

# Friday Is The Anniversary of Our Commencing Business In Simcoe

This Anniversary Sale is being held in one of, if not, the **Finest Stores** between Hamilton and Windsor. This is a fact and with a deep sense of appreciation, both of this Business and the obligations it carries. We assume fullest responsibility under that promise—Values, Overflowing Values in this Anniversary Event. Sale opens Friday, closes Saturday

True it was a good many years ago, and in a small store



## Think of Buying Men's Fine 2-Trouser Suits for \$19.00

Guaranteed all-wool Worsteds. A value we're proud of. Exceptionally well tailored in a complete selection of new fall shades and patterns. Single- and double-breasted models. New blues, tans, pencil stripes, and diagonal stripes. Sizes for all builds. They are marvelous values.

### Boys' Cold Weather Leather Mitts, Price 19c and 33c

A—Boys' serviceable lined Leather Mitts for boys to 14 years. Pair .....19c  
B—Boys' very fine black, lined Leather Mitts with knitted cuffs. Sizes to 14 years. Pair.....33c

### MOTOR RUGS

About Half Price, Each \$2.19

Twenty-five English Motor Rugs, fine for couch covers, too. Full size, assorted plaids. Anniversary Sale each.....\$2.19

### Wool Delaines

Probably there's no Dress Goods more satisfactory for winter dresses for women and misses. As for children, it's much the coziest and practical. You will find a pleasing assortment of smaller patterns, florals, checks, and plaids, in the season's wanted shades. Anniversary Sale.....95c yard

### Costume Velvets

Chiffon finish Dress Velvets, 27" wide; uncrushable and fast pile; black, navy, brown, green and wine shades. Anniversary Sale .....89c yard

### Coatings

54" Coatings, fine quality all-wool material in shades of brown's only. Regular \$1.50 yard. Priced to clear at 75c yard

## Eight Items from the Men's and Boys' Store you should not miss

- (1) **Men's Raincoats**—A stylish and serviceable waterproof coat of good weight; most suitable for fall and winter wearing. Choice of black or brown. Anniversary Sale.....\$4.95
- (2) **Boys' Suits**—Two-piece tweeds in smart models, either double or single breasted styles; ages 5 to 10. Anniversary Sale .....\$3.95
- (3) **Leatherette Windbreakers "For Regular Fellows"**—Two pockets, button wrist, elastic waist, velvet collars. Ages 8 to 16. Anniversary Sale.....\$2.95
- (4) **Men's Gloves**—Winter weight fine quality Cape Gloves. Fully lined. Shades of tan, grey and black. Anniversary Sale .....\$1.29 pair
- (5) **Men's Tweed Suits**—Serviceable tweeds in grey and brown mixtures. Old lines ever so much less than half price. Sizes 34 to 40 only. Anniversary Sale.....\$5.95
- (6) **Windbreakers**—All-wool plaid windbreakers for the 8- to 16-year-old lad. Anniversary Sale.....\$1.69
- (7) **Corduroy Breeches**—Heavy weight Corduroy Breeches made with double seat and knees; fully lined; sizes 6 to 15 years. Anniversary Sale.....\$1.73 pair
- (8) **Bib Overalls**—This group comprises an assortment of garments valued to \$1.45 and includes plain blue and stripes. All sizes. Anniversary Sale.....90c pair

## Offerings from the Men's and Boys' Store

**Men's Work Mitts**—Cowhide, one-finger mitts, good weight and lined. Anniversary Sale.....39c pair

**Men's Flannel Gowns**—Splendid weight Flannel Gowns, cut roomy and well sewn; fancy stripes; sizes 15 to 17. Anniversary Sale .....98c

**Men's Pyjamas**—Fancy stripe Flannel Pyjamas, full cut, well made and trimmed with frogs. Sizes 36 to 44. Anniversary Sale .....\$1.19 pair

**Boys' Sweaters**—Boys' polo collar sweaters in fine jersey weave, also heavy rib. Range of attractive fancies and plain shades to please the boy 4 to 14 years. Anniversary Sale, choice .....89c

## Snug, Warm Dressing Gowns and Kimonos For Men, Women and Children

All are made in good style from heavy, nicely patterned elder cloth, with silk waist cord, and the garments for women and girls are nicely lined. Anniversary Sale priced:

Men's, all sizes, each.....\$2.97  
Women's, all sizes, each.....\$2.59  
Girls' 8 to 14 years, each.....\$2.35  
Children, 2 to 6 years, each.....\$1.75

### Boxed Writing Paper

It's not too early to think of Christmas, and here's an outstanding value for a good gift at little cost. French Linen finish Notepaper and Envelopes, attractively boxed to sell at 50c. Anniversary Sale .....29c

### Rubber Aprons

Large size, heavy quality Rainbow Stripe Rubber Apron. Anniversary Sale .....19c each

### Linen Towels

Stamped pure Linen Towels, H.S. colored borders; dainty designs; size 18x27". Anniversary Sale.....2 for 48c

### Stamped Pillow Cases

42" H.S., stamped for embroidery on good quality cotton. Designs are entirely new. Anniversary Sale.....75c pair



## Two Hats for about the Price of One 95c each

Smart new Fall Hats—the season's new shapes, new colors, new materials. One of our makers of finer hats that we do a large business with "did something" for our Anniversary Sale—sent one hundred smart hats in all head sizes to sell for 95c each.

Come early for these. Sale begins Friday morning.

**FALLS-DEPARTMENT STORE LIMITED - SIMCOE**



## Men's and Young Men's Winter Overcoats

That Will Create New Records For Value

The selection offers practically every style, suit and colorings, and many fine materials.

### STYLES

Burley Ulsters, Ulsterettes, Trim Guards' Models, Men's Double-breasted Models, Swagger Raglan Models. In the Anniversary Sale at the Lowest Price of

### Scotch Fingering

Best quality, 4ply pure wool yarn. Most suitable for sweaters, scarfs, leggings and mitts. Colors: light grey, cardinal, scarlet, black, navy, brown heather, green heather, white, buff, camel and green. Anniversary Sale .....2 for 48c

### Brushed Wool

A wool specially adapted for "berets," also home use. White, pink, blue, open, camel, cardinal, black and yellow. Anniversary Sale.....2 for 48c

### Home Superior Fingering

Four-ply best wool for home knitting. Cannot be service and laundering. Always retains its shape and range of shades. Full oz. balls.....2 for 48c

### Stamped Pieces

An assortment of scarfs, centres, luncheon sets, tray ends, etc., etc. Anniversary Sale.....2 for 48c

## Notable Anniversary Sale

Men's pure Linen Handkerchiefs, plain, hemstitched, 17x41". Anniversary Sale.....\$1.29

Men's fine hemstitched White Cambric Handkerchiefs, 17x41". Anniversary Sale.....\$1.29

### Linen Damask

64" and 70" Colored Linen Damask, suitable for table cloths as well as dining table. Gold, green, red, blue, etc. Anniversary Sale.....\$1.25 cloth

### Breakfast Cloths

52x52" Fancy Bordered Breakfast Cloths; in green, mauve or gold. Anniversary Sale.....\$1.25

### Hand Towelling

17" Pure Linen Towelling with choice of blue, green, red, etc. Anniversary Sale.....\$1.25

# Falls' Anniversary Sales are for Two Purposes

We express appreciation of public favor by Eight Days of remarkable values. (2) We win hundreds of new staunch friends. Dependability, that first of all, we refuse to handle goods merely "made to sell", to look better than they are. Today's business is of no great concern, your maintained faith in the store is of very great concern to us.



### Bedroom Suites, \$69.00

While they last we shall sell regular \$97.00 Bedroom Suites for \$69.00. Five-piece Bedroom Suites, comprising good size dresser, chest, vanity dresser, bench and full-size straight bed. A truly wonderful value. Anniversary Sale.....\$69.00

### Group of Odd Dressers, Choice, \$17.90

Dressers from bedroom suites and a number of dressers left over from previous sales. All at one price during the Anniversary Sale.....Choice \$17.90

### Marshall Box Spring, Half Price, \$12.50

An extra special value in a genuine Marshall Box Spring. Covered all over with attractive ticking and a well padded mattress. Limited number in double bed and three-quarter bed sizes. Regular \$25.00, at.....1/2 Price, \$12.50

### Marshall Spring Filled Mattress, \$14.95

Built for enduring comfort with hundreds of buoyant inner springs, nestled between thick layers of soft, fluffy white cotton. Covered in strong damask ticking. All standard sizes. The lowest price we have ever offered a genuine Marshall Mattress. Anniversary Sale.....\$14.95

### Silk Drapery Damask, 98c Yard

29 Assorted patterns and colors in heavy quality Silk Drapery Damask. 50" wide and fast colors. Worth up to \$1.75. Anniversary Sale.....98c yard

### Group of Curtain Nets, 67c Yard

White Nets and Flirt Nets in assorted designs; 36 to 50" wide. Worth up to \$1.25. Anniversary Sale.....67c yard

### Heavy English Tapestry, \$1.17 Yard

Heavy 20" English Tapestry in assorted colors; small patterns suitable for any type of upholstery. Regular \$1.75. Anniversary Sale.....\$1.17 yard

### 50 Pairs Bedroom Curtains at 69c Pair

Fancy filled Bedroom Curtains in rose, blue and gold. 2 1/2 yards in length. Valance and tie-backs. Regular to \$1.15. Anniversary Sale.....69c pair

### Breakfast Suites, \$27.50

Here's the chance to get a really fine six-piece Breakfast Suite in shaded green or shaded buff. Good size Buffet, Drop Leaf Table and 4 Windsor style Chairs. Anniversary Sale.....\$27.50

### Bed Outfit, \$14.25

Bed post bed finished in walnut, 90-cou double laced top spring, and all-felt roll-edge mattress. All sizes. Anniversary Sale.....\$14.25



## Annual Anniversary Sale of Wilton Rugs Begins Friday—Gorgeous New Designs and Colorings

Never before to our knowledge in the history of retailing such beautiful Rugs been offered at such low prices:

10' Sale Priced.....\$44.50  
12' Sale Priced.....\$41.00  
14' Sale Priced.....\$37.50  
16' Sale Priced.....\$31.50  
18' Sale Priced.....\$21.00

### Occasional Chairs, \$6.90

Arm Chairs, solidly constructed frame of kiln-dried birch in walnut finish; spring seats upholstered in mohair and jacquard; padded upholstered backs. So comfortable and so inexpensive. Regular \$9.75. Anniversary Sale.....\$6.90

### Walnut Chests, \$8.95

Well made chests, standard size, half shelf inside; nicely finished in walnut with trimmed front. Regular \$12.75. Anniversary Sale.....\$8.95

### Bridge Tables, \$1.59

30-inch square oak frame Bridge Table; steel braced legs with rubber tips; green felt tops. Anniversary Sale.....\$1.59

### Chesterfield Bed Suites, \$143.00

It's a Joy To Own One of These

Three-piece Kroehler Chesterfield Bed Suite. Chesterfield opens out into full double bed with sagless spring and spring-filled mattress. Button back and arm chair, covered in heavy English mohair with spring-filled reversible cushions. Value \$185.00. Anniversary Sale.....\$143.00

### Group of Chesterfield Suites, Choice \$117.00

We made a lucky purchase of a number of odd Chesterfield suites, some worth up to \$195.00. No two alike and they are only sold complete in three-piece suites. Covered in mohair, tapestry and heavy waffle. All are good size and guaranteed construction. Choice while they last at.....\$117.00

## Extra Special In Furniture

Besides reducing the prices on every suite on the floor we are going to give an Anniversary Sale Gift with each suite sold during the sale.

With Chesterfield Suites—A Solid Walnut End Table or Floor Lamp.

With Bedroom Suites—A genuine Sagless Spring or a set of Vanity Table Lamps.

With Diningroom Suites—A long Buffet Mirror or a Table or Bridge Lamp.

### Chesterfield Beds, \$37.50

70" Chesterfield that opens out into full size bed with Sagless Spring and layer Felt Mattress. Chesterfield covered in heavy tapestry. A genuine Kroehler Bed. Regular \$62.50. Falls' Anniversary Sale.....\$37.50

### Solid Walnut End Table, \$2.29

A wonderful value in a solid walnut End Table, strongly made and finished well. Limited number. Anniversary Sale.....\$2.29

### Table Lamp, \$2.39

Beautiful Table Lamp, large size with metal base and hand-decorated parchment shade. Anniversary Sale.....\$2.39

### Odd Diningroom Chairs, \$3.95

One dozen genuine Walnut Chairs, upholstered in genuine leather. Every one is different. Could be used for a desk chair, bedroom or an extra chair for the diningroom. They are worth from \$7.50 to \$11.00. All at one price.....Choice \$3.95

### Ten Walnut Chests, Half Price

"Samples" made up by our best maker. All are genuine walnut with cedar lining, worth \$8.95 to \$30.00. All will be priced at just half the regular price. Come and make your selection early. A small deposit will hold any one until Christmas.

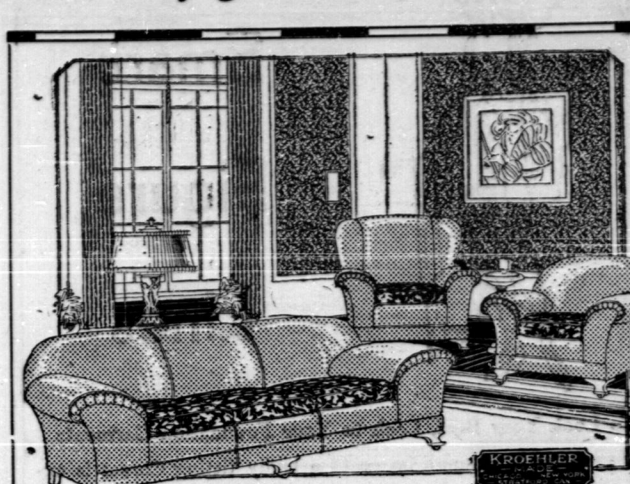
### Bedroom Suites \$169.00—Formerly \$250.00

Regular \$250.00 Bedroom Suites of Bur Walnut of striking beauty, comprising large chest, dresser, beautiful vanity table, elaborate Chiffonier, double bed and upholstered bench. All pieces dust-proof constructed and duco finish. Three different designs; all are in the \$250.00 class. Five-piece suites. Anniversary Sale.....\$169.00

### Bedroom Suites, \$117.00

Choice of two designs in 4-piece Bedroom Suites of selected Bur Walnut. Large dresser, vanity dresser, chest of drawers, full size bed. A suite worthy to adorn any home, yet on sale during the Anniversary Sale at.....\$117.00

**FALLS-DEPARTMENT STORE LIMITED - SIMCOE**



### Chesterfield Suites \$69.50—See These

Just think of buying regular \$100.00 3-piece Chesterfield Suites with button back chair, arm chair and large chesterfield in mohair or tapestry. Reversible spring-filled cushions. Sale price only.....\$69.50

### Every Chesterfield Suite on the Floor Reduced For the Sale

All suites not included in the groups priced are specially reduced. Prices ranging all the way from.....\$59.00 to \$229.00

### Radio Tables, \$6.95

Six only Walnut Radio Cabinets, about 30" long; cupboard below for battery or fret-covered panel for loud speaker. Less than half price. Anniversary Sale.....\$6.95

### Sliding Couches, \$9.95

Double Sliding Couches with extra strong cable springs and heavy roll-edged flounced pad. Couch by day and a double bed for sleeping. Our regular \$13.95. Anniversary Sale.....\$9.95

### Sagless Springs, \$5.75

The sag-proof construction permits two people of different weights to enjoy equally restful slumber. All sizes. Anniversary Sale.....\$5.75

### Felt Mattresses, \$4.75

All Felt Mattresses of standard weight covered in heavy art ticking. Closely tufted—firm roll edge; all sizes. Regular \$6.50. Anniversary Sale.....\$4.75

### Kitchen Cabinet, \$29.50

Think of the saving in time and labor. The dollars you'll save at this low price. Made of select hardwood, finished golden oak. White porcelain sliding table top. Lined bread box; cutlery drawer; plenty of cupboard space; large lowering floor bin; set glass spice and coffee jars. During the Anniversary Sale.....\$29.50

### Printed Linoleum at 79c Square Yard

Heavy quality Printed Linoleum. Good selection of patterns in 9x12 feet wide. Anniversary Sale.....79c square yard

### 12x15' Linoleum Rugs, \$15.95

Four only 12x15' Linoleum Rugs; 2 patterns; heavy quality. Anniversary Sale.....\$15.95

### Felt Floor Covering at 39c Square Yard

Four patterns in Felt Floor Covering, six feet wide. Anniversary Sale.....39c square yard



### Diningroom Suites at \$117.00

Three only Sample Diningroom Suites in genuine walnut. Each one is different in design and style, with large 60" buffet, china cabinet, large table and upholstered slip seats on chairs. The lowest priced suite in the group was \$165.00. Choice during Anniversary Sale.....\$117.00

### Diningroom Suites at \$39.00

Solid Birch Diningroom Suites in walnut finish, consisting of buffet, china cabinet, table and six chairs. A well-made and attractive suite in Falls' Anniversary Sale, only.....\$39.00