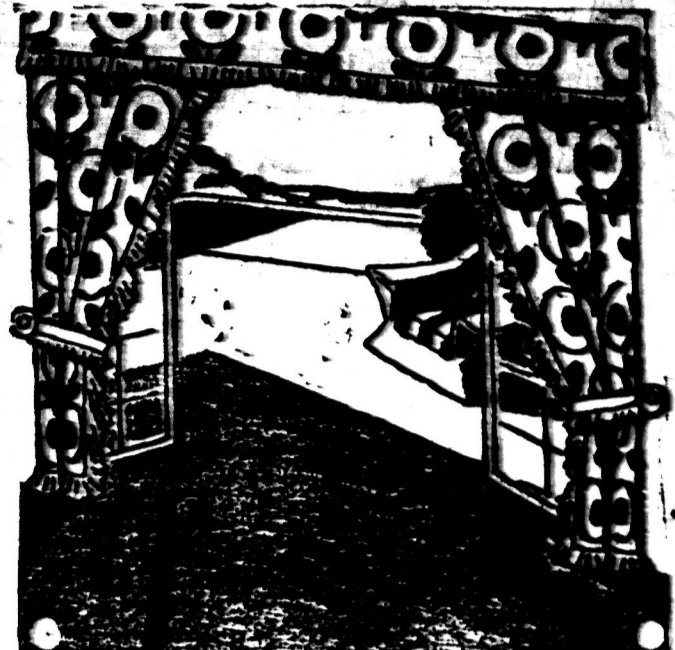
### Cushions

In Printed Cambric; black, rose, blue and tan backgrounds, with pretty floral designs. Cotton felt filled; suitable for car, cottage and verandah use; size 18x18 inches. August Sale each (Third Floor) \$1.00

Pretty Cushions direct from India of Printed Mercerized Cambric with bird or floral designs; fast colors; kapok filled; size 18 by 18 in. In colors rose, tan, orange, blue, purple and black backgrounds. On Sale, Main Floor, each \$1.00

### "Business is Good,"

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



### Gay and Colorful Cretonnes

Many of them block printed. Shadow Cloths, Printed Linens, Chintz, Striped Denims, Upholstering Tapestry. Widths 31 to 50 inches. A manufacturer's closeout. A very large and very fine showing for many, many purposes.

Values up to \$1.25 yards. August Sale, yard \$1.00

Upholstering Tapestry, values up to \$2.25 yard. August Sale yard \$1.35

Manufacturer's samples, 24 by 24 inches. In Mohair, Tapestry, Needlepoint Cameo, Jacquard, Velours. Suitable for cushions, chair seats, stool tops, etc. Large choice of desirable colors and designs. Each piece \$1.00

### In the Piece and Dress Goods Section

Ready when the sale opens Saturday, hundreds of Mill Ends of Dress and Coating materials from the BROOK WOOLEN CO. "DON-A-BROOK" stands for quality. 59 in. wide. Lengths from 1 1/2 to 5 yards. These "shorts" are the materials that will be in vogue this autumn. You have never seen them before. The price Half and many pieces less than Half price. These cloths in regular lengths would sell for \$1.75 to \$2.50 a yard. See this showing. Choice yard \$1.00

**Fairie Crepe**—Heavier than most crepes, with small dimity pattern and all pure silk. In jade, green, coral, zinc and saxe blue. 40 inches wide. A \$2.50 cloth. Sale price \$1.55

**Brochu Crepe**—In beautiful rich design, in coral, Nile green and navy; 36 in. wide; worth \$1.50 yard. Sale price \$1.00

**Sparkle Moll**—A light washable silk, seed pattern, for children's dresses or slips. Comes in pink, blue, green, rose, peach, yellow and mauve; 36 inches wide; worth 95c a yard. Sale price \$1.00

**Mignonette Lingerie Silk or Tubing**—Double lock stitch and warranted not to run. In green, sand, red, peach, pink, yellow and black; 36 in. wide; worth \$1.50 yard. Sale price \$1.00

**Flat Crepe**—Good heavy weight and bright soft finish in pink, blue, green, yellow, mauve, copen, taragon, peach, conch-shell, rosewood, sand, maize, orange, ivory, navy, and black; 40 inches wide. A \$2.00 value, sale price \$1.25

**Georgette Crepe**—Soft finish, all silk, extra quality; red, peach, Nile, Rosewood, turquoise, old rose, copen, yellow, pink, green, navy, ivory and black; 40 inches wide. The \$1.50 cloth. Sale price \$1.00

### Women's Cloth Suits

Navy and black only. Suits of other season's styles; long coats and longer skirts; the fine materials in these suits are worth more than THREE TIMES the price of garment. Choice, each \$5.00



### August Sale of Corsets

Some women have an idea they are hard to fit in corsets. If they would bring the problem of their corset trouble to Mrs. Helen Wark, Experienced Corsetiere, they would find it only an idea, after all.

During the August Sale prices are specialized on all Corsets, including the Nemo and Gossard lines.

Price Range of Corsets 95c to \$14.50

### Men's Imported Oil Cloth "Slickers"

Raglan shoulders, double breast, liberal cut. In tan and yellow. A great Rain Coat. Nearly all sizes; a regular \$9.00 value. In the August Sale only \$4.95

Falls' Department Store, Simcoe