

# What A Good Month February Is To Buy Linens At Falls'

All Months are Good in Which you can buy Falls' Linens at Regular Prices and That is 12 Months a Year, Because Falls' Linens are Better, for the Money, Than you can get Anywhere else or to put it Another Way, if the quality is the Same, the Falls' Price is Lower. But February adds Advantage to Advantage. We Begin This Sale With Thousands of Dollars Worth of Table Linen, Napkins, Table Cloths, Towellings, Towels, Linen Sheeting, Carvers, Tray Cloths, 5 O'clock Cloths, Dress Linens, Linen Lawns, Blouse Linens, etc. We can Recommend Every Article of Linen on Sale Unreservedly for its Good Wear. You can Judge Their Good Looks Yourselves.

## All Reduced For February Sale

Bath Towels 7½c to \$1.50 each.  
Huck Towels 10c to \$1.25 each.  
Tray Cloths 25c to \$3.50 each.  
Doylies 7c to 75c each.  
Lunch Cloths 90c to \$6.00 each.  
Handkerchief Linen 50c to \$1.25 a yard.  
Table Napkins \$1.10 to \$9.00 a dozen.  
Table Cloths \$1.50 to \$9.50 each.  
Crash Towelling 5c to 20c a yard.  
Huck Towelling 12½c to \$1.00 a yard.  
Bleached Damask 25c to \$1.50 a yard.  
Unbleached Damask 25c to \$1.00 a yard.  
Embroidery Linen 25c to \$1.00 a yard.  
Diaper Linen 25c to 50c a yard.  
Sideboard Drapes 45c to \$3.50 each.  
Linen Sheeting \$1.00 to \$1.50 a yard.  
Linen Sheets, reduced from \$5.50 to \$3.50 a pair.  
Linen Sheets, reduced from \$8.50 to \$5.50 a pair.

## February The Once-A-Year Carpet Sale

Thousand of yards of Carpets are on sale. Of course, the standard of quality during February is as high as at any other time, but the prices are lowered, in some cases ½ less than you can buy equal grades for later on. All Brussels Carpets are reduced for February. All Wilton Carpets are reduced for February. All Velvet Carpets are reduced for February. All Tapestry Carpets are reduced for February. All-wool Carpets are reduced for February. All Union Carpets are reduced for February. All Rugs and Squares are reduced for February.

## Three Hundred Men's and Youths' Suits and Overcoats At A Saving Of A Third

Its Norfolk's share of the winter clearance from that very great tailoring concern, "The Progress Brand People" three hundred Suits and Overcoats will not last long when men find out how good they are. Every Suit and Overcoat direct from the tailors and marked for a quick February Clearance.

## The February Sale Of Lace Curtains

The February sale of Lace Curtains is one of the great events of the year in the Curtain and Carpet department. Every Lace Curtain in stock including Tambour, Brussels, Renaissance, Nottingham, Irish Point, Marie Antoinette, in a splendid array of patterns are reduced for February.

## One Thousand Remnants Of Towelling

Just received for the February sale from one of the largest Towelling Factories in Scotland. 1000 mill ends of Roller Towellings lengths run from 1 to 5 yards, not a poor quality in the lot, when you visit the sale look up these Towelling ends at 7c, 8c, 9c, 11c a yard.

## Heavy Wrapperette 7c A Yard

We are making quick work of a lot of 12½c Wrapperette in assorted dark colors and a variety of patterns in pink and white, good heavy cloth, worth 12½c a yard. Feb. Sale 7c.

## 20c Eider Flannel

300 yards of heavy Eider Flannel for house Jackets, Lounging Robes, etc., in desirable patterns and colors, medium and light colors, worth 20c. February Sale 14c.

## Pretty Imported Mercerized Tartan Plaids 11c Instead Of 20c A Yard

Plaids for children's wear will be more worn the coming season than ever before. The ones on sale this week are very fine quality, you can scarcely tell them from silk a few yards away. Twelve pretty clans to choose from, worth 20c. February Sale 11c.

## 50 Dozen Women's and Boys Fine Ribbed Cashmere Hose 22c A pair

50 dozen fine ribbed Cashmere Hose, size 8½, 9, 9½ and 10, the quality that sells special 3 pairs for \$1.00. Falls' February Sale 22c pair.

## Here And There In The February White Wear Sale

This is a sale which people come back to again and again. "Have you any left of this style of Petticoat?" "Or Corset Cover like this?" Such enquiries—and we have dozens of them, show why, day after day, the big space given over to the Underclothes display is filled with busy pleased shoppers. Sometimes we can duplicate the styles they want and sometimes not. We simply cannot get more of certain things at the same price. "Take your share of the February White Wear bargains while you can," is the moral.

### Night Dresses

Cambric, round neck of embroidery, 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 . . . 60c  
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 . . . 92c  
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.

### 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 . . . 79c  
Skirts of white Cambric with deep tucked flounce, with wide lace, finished with dust frill . . . 83c  
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 . . . \$1.43  
Fine Cambric Underskirts, deep flounce of handsome embroidery, extra full, deep dust flounce . . . \$1.69  
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 . . . \$2.33  
Other styles at \$2.68, \$2.98, \$3.48, \$3.98, \$4.29, \$5.66.

### 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.

## 100 Dozen Fine Hemstitched Handkerchiefs 2 For 5c

On sale this week one hundred dozen fine White Hemstitched Muslin Handkerchiefs worth 5c each. Falls' February Sale 2 for 5c.

## Men's Underwear An Oversight

During stocktaking which just closed we ran across a case of Men's Heavy Ribbed Wool Shirts and Drawers. In some unaccountable way these were quite overlooked earlier in the season, we are going to sell them for very much less than we can buy them for as we do not wish to carry them to another season. All perfect, goods and heavy, Shirts are double breast. Shirts 39c each. Drawers 39c each.

## Little Lots, Big Money's Worth

1 pair of \$10.00 Portiers for \$5.00, slightly soiled.  
1 pair of \$9.00 Portiers for \$5.00, slightly soiled.  
1 odd Portiere was \$5.00 for \$2.90.  
2 pairs of odd Portieres were \$5.00 for \$2.50.  
1 pair of Fine Linen Sheets, Hemstitched, was \$8.50 for \$5.50.  
1 pair of Fine Linen Sheets, Hemstitched, was \$5.50 for \$3.50.  
1 only Hemstitched and Embroidery Linen Top Sheet, was \$5.50 for \$3.50.  
Bobbinette Bedroom Curtains, 3 pairs were \$1.50 for 75c a pair. 4 pairs were \$3.00 for \$1.50 a pair.  
1 only Bath Robe was \$6.50 for \$3.50.  
2 pieces only Bobbinette Curtain Muslin, regular 40c for 20c a yard.

## 1000 Yards Of Fine Bleached Cotton 7 1-2c A Yard

One of the best bargains in the store. One thousand yards of Fine White Cotton, 36 inches wide, finished specially for ladies' and Children's wear. A royal Cotton at 10c. Falls' February Sale 7½c.

## Dresser Covers 19c

Lace Dresser Covers, 28 inches square, also another one 1½ yards long by 17 inches wide. A very pretty pattern, lace throughout, very special. February Sale price 19c.

## Yard Wide Black

### Taffeta 83c A Yard

Full 36 inches Black Taffeta, pure silk, soft chiffon finish, the best \$1.00 Taffeta on the market, during February 83c a yard.

## Heavy Winter Shawls

### A February Clearance

Just the article for a blustery day, so warm and comfortable, splendid heavy Shawls. They are mostly pretty shades of Grey, \$1.54, \$2.20, \$2.42, \$2.64, \$3.52, \$3.87, \$5.28 and \$5.63.

## Children's Flannelette Night Gowns In The February Sale

Made from pink and white stripe, blue, and white stripe, plain pink, also plain white, good quality flannelette to fit girls from 4 to 12 years. The 39c ones for 30c. 48c ones for 40c. 68c ones for 50c. 75c ones for 60c.

## Mr. Man, Have You A Hanking For A Good Fur Or Fur Lined Coat?

We have a few good Fur and Fur Lined Coats. We know and you know too if you are half posted that if we held them over for next season it would mean big interest, but we are going to let next season look after itself. The special cut for this season on Men's Fur Coats takes place Saturday of this week.

Coon Coats Worth \$75.00 for \$65.00.  
Worth \$70.00 for \$62.00.  
Worth \$55.00 for \$50.00.  
Worth \$50.00 for \$45.00.  
Rat Lined Coats worth \$70.00 for \$62.75.  
2 only Marmot Lined Coats worth \$57.50 for \$49.00.  
Cape Buffalo Coats worth \$19.75 for \$16.90.  
Manchurian Dog Coats worth \$19.75 for \$18.90.  
Brown Goat Coats worth \$19.75 for \$18.90.

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

ANNUAL  
Monthly Average price at which interest was sold  
Monthly Average price paid patron for hankings over and above the price paid for hankings, making, insurance and all other expenses.  
The balance due patron at the end of each month is added to the amount received for the interest the following month throughout the season.  
W.M. PARKINSON  
GOOD  
I consider the  
Piano one of the  
used. It possesses  
tone and a very  
Signed, REGINAL  
Associate of the  
tory of Music and  
Pianist.  
Many and exceed  
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TEMPLE OF  
SIMCOE  
Call on Mr. Bon  
class and up  
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Wall Paper and M  
class work guaranteed.  
Banks, churches, sch  
buildings, etc.—no con  
small. Card to Simco  
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Painter and P  
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FINANCIAL  
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Agent for several first  
companies, and will take  
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small. Several valuable  
the easy terms.  
and