

FALLS' FEBRUARY SALE

Our Annual Celebration. We Enjoy It As Much As You Do. For Miles And Miles Around People Are Flocking to Falls' February Sale---You May Depend Upon It, It Is Worth It, Over And Over Again

Important February Sale Of Good Furs

Following up our custom of former years, we are closing out our entire stock of Fine Furs, we know just how to do it, there is only one sure way, cut deep into prices and we've done it. Well below what the same Fur Sets, Fur Coats, and Fur Lined Coats can be produced for today and they are going to be higher. We're not telling you this to scare you. It's a true fact. We're going to quote you a sentence from a letter received from one of the largest Fur Buyers in Europe. It's from a man who has spent a life time selecting Furs in the un-hurried thorough German way that makes each point sure before taking up the next, a man whose personal integrity has been the backbone of his enormous healthy business. He writes us: "Mink, Sable, Fox, Persian Lamb, in fact nearly every kind of Fur is going up day by day."

We are selling Mink Muffs at \$23.50 that you cannot duplicate for \$30.00.

Mink Muffs at \$29.00 you cannot duplicate for \$35.00.

Mink Muffs at \$31.50 you cannot duplicate for \$40.00.

Lovely Mink Neckpieces and Stoles to match the above.

We are selling Real Sable Neckpieces at \$11.90 that we cannot go in the market today and buy for \$15.00.

Real Sable Neckpieces at \$13.90 that we cannot buy for \$20.00.

Real Sable Neckpieces at \$14.90 that we cannot buy for \$22.00.

All our fine Isabella Fox Sets at February Sale Price.

All our fine Pointed Fox Sets at February Sale Price.

All our fine Black Fox Sets at February Sale Price.

All our Astrachan Coats at February Sale Price.

All our Baltic Seal Coats at February Sale Price.

All our Electric Seal Coats at February Sale Price.

All our Persian Lamb Coats at February Sale Price.

All our Fur Lined Coats at February Sale Price.

All our Men's Rat and Marmot Lined Coats at February Sale Price.

All our Men's Dog Coats at February Sale Price.

All our Men's Galloway Coats at February Sale Price.

All our Men's Raccoon Coats at February Sale Price.

February when most stores are proud of empty boxes and depleted stocks (just before the new spring goods commence to arrive) the Falls store is proud to be filled to overflowing with the finest merchandise and more of it than ever before.

Corset Demonstration During Falls' February Sale

Are you perfectly satisfied with your present Corset? Or are you willing to have your figure look still slighter and younger?

During Falls' February sale we shall give a special demonstration (on 2nd floor) and fitting of C-C a "La Grace," the Corset famous for producing "sylph effects." A thorough Corset specialist will be in charge, to superintend the fitting and answer any figure questions you may bring her. Corsets 50c to \$10.00 a pair all at sale prices during February.

February Silk News A Woman Will Not Care To Miss

Satin Foulards 44 inches wide, worth \$2.50, February Sale \$1.50.

Blouse Silks in new stripes, new plaids etc., etc., \$1.25 for 75c. 75c for 50c.

C. J. Bonnet & Co., celebrated Peau-de-Soies (Black), \$1.25 quality for \$1.10. Our special 90c quality for 77c. 75c quality for 68c.

Black Chiffon Taffeta 60c quality for 48c. 75c quality for 53c.

The Big February Sale Of White-wear Is For Every Woman

They did some wonderful work—the women of earlier days. Our grandmothers expected to make the family underclothes as much as to bake the family bread and "what fine stitches they set in by candlelight and how the garments lasted." When the woman of 1910 takes pencil and paper and reckons up what Cambrics and Nainsooks, embroideries, laces and spool cotton will cost and then consider the time necessary to make these things into useful pretty garments she finds six times out of ten she simply can't afford to make these things at home. She can get them cheaper, better, prettier, and with the least possible trouble in the Falls' February White Sale.

Underskirts

- White Cambric Skirts with deep flounce of heavy embroidery 65c
- Skirts of White Cambric with deep tucked flounce, finished with deep frill of embroidery 72c
- Skirts of White Cambric with deep tucked flounce, with wide lace, finished with dust frills 85c
- White Cambric Skirts, made with extra deep flounce of wide embroidery and dust frill 92c
- Cambric Underskirts, extra full, tucked and made with deep flounce of wide embroidery and dainty val. lace, dust flounce \$1.29
- Fine Cambric Underskirts, made with deep Hemstitched and pin tucked flounce with wide lace frill deep dust flounce \$1.48
- Fine Cambric Underskirts, deep flounce of handsome embroidery, extra full deep dust flounce \$1.68
- Underskirts of fine Cambric, deep flounce, tucked, trimmed with dainty insertion and lace, dust ruffle \$1.79
- Fine Cambric Underskirts, deep tucked flounce of Lawn with lace insertion and lace ruffle \$1.93
- Underskirts of fine Cambric, deep pin tucked, flounce, finished with ruffles of wide handsome embroidery \$2.23
- Other styles at \$2.68, \$2.98, \$3.68, \$3.98, \$4.29, \$5.69.

Drawers

- Cambric Umbrella ruffle with hemstitched tucks 22c
- Cambric, trimmed with group of tucks, flounce of embroidery, extra full 39c
- Fine Cambric, Umbrella ruffle of fine embroidery and insertion 47c
- Fine Nainsook, pin tucked and trimmed with Umbrella ruffle of wide embroidery 59c
- Fine Nainsook, Umbrella pin tucked flounce, with dainty val. insertion and lace 69c
- Nainsook, tucked in groups, deep Umbrella flounce of dainty embroidery 83c
- Nainsook, Umbrella ruffle of very handsome embroidery 88c
- Other styles at \$1.19, \$1.39, \$1.44, \$1.88 up to \$4.29.

Corset Covers

- Nainsook, trimmed with lace, beading and ribbon, very full and finished with peplum 22c
- Cambric trimmed with embroidery around V neck and sleeves tight fitting 33c
- Nainsook, trimmed with lace, insertion, embroidered panels, beading and ribbon, extra full with peplum 42c
- Fine Cambric, yoke, neck and sleeves of fine torchon lace and insertion, very full 48c
- Nainsook, pin tucked back and front, trimmed with rows of insertion and lace, extra full 67c
- Fine Nainsook, trimmed with dainty val. insertion, lace edging, beading and ribbon 88c
- Mull Nainsook, trimmed back and front with dainty val. insertion, lace and beading with ribbon 92c
- Fine Nainsook, trimmed, hemstitched tucks, dainty insertion and laces, beading and ribbon \$1.19
- Other styles at \$1.33, \$1.39, \$1.66, \$1.76, up to \$3.29.

Night Dresses

- Cambric, round neck of lace, deep yoke and sleeves, nicely trimmed 39c
- Cambric, round neck trimmed with lace, deep yoke with frills, sleeves trimmed 44c
- Gowns of Nainsook, round neck with embroidery, tucked yoke with embroidery insertion, sleeves and front trimmed 69c
- Gowns of fine Nainsook, round neck and sleeves trimmed with embroidery, tucked yoke daintily trimmed with insertion, extra full 72c
- Fine Nainsook Gowns, Empire effect, deep yoke daintily trimmed with lace, insertion, embroidery, beading and ribbon, sleeves and neck to match 97c
- Gowns of sheer Nainsook, Empire effect, deep pointed yoke and V shaped neck, trimmed with handsome embroidery, insertion, beading and ribbon, sleeves trimmed to match \$1.19
- Sheer Nainsook Gowns, V shaped neck, Empire yoke of hemstitched tucks, embroidery insertion, neck and sleeves trimmed with dainty val. lace \$1.48
- Others at \$1.69, \$1.79, \$1.88, \$2.33, \$2.39, \$2.79, \$3.68, \$4.88, \$5.29.

February Sale Of Our Own Imported Jewelry Consisting In Part Of

- Hat Pins
- Brooches
- Collar Pins
- Scarf Pins
- Cuff Buttons
- Tie Clasps
- Dutch Collar Pins
- Salve Pots
- Paper Knives
- Beauty Pins
- Shirt Waist Sets
- Lockets
- Chains
- Beads
- Belt Buckles
- Nail Files
- Glove Buttoners.
- Tracing Wheels.

The February Clearance Of Women's Coats

It seems queer to cut the prices on Winter Coats just when you require them most. But the calendar says it is time and we never hold Coats for another season. We are glad to be the means of distributing so much solid comfort for 3.90.

This week we place on sale 25 warm Winter Coats of good style in Black, Grey, Stripe, etc., worth \$10.00 and \$8.50, all at one price. Your choice February Sale \$3.90.

Splendid February Opportunities In Rugs And Carpets

Activity is the law of life, things are constantly changing in a healthy store. In a Rug and Carpet stock of this kind there must be constant regroupings else stock would become disproportionate and disorganized. February brings many good things to the front. It is a month of regroupings with an overflowing measure of value in Rugs and Carpets of a quality beyond question.

Every yard of Brussels Carpet is reduced for February.

Every yard of Tapestry Carpet is reduced for February.

Every yard of Wilton Carpet is reduced for February.

Every yard of Wool Carpets is reduced for February.

Every yard of Linoleum and Oil Cloth reduced for February.

Every Rug reduced for February.

Nearly One Thousand Pairs Of Lace Curtains In The February Sale

Consisting of Nottingham, Swiss, etc., at 1/4, 1/2 and 3/4 off regular price during February Sale.

Factory Cotton 5c A Yard

2000 yards of fine soft Factory Cotton 35 inches wide. From present prospects we may never be able to duplicate this offer again. For reasons of our own we shall limit 20 yards to a customer.

February Sale Of Embroidery, Thousand And Thousand Of Yards

Fine Swiss, Cambric and Nainsook from the narrowest little beading to the 45 inch flouncings. The first day the sale opened one good judge picked out over \$9.00 worth. They are such embroideries as housewives love to hoard, to have on hand for the uses that constantly arise.

Of Great Interest The February Sale Of

- Bleached and Unbleached Sheetings.
- Pillow Cottons and Towellings.
- Table Linens and Napkins.
- Towels and Quilts.
- Cotton Bats and Factory Yarn.
- Wool and Flannelette Blankets.
- Grey and White Cottons.
- Tickings and Flannelettes.
- Madras Muslins and Cretonnes.
- Ginghams, Prints and Lawns.

THE H.S. FALLS CO. OF SIMCOE Limited.