

Falls' 1912 February Sale

We Bid You Welcome To The Best Buying Opportunities Of The Year

The February Linen Sale

"All in the Spring was the Brown Flax Spun
All in the Summer it Bleached in the Sun."

A sale of Linens of the better kinds. All Bleached in the "old fashioned" way upon the grass in the sun. A delightful hour can be spent viewing the beautiful Linen on sale. Every article of Linen in our beautiful collection is reduced for the sale including:

- Towels up to \$2.50 a pair.
- Linen Towing up to \$1.00 a yard.
- Linen Tray Cloths up to \$7.00 each.
- Linen Lunch Cloths up to \$8.00 each.
- Napkins up to \$11.00 a dozen.
- Linen Table Cloths up to \$15.00 each.
- Linen Sideboard Drapes up to \$3.00 each.
- Linen Bed Spreads up to \$17.00.
- Linen Sheeting up to \$1.50 a yard.
- Handkerchief Linen up to \$1.25 a yard.
- Linen Doylies up to \$5.00 each.

The Crowds are Thick
at Every Counter

A little thicker perhaps at the Staple Counters than any other. For miles and miles around customers are taking advantage of February Sale Price on

Bleached and unbleached Sheeting.
Pillow Cases and Toweling.
Table Linen and Napkins.
Towels and Quilts.
Cotton Rats and Factory Yarns.
Wool and Flannelletts Blankets.
Gingham, Prints and Linens.
White Cottons.

The 1912 February Sale of Carpets, Rugs and Curtains is a Great Attraction

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 Carpet is reduced for February.
Every yard of Linoleum is reduced for February.
Every yard of Floor Oilcloth is reduced for February.
Every yard of Matting is reduced for February.
Every Rug is reduced for February.
Every Pair of Portieres is reduced for February.
Every pair of Curtains is reduced for February.

Flannelette Night Gowns For Extra Large Women

These extra size Gowns were made to our special order—and we have reason to believe that so much quality and size was never put into Women's Night Gowns that sold for less than \$1.00. Only 2 dozen of them left and the February Sale price is 69c each.

Other Flannelette Gowns in plain Pink and Sky, nicely finished with frill around Neck. Falls February Sale 48c each.

\$1.35 Black Satteen Blouses, February Sale 87c

The best Black Satteen Blouse bargain we ever offered. Soft Lustrous Black Mercerized Waists made with clusters of tucks and braid trimmed. Sizes 34 to 42, a real \$1.35 Waist. Falls February Sale 87c each.

Falls February Sale of Fur Coats and Fur Lined Coats for Women and Fur Lined Coats for Men

Every Coat listed below is worth a quarter to a third more than the Feb. Sale price ticket quotes.

Women's Astrachan Coats at \$19.00
Women's Rat and Hamster Fur Lined Coats at \$36.00, \$39.00 and \$40.00.
Men's Rat Lined Coats at \$33.00, \$33.00, \$67.00, \$68.00, \$69.00 and \$73.00 with Persian Lamb and Otter Collars.

200 Pairs of Women's Fleece Lined Hose At 10c a Pair

The Man we buy our Women's Black Fleece Lined Hose from is particular. Every pair of Hose that leaves his factory is inspected and the slightest imperfection is detected and they are put aside. 200 pairs of such go on sale this week at 10c a pair. "The hurts don't hurt."

Anderson's Pretty Plaid Gingham

On display and sale fifty pieces of imported Gingham in plaids, stripes and checks. Colors are perfectly fast, a nice fine cloth. During the February Sale 12 1/2c a yard.

For The Thrifty Lover Of "Good Furs"

Every pelt now in the Falls Fur Department is a quarter to a third below its earlier price. A fact that would make it worth while to buy Furs for next winter, in fact for many winters as Falls Furs wear for years and years. We have too much at stake to let you get a bad piece of Fur from us, BECAUSE. If we sold poor Furs whoever got them would think that everything we sold was poor.

We've got to sell good Furs for if we don't it would hurt the business all over the store.

Every piece of Fur listed below will give years and years of pleasure.

In Mink Neck Pieces We Are Selling

\$125.00 Neck Pieces, Sale Price - \$100.00
\$115.00 Neck Pieces, Sale Price - \$92.00
\$110.00 Neck Pieces, Sale Price - \$88.00
\$100.00 Neck Pieces, Sale Price - \$80.00
\$90.00 Neck Pieces, Sale Price - \$72.00

All the way down to \$25.00 Neck Pieces for \$15.00 and \$10.00 Neck Pieces for \$5.00.

All Persian Lamb Neck Pieces as Below

\$15.00 Pieces, Sale Price - \$12.00
\$19.50 Pieces, Sale Price - \$15.90
\$25.00 Pieces, Sale Price - \$19.00
\$27.50 Pieces, Sale Price - \$19.00
\$30.00 Pieces, Sale Price - \$19.00

Some of the Finest Sable Pieces Ever Displayed by the H. S. Falls Co. are Listed Below

\$18.50 Neck Pieces, Sale Price - \$14.80
\$25.00 Neck Pieces, Sale Price - \$20.00
\$35.00 Neck Pieces, Sale Price - \$28.00

In Mink Muffs we are Selling

\$25.00 Muffs, Sale Price - \$20.00
\$30.00 Muffs, Sale Price - \$24.00
\$35.00 Muffs, Sale Price - \$28.00
\$60.00 Muffs, Sale Price - \$48.00
\$65.00 Muffs, Sale Price - \$52.00
\$70.00 Muffs, Sale Price - \$56.00
\$75.00 Muffs, Sale Price - \$60.00
\$110.00 Muffs, Sale Price - \$88.00

All Persian Lamb Muffs Bear These New Prices

\$15.00 Muffs, Sale Price - \$12.00
\$20.00 Muffs, Sale Price - \$16.00
\$25.00 Muffs, Sale Price - \$20.00
\$35.00 Muffs, Sale Price - \$28.00
\$40.00 Muffs, Sale Price - \$32.00
\$50.00 Muffs, Sale Price - \$40.00

Handsome Sable Muffs

\$16.50 Muffs, Sale Price - \$13.00
\$20.00 Muffs, Sale Price - \$16.00
\$30.00 Muffs, Sale Price - \$24.00

Lovely Things in Fox, Isabella, Black and Natural. No Reserve

\$22.00 Neck Pieces, Sale Price - \$17.90
\$25.00 Neck Pieces, Sale Price - \$19.00
\$35.00 Neck Pieces, Sale Price - \$28.00
\$40.00 Neck Pieces, Sale Price - \$32.00

Stylish Pieces in Silver Raccoon and Very Serviceable, all Marked for a Quick Clearance

\$10.00 Muffs, Sale Price - \$8.00
\$12.00 Muffs, Sale Price - \$9.60
\$16.50 Muffs, Sale Price - \$13.50
\$22.00 Muffs, Sale Price - \$17.60
\$13.50 Neck Pieces, Sale Price - \$10.80
\$20.00 Neck Pieces, Sale Price - \$16.00
\$25.00 Neck Pieces, Sale Price - \$20.00

Western Sable Neck Pieces

\$12.00 Neck Pieces, Sale Price - \$8.90
\$14.50 Neck Pieces, Sale Price - \$9.90
\$17.50 Neck Pieces, Sale Price - \$14.90
\$25.00 Neck Pieces, Sale Price - \$19.00

A Remarkable February Sale of Fur Caps for Men and Boys

The last call for Fur Caps, lucky is the person that gets one of these.

At \$5.00 Men's Real Persian Lamb wedge shape Caps that are worth \$10.00.
At \$2.00 Men's wedge shape Astrachan Caps that are worth \$3.50 and \$4.00.

At \$5.00 Men's Real Beaver, wedge shape Caps that are worth \$8.00.
At \$2.00 Men's wedge shape Martin Fur Caps, worth \$4.00.

At \$2.00 Boys fine first quality Grey Lamb Caps, worth \$4.00.

Women's Long Winter Coats, \$3.90 Each

We are clearing our stock of a lot of Women's 53 inch heavy Winter Coats, this season's styles, good sturdy Coats. There are only fourteen of them, when they are gone equal Coats at \$3.90 will be a thing of the past.

Women's Dressing Sacques In The February Sale Half Price

We have probably never had a better bargain. Dressing Sacques made from fine quality heavy Kimona Cloth in a great variety of Pretty Patterns, nicely finished with bands of satin, etc.

The \$1.25 ones will go this week at 62c each.

The \$1.50 ones will go this week at 75c each.

Test The Pleasure of Sleeping Under A Fine English "Eider" Comfortable

The colors are beautiful, the qualities are excellent. Some are English Satine, others are Satin and Silk and Satine and Satin. Every Comfortable is guaranteed to be down proof. Only nine customers can share in this "Comfortable Downy" bargain.

1 only Down Comforter, worth \$6.00. February Sale \$3.90.

2 only Down Comforters, worth \$8.00. February Sale \$5.90.

4 only Down Comforters, worth \$10.00. February Sale \$7.90.

1 only Down Comforter, worth \$11.50. February Sale \$8.90.

1 only Down Comforter, worth \$13.50. February Sale \$9.90.

You never made a better investment. A Comfortable, sanitary, durable "Eider" adds a hundred per cent to the goodness of sleep.

Falls February Sale of Men's Raccoon Coats

Seven only of them to offer, two of them we had made extra length 52 inches.
Equal Coats will cost you \$15.00 to \$20.00 more next Winter.

As the seasons pass Raccoon Coats will cost more and more money. Falls February Sale price for these lovely Coats, \$63.00, \$68.00 and \$73.00.

A February Opportunity In Men's Overcoats

Many a Man is trying to make an old overcoat, a veteran of two or three winters ago, last this winter over. If they understood as well as we do the soundness of these Overcoat bargains, the 57 Coats that go on sale Saturday morning would not last the day out. We hope you will not be the 58th Man to call for one. Not one Overcoat in the lot that a man would be ashamed to wear or to let his friends examine.

Away They Go

All our Men's \$7.50 Overcoats, commencing Saturday, \$3.90 each.

All our Men's \$8.50 Overcoats, commencing Saturday, \$5.90 each.

All our Men's \$10.00 Overcoats, commencing Saturday, \$6.90 each.

All our Men's \$12.00 Overcoats, commencing Saturday, \$7.90 each.

February Sale of Men's Tweed Suits for \$4.90

This is intended for the Man who wants a pretty fair Tweed Suit of Clothes and doesn't want to pay much money for it. Only thirty-seven Suits in the lot. It was a clean up from a large Clothing factory that were shaping to receive their new Spring Cloths. Every Suit is a good heavy winter weight. A great Suit for a "second best", all sizes in the lot, 35 to 44. Falls February sale your choice of any suit \$4.90.

February Sale of Girls Separate Skirts \$1.29 Each

This week we shall place on sale 9 dozen Girls Odd Tweed, Serge and Melton Cloth Skirts, made with inverted plait back also panel back, trimmed with bands of material and buttons to fit Girls 12 to 20 years. You would scarcely expect to buy equal Skirts for less than \$2.00 to \$2.50 each. Falls February Sale, your choice \$1.29.

500 Dozen Laces and Insertions During the Feb. Sale; 12 Yards For 25c

From Nottingham the greatest Lace Center in the world come 500 dozen yards of Laces for many uses, 3/4 inch to 2 1/2 inches wide to be distributed during Falls February Sale, 12 yards for 25c.

Women's Grey Ribbed Union Vests and Drawers, Worth 35c Each. Falls Feb. Sale 2 for 35c

On Sale this week, 50 dozen "Turnbills make" of Women's Ribbed Under Vests and Drawers, all sizes, worth 35c the garment. Falls February Sale 2 garments for 35c.

White Knitted Corset Covers 17c Each

February Clearance of 20 dozen Women's White Knitted Corset Covers, assorted sizes, each 17c.

Long Evening Gloves 20 Button Length

White Dressed Kid Gloves, 20 Button Length, the best \$2.00 Kid Glove sold in Canada. Only 4 dozen of them to be sold at the February Sale price of \$1.53 a pair.

The 1912 February White-wear Sale

This is a sale which people come back to again and again. "Have you any left of this style 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 customers. 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 Sale. White-wear Bargains while you can," is the moral.

Gowns 44c to \$4.29.
Drawers 15c to \$3.75.
Corset Covers 19c to \$2.50
Underskirts 87c to \$6.00.

Here and There Throughout The Sale

39c for Children's fleece lined and Grey Merino Sleeping Suits that are worth 60c and 75c each.

Pillow Cases all ready for use, 42 x 36 inches, 2 of them for 25c.

15 yards of good quality light or dark Flannelette for \$1.00.

\$13.90 for Men's Fine Navy and Black Worsted Suits that you cannot duplicate for less than \$18.00.

39c a yard for fine all-wool 50c and 60c French Challies.

39c for Men's good quality Flannelette Night Shirts that sell for 60c and 75c.

39c for Pillow forms 22 x 22 inches, special 50c value.

89c for pretty White Tailored Waists that are worth up to \$1.50.

98c for Men's Madras and Percalé Pyjamas that never sell for less than \$1.50.

\$1.00 for heavy Wool \$1.50 Shawls.

Coates and Kerr's best 200 yards spools, all numbers, Black and White 4c a spool.

Real Hair Clothes Brush, 5c each, 6 fancy head Hat Pins for 5c.

Nickel Plated Wash Buttons, 6 dozen for 5c.

6 Pairs of Boot Laces for 5c.

50c for Blue Striped 75c Men's Overalls.

Men's \$1.25 heavy Winter Kentucky Jean Pants. Falls February Sale 95c a pair.

Hair Nets, full size, assorted colors, 2 for 5c.

Metal Trouser Buttons, 3 dozen for 5c.

Men's Muleskin Mitts, knitted cuffs and lining, 39c instead of 50c.

Men's pull over Leather Mitts with or without finger, worth 25c for 19c.

Men's heavy seamless Wool Socks, worth 20c a pair. Falls February Sale, 2 pairs for 25c.

Quilted Table Padding, sixty inches wide, value \$1.00. February Sale 84c a yard.

At 7c each, large Polishing and Dust Cloths, worth 10c.

\$1.29 each for the best \$1.75-shaped and lined Horse Blanket in town.

5 cards of Black Cashmere Mending Wool for 5c instead of two cards.

Children's Picture Handkerchiefs, 5 of them for 5c.

