

# February At Falls' Store Is The Housewife's Harvest Time

**"Make Hay While The Sun Shines." "The Time to Catch Fish is When They Are Running."**  
**One of the Lessons of Familiar Saying is That we Improve Opportunity. During Feb. the Falls' Store Does as Much or More Business Than in any Month of the Year. Practically Every Dollar Of It Without Usual Profit, a Great Deal of it at cost--Much of it at Actual Loss, But we Change the Dilemma of Dull Month to a Busy One And The Store Gains New Friends**

## The Once-A-Year Carpet Sale

Thousands of yards of Carpets, Linoleums and Floor Oils, every yard reduced for February consisting of

- |                   |                    |
|-------------------|--------------------|
| Brussels Carpets, | Union Carpets,     |
| Velvet Carpets,   | Printed Linoleums, |
| Wilton Carpets,   | Inlaid Linoleums,  |
| Wool Carpets,     | Floor Oil Cloths.  |

## Men's Large Linen Handkerchief 3 For 25c

You can never have too many Handkerchiefs, this is an opportunity that will not occur again in a hurry, Men's large size Linen Handkerchiefs, good value at 15c each. Falls' February Sale 3 for 25c.

## Dress Foulards 48c A Yard

Very dainty patterns and lovely shades of Old Rose, Light Blue, Grey, Heliotrope and Cream, full twenty-seven inches wide, sparkling new spring goods. February Sale 48c a yard.

## February Clearance Of Dress Goods

Every yard of Dress Goods, every yard of silk in this splendid stock reduced in price for February. Here's a sample bargain 1000 yards of pretty Grey suitings, fifteen different designs in the lot, most of them are made from pure fine wool and sold for 75c to \$1.00 a yard. All on sale this week, your choice 25c a yard. They are forty-five inches wide.

## Fine Bat Comforts \$2.19

Eleven only fine Bat Comforts, full size, pretty Silkline covering, worth \$2.75. February Sale \$2.19.

## 50 Dozen Men's Ties 2 For 25c

50 dozen Men's hook on and four-in-hand Ties, medium, light and dark colors, worth 25c each. February sale 2 for 25c.

## The Greatest Stock Of "Staple" Goods We Ever Owned, All At February Prices

50 pieces of Table Oil Cloths on sale during February.

Curtain Scrim, white and cream, 40 inches wide. February sale 5c a yard.

Madras Muslins, Cretonnes, Art Sateens at special prices during February.

25 dozen Basket Pattern Cotton Towels, extra large size, suitable for Bureau or Dresser covers. February sale 2 for 25c.

Cottonade, Denims, Ducks, etc., included in the sale.

20 pieces of check Shirtings and fancy plaid Gingham, during Falls' February sale 6c a yard.

February is the time to buy Apron Gingham, Prints and Lawns.

100 pairs of Cotton Flannelette Blankets, White or Grey, the best quality, size 54 x 76 inches. Falls' February sale 98c a pair.

White Cotton Quilts, good size, worth \$1.00. February sale 83c.

White Cotton Quilts, large size, worth \$1.25. February sale 98c.

White Cotton Quilts, large and fine, worth \$1.50. February sale \$1.29.

February sale on all Sheatings and Pillow Cottons.

Flannelette, good heavy quality 27 to 28 inches wide, light, medium and dark stripes. February sale 7c a yard.

February sale on all Feather Tickings, see the Feather proof Ticking during February at 18c a yard.

Cotton Butter Towels, nice size, fine and soft. February sale 2 for 9c.

Buy Cotton Bats during February and save money.

Bleached Cotton, exceptional values during the February sale at 5c, 6c, 7c, 8c and 9c a yard.

"The February Factory Cotton sale is an event."

Great stock of Cotton Roller Toweling during February sale 4c a yard.

## Falls' February Sale Of Men's And Boys' Clothing

### Men's Overcoats

**\$12.90** During February sale, buys any of our \$14.00 and \$15.00 coats, made in single or double breast, full length, full skirts, with or without belts, this season's most popular styles, tailored to our own order, sizes 36 to 44.

**\$10.90** During February sale, buys any of our \$11.00 and \$12.00 coats made in single and double breast of Scotch Tweeds, in plain and stripes, every coat well tailored, the best seller and most popular coat of the season, sizes 36 to 44.

**\$6.90** During February sale, buys any of our single and double breasted coats worth \$9.00 made of Tweeds, Melton, etc., 52 inches long and of the best workmanship, sizes 36 to 44.

**\$5.90** During February sale, buys any of our coats, worth \$7.50 to \$8.50, made in full length, with velvet collar, etc., linings to match coat, who wouldn't buy an \$8.50 coat for this price, value for your money—First come, first served, sizes 36 to 44.

### SUITS--We've Made 4 Big Special Piles For February

**\$7.90** PILE NO. 1—During February sale, buys any of our \$10.00 and \$12.00 suits, every suit strictly new and good. Some "Progress Brand," some other makes, but all worth \$10.00 and \$12.00, they are winners at the sale price \$7.90.

**\$6.90** PILE NO. 2—During February sale, buys any of our \$8.00 and \$9.00 suits. That's saying a lot, but we know—and will soon convince you, fancy checks, plaids, etc. This price only at Falls' February sale \$6.90.

**\$5.90** PILE NO. 3—During February sale, buys any of our \$7.00 to \$8.00 suits, fine checks and plaids, etc., good strong suits, yet made in the latest art. Scarcely last longer than the telling—so be prompt.

**\$4.90** PILE NO. 4—During February, buys any of our \$6.00 and \$7.00 suits, in tweeds, plain and mixed, strong linings, new styles and good values at \$7.00. Falls' February sale price \$4.90.

### Falls' February Specials

**\$1.13** Tweed pants worth \$1.50. 75 pairs Men's odd pants, bought specially for our February sale worth \$1.50 for \$1.13.

**\$1.29** Tweed pants worth \$1.75. 50 pairs medium and heavy weight pants, all sizes, for February sale, worth \$1.75 for \$1.29.

**\$1.79** 79 pairs of extra good pants, bought specially for this big sale, worth \$2.00, February sale for \$1.68.

**\$1.98** Worsted pants worth \$3.00. Odd lots, tweeds and worsteds, not every size, in stripes, blacks and blues, worth \$2.50 to \$3.00, February sale \$1.98.

### First Showing Of Spring Cottons. The Wash Goods Department In Mid-Day Bloom

The first showing of our beautiful Spring Cottons including everything from a 10c print to a \$1.25 Swiss Muslin is spread before you this the second week of Falls' February sale. There isn't a girl or woman but what would be greatly interested in this February display of

- |               |                  |               |
|---------------|------------------|---------------|
| Prints        | Ginghams,        | Swiss Muslin, |
| Percelles,    | Piques,          | Organdies,    |
| Dimities,     | Lawns,           | Batistes,     |
| Galateas,     | Tulles,          | Poplin,       |
| Faille Broche | Oriental Taffeta | English Repp. |

### Good Weather For Women And Girls Knitted Coats

Inside a Storm or Fur Coat nothing is more comfortable or practical. The market isn't overstocked with Knitted Coats, however, ours have received marching orders, we have them in Black, White, Cardinal, Navy and Grey. Knitted Jackets, Ladies' and Children's. 75c for 68c. \$1.00 for 88c. \$1.40 for \$1.19. \$1.50 for \$1.32. \$2.00 for \$1.76. \$2.50 for \$2.19. \$2.75 for \$2.41. \$3.00 for \$2.57. \$4.00 for \$3.52. \$5.75 for \$4.95.

Children's Knitted Leggings—25c for 22c. 35c for 29c. 40c for 33c.

Knitted Mufflers 19c Each—Only 2 dozen of them left, these are in Black and Navy. February sale 19c instead of 25c.

### 3 Pairs Of Men's Sox For 50c Instead Of One

A bargain to be remembered, 25 dozen Men's fine Lisle and Lisle finished summer Sox in fancy stripes, polka dots, drop stitch and plain. Very fine quality, worth 50c a pair. February Sale 3 pairs for 50c.

### Bone Collar Buttons 2c A Dozen

"It Beats the Band" that's what a customer remarked when they saw them ticketed on the counter. We had to admit we never heard of Collar Buttons being sold 12 for 2c.

### Men's Winter Cloth Caps 42c And 58c Each

15 dozen Men's Caps, with fur lined, turn down band, worth up to 75c, choice 42c. Worth up to \$1.00, choice 58c.

### Little Darling Hose 23c A Pair

February sale of Little Darling fine Cashmere Hose, colors are White, Black, Sky, Pink, Cardinal and Tan, sizes 4 1/2 to 8. All sizes during the February sale 23c a pair.

### 20 Dozen Fresh Waists Came For The February Sale

They are in White Lawn and Batistes with fronts of all-over embroidery, other tailored and semi-tailored ones, you should see them at 79c, \$1.00, \$1.25, \$1.50, \$1.75, \$1.98, \$2.75 and \$3.68.

### February Sale Of New Embroidery

By new we mean goods you have not seen before.

The new Marquette Embroidered bands. The new imitation Persian Hand Embroidery.

The new 45 and 54 inch Flouncings. The new Corset Cover Embroideries.

The new Allovers and Waist Embroidery, (beautiful beyond words.)

The new beadings and edgings. The new colored Embroidery.

### A Few February Bargains Picked At Random

Women's Fleece Lined Hose 10c a pair. Women's Black Cashmere Hose 17c a pair.

Best safety Pins 3c a dozen. Wide Black Elastic 6c a yard.

The "Tip Top" Dressing Comb 8c. Kid Curlers 5c a bunch.

Torchon Laces 4c, 5c and 8c, worth double. Mending Wool 1c a card.

Back Combs 17c each. Hemstitched Handkerchiefs 3 for 10c.

Fine White Pearl Buttons, 3c, 4c, 5c, 6c a dozen, worth double.

### February Sale Of Factory Yarns

We shall place on sale this week seven hundred lbs of Factory Yarn at prices you have never known before.

At 43c fine pure Wool Factory Yarn, 3 ply in Black, White, Cardinal and Grey. This yarn is worth to-day 60c a lb.

At 73c fine Scotch Factory Yarn the best on the market, 4 ply in same colors as above, worth 90c lb. February sale 73c.

### Cretonnes 6c A Yard

Cretonnes are higher everywhere but at Falls' 500 yards of good heavy Cretonne, medium, light and dark colors, lovely patterns, worth 10 and 12 1/2c. Falls' February sale price 6c a yard.

### Men's Cambric Shirts Worth \$1.00. February Sale 79c

10 dozen only fancy stripe Cambric Shirts, pleated bosoms, sizes 14 to 17, a well made generous sized shirt as good or better than we ever sold for \$1.00. Falls' February sale 79c.

### 3 Instead Of 2 Silkine Handkerchiefs For 25c

A big lot of pretty hemstitched fancy Silkine Handkerchiefs the quality that always sell for 12 1/2c. Falls' February sale 3 for 25c.

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

**Beef and Poultry**  
 I want all kinds of cattle, veal calves, I am still in the well as the retail business going over Hamilton and kets.  
 Cash paid for  
**CENT MEAT MARKET**  
 JARVIS.  
 THOS. H. PROF.

**GOOD PIANO**  
 I consider the Erard Piano one of the finest used. It possesses tone and a very sympathetic action. REGINALD Associate of the Toronto Society of Music and Pianist.  
 Many and exceeding are the recommendations of the best musical authorities their excellent pianos. be sure and see them.

**A. M. BAILEY**  
 TEMPLE OF SIMCOE

**FUR**  
 We Manufacture of every description  
 REPAIRING AND REFINISHING  
 A Specialist  
 Highest Prices For Raw  
**KIN**  
**The Furrier,**  
 Above Carter Bros. S.  
 Simcoe

Call on Mr. Bonny  
 class and up-to  
**Decorative**  
 of Latest Design  
 Wall Paper and mouldings  
 class work guaranteed.  
 Banks, churches, school  
 buildings, etc.—no contract  
 small. Card to Simcoe.  
 Jarvis Record will receive

**JAMES BOYD**  
 Painter and Paper  
 SIMCOE  
 If You Want  
**BARGAIN**  
 —IN—  
**Boots and Shoes**  
 —GO TO—  
**A. RODGER**  
 JARVIS. ON  
 Agent for  
 Consumers Wallp  
 See Our Samp

**PATENT PROMPTLY**  
 We solicit the business of  
 Engineers and others who realize  
 the value of having their Patent  
 by Experts. Preliminary advice  
 modern. Our Inventor's Advice  
 sheet, Marion & Marlon, Reg'd.  
 Big, Montreal and Washington

**FINANCIAL**  
 \$20,000 to loan at reduced  
 interest either on the straight  
 the instalment principle on  
 duod tariff.  
 Agent for several first class  
 companies, and will take risk  
 est rates. Also issuer of m  
 nes. Several valuable farms  
 on easy terms.  
 221 C. E.