

People Rely on Falls' for New Season Furnishings

Summer Furniture, Summer Hangings, Summer Rugs and everything that goes to brightening and beautifying of Home, Summer Cottage or Bungalow, are now ready and at their best. Come and see the new displays for the delight they will give you, see what art has done to transform the whole scheme of Summer Furnishings and see what we have done to lift this store up to a new height of usefulness.



Presenting a Group of the Elegant, Furless-Wool

Shagmoor TOPCOATS

for Madams and Mademoiselles

A NEWLY arrived, choice collection of extremely smart "Shagmoor" all-occasion Coats. Unusually handsome patterns.

Refined colour combinations. New, youthful silhouettes. Swagger, mannish lines. Virtually weather-proof. Tailored in the English manner. Trim, chic, simple models. Richly finished models. Lined with fine Crêpe de Chine. A fit for every figure. A price for every purse.



Exclusive with

Falls' Department Store, Simcoe

Shagmoor Top Coats are priced at \$37.50 to \$75.00

Several other good makes are represented at \$10.00 to \$35.00

Men's Work Shirts

Grey and Khaki Stripe Work Shirts at a remarkably low price, made from sturdy material; cut roomy. Attached collar; breast pocket and button band cuffs; size 14 to 17½.

75c each

Linen Cloths

36x36 inches, with colored borders of mauve, gold and blue. Wonderful value. Just 120 in the lot. Be early to secure this bargain. At 40c each

Men's Overalls

From good quality grey striped cottonade. Bib and brace overall made from grey and black stripe cottonade, cut large and roomy; double sewn; five pockets; sturdy material; size 34 to 44.

Pair \$1.45



50 Men's Suits Any Suit \$17.50

The best clothing values we ever offered. An examination of these suits will convince you of their remarkable worth.

Men's Tweed and Worsteds Suits in smart two- and three-button models. Many suits in this group have TWO PAIRS TROUSERS. These are all well-tailored from snappy new Tweeds and Worsteds. Many suits in this lot are worth \$25.00; size 35 to 44.

Any Suit \$17.50

Ladies' and Children's Wear Second Floor

Ladies' Summer Vests

All cotton in three styles; opera top, tailored top and short sleeve; all tubular trim; sizes 36 to 44. Choice 30c

Ladies' Nighties

Fine quality raw silk, tailored top, no sleeve, with hemstitching and little tucks at yoke; also hemstitched bottom hem; all sizes. Special value, each 25c

Bed Jackets

Home knit Bed Jackets with long collar; snug-fitting cuff; in pink or blue shades with just a touch of white trim and finished with bows to match. Price each 27c

Play Suits

Darker shades of Children's Play Suits to fit the child 2 to 6 years; plain or fancy Peggy Cloth, with elastic knee and drop seat. To clear 5c

Children's Pullovers

Silk, silk and wool and all wool Pullover Sweaters in extremely smart fancy knit with v-neck or collar; to fit the 6- to 14-year child. Values to \$3.00 each. Clearing price each 13c

V-Neck Pullovers

Summer weight silk and wool Pullovers for children 6 to 14 years; in three ground shades—white, rose and scarlet; with pretty contrast silk stripe woven through. Special each 19c

Ladies' Bloomers

Sizes 36 to 44; cotton with silk stripe, with elastic; shades of apricot, peach and white only. Choice each 4c

Ladies' Cotton Vests

Tailored top, tubular trim vests of fine grade cotton with silk stripe; sizes 36 to 44. Price 50c

Harvey's Silk Bloomers

Bobette or regular style silk bloomers, in shades of Peach, Apricot, Nile Green, Sunni, Sand, Black and White. Price pair 35c

Harvey's Silk Vests

Best quality 95c Vest on the market today. Made with opera top, all above shades included. Each 95c

Linen and Staple Department

Just Arrived

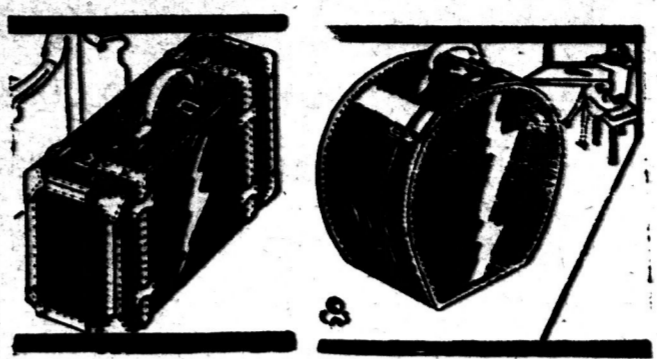
Only 250 pure Linen Towels. These are seconds, but on your examination you will find most are perfect. Plain or hemstitched; large or small; from 40c to 75c

Ticking

29 inches wide, fine quality, guaranteed feather-proof, down-proof and fast colors. 50c yard.

Bath Mats

British make, in blue, gold, green and rose. Special at 30c each



Presenting a New Smartness, Lightness, Charm, in Luggage

Ensembles, two pieces 25.00
 Nytee Cases 4.50, 4.95 and 5.00
 Stay-a-Nite Cases 3.75, 4.00 and 4.50
 Overnight Bags 5.50, 7.50 and 9.00
 Ladies' Travel Cases 5.50 to 15.00
 Ladies' Hat Cases 5.95 to 12.50
 Ladies' Coat Cases 8.50 to 15.00
 Ladies' Suit Cases 11.75 to 15.00
 Fitted Cases 18.50 and 22.50
 Club Babs 3.95 to 22.50
 Boston Bags 1.95 to 36.50
 Zipper Carry-All 2.75
 Pulman Cases 15.00 to 25.00
 Junior Trunks 5.00, 5.50 and 7.50
 Gentleman's Coat Case 15.00 and 21.50
 Steamer Trunks 35.50 to 118.50
 Standard Trunks 27.50 to 118.50
 Wardrobe Trunks 25.00 to 142.50
 Junior Hat Cases 2.25
 School or Lunch Cases 50c and 60c
 Handy 16-inch Case 1.25 to 36.00
 Suit Cases 1.75 to 12.50

Special

Ladies' Cases, 18-inch, each 1.69
 Ladies' Cases, 20-inch, each 1.89

Falls' Department Store, Simcoe

BEAUTY PARLOR

Mrs. M. C. Dean

Located on Second Floor of Falls' Store, Simcoe
 Marcel Curl, Finger Waving, Shampoo, Water Waving, Scalp Treatment, Permanent Waving, Manicuring.

Phone 321 For Appointments



Smart New Hats

A—For 3 to 13 years.
 B—For misses.
 C—For women.

Graciously dignified lines, interesting and becoming styles, smart new small brims, new crowns, small and large head sizes:

A—Prices for children 96c to 1.95
 B—Prices for misses 1.75 to 4.75
 C—Prices for women 1.95 to 12.00

Falls' Department Store, Simcoe.

Look at Your Finger Nails Others Do

Finest quality Nail Files, Scissors, Tweezers, Nippers, etc. Used when Madame must look her loveliest.

—Files of finest steel, 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c and 50c each.

—Tweezers of finest steel—20c, 25c, 35c and 50c each.

—Nippers of finest steel—50c, \$1.25 and \$2.50 each.

—Scissors of finest steel—75c, \$1.00, \$1.25, \$1.50 and \$2.00 each.

File in shield, each 25c

Nail Clippers, each 50c

Cuticle Brush, each 25c

Select From Cabinet
 Falls' Department Store, Simcoe.

In the Stationery Department

Charming Linen Stationery

24 sheets of Notepaper (white), 24 Envelopes—neatly boxed. Special 25c each



Offerings From the Downstairs Store

Aluminum

A little newer shape Aluminum pieces of heavier non-burn quality; and also a trimmer smaller in size; several kinds of Sauce Pans, with or without covers; also Fry Pans, etc. Special each 30c

23-Piece Tea Sets

The summer cottage, verandah or beach will be the ideal place to use one of these neatly designed fine quality Japanese China Tea Sets. Complete set of 23 pieces for 29.00

Iced Tea Sets

Summer-time and refreshing drinks served from one of these 7-piece Amber, Rose or Green Iced Tea, Lemonade or Cool Drink Sets. Pitcher with cover and six Tumblers. Set complete 29.00

Orient Hose

Canada's finest full fashioned pure thread Silk Hose; service weight; semi-service chiffon and semi-chiffon. Prices \$1.50, \$1.65, \$1.95, \$2.00 and \$2.50 a pair.

Baby Pants

All new stock, fine grade rubber pant with shirred waist and knees; ventilated sides; medium and large sizes only. Empire Week, pair 35c

Handkerchiefs

All linen, roll edge, fancy colored border. Empire Week 2 for 25c

Children's Summer Sox

Entirely new patterns and featuring sun-tan shades. Empire Week, pair 37c

Ladies' Gloves

Pure thread Silk—fawn, Paris, dawn, argent, silver, rose beige, Karnack, Arab, Hoggar, Caravan—in fact a shade for every garment. Empire Week pair 1.27

Pure Silk Stockings

With reinforced heel and toe; sizes 8½ to 10½, and made extra long; season's smartest shades. Empire Week, pair 1.00

Pure Silk Stockings

Service weight, all sizes and all the wanted shades. Empire Week, pair 50c
 Falls' Department Store, Simcoe.

Sheets and Pillow Cases

"Osman" Sheets, made from the finest Egyptian Cotton. Sizes:

80x99 in. plain 55.25 pair
 80x99 in. hemstitched 55.75 pair
 90x108 in. plain 58.25 pair
 90x108 in. hemstitched 58.75 pair

During Empire Week we will give 1 pair of "Osman" Pillow Slips with each pair of "Osman" Sheets purchased.

Linen Damask Remnants

This is an outstanding value—real Irish Linen in lengths 1 to 4 yards; 70 in. wide. Beautiful designs. Empire Week:

2 yards	2½ yards	3 yards
\$2.74	\$3.42	\$4.11
Real Value:		
\$4.00	\$5.00	\$6.00

Car Cushions

Chintz covered, fine down cotton filled cushion. Just an added comfort for the car, hammock or porch. 40c each