

FALLS' 1911 FEBRUARY SALE

We Beg To State That On Saturday, January 28th

We Shall Begin

The most important February Sale in our history which is not just an advertising phrase, but which has the greatest amount of merchandise and February bargains in our history to back it up.

We Shall Begin

This February Sale with more force than in any previous year, Linens, the Sheetings, the Pillow Cottons, the Factory Cottons, the White Cottons, the Embroideries, the Corsets, all will receive a full quota of time, space and attention. We shall be good and ready Saturday morning.

We Shall Begin

The February Sale of Dress Goods and Silks. We can promise better bargains in black and colored Dress Goods and black & colored silks and more of them than ever before

We Shall Begin

The February Sale of Whitewear; for weeks fine Night Gowns, Skirts, Corset Covers and Drawers have been pouring into the Falls hopper for distribution, every garment was made with deliberation, not hurried through, there isn't much more to say, all we ask is that you make careful and minute comparison, we know what verdict you will render.

We Shall Begin

The Annual February Sale of Carpets and Rugs Saturday Morning. All our Wilton Carpets, all our Brussels Carpets, all our Velvet Carpets, all our Wool Carpets, all our Tapestry Carpets, all our Union Carpets and Rugs of every description will be marked at February Sale Prices.

We Shall Begin

Our February Clearance of all Furs, Fur Coats and Fur-Lined Garments, by removing a large part of the price from all Mink Sets, all Persian Lamb Sets, all Fox Sets, all Sable Sets, all Astrachan Coats, all Baltic Seal Coats, all Fur-Lined Coats, also all Men's Fur and Fur-Lined Coats reduced for quick clearance. This is your opportunity to buy Fine Furs.

We Shall Begin

A February Sale of \$6000.00 worth of Men's and Boys' Clothing, consisting of Suits, Overcoats, Odd Pants, Odd Vests, Pea Jackets, Overalls and Smoks. Come and participate in the good bargains that will be offered.

We Shall Begin

The first Spring presentation of new Prints, new Wash Goods, beautiful Cottons, Art Cottons, Madras Muslins, Cretonnes, etc. These will certainly delight all women.

We Shall Begin

The once-a-year Sale of Men's and Boys' Shirts, Underwear, Socks, Hats, Umbrellas, Collars, Ties, Gloves, Knitted Coats, Handkerchiefs, Night Gowns, Pyjamas, Etc.

We Shall Begin

The February Sale of Lace Curtains, Portiers, Linoleums, Floor Oil Cloths, Mattings, Window Shades, Curtain Poles, Comfortables and Blankets. We can promise you this year considerably better bargains in these goods than we have been able to promise for several seasons.

Falls' Greatest February Sale
Begins Saturday Morning,
January 28th.

THE H.S. FALLS CO. INCORPORATED

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... Sale 98c.
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