

# Falls' February Sale Now Full Speed Ahead

Every Section of This Big Store is Filled with New Goods and Cheerful Faces

## Falls' February Sale of Beautiful Linens Full of Service and Low in Price

Table Cloths	Fronting Linen
Table Napkins	Pillow Linen
Table Linen by yard	Linen Pillow Cases
Huck Towelling	Huck Towels
Fancy Huck Towelling	Bath Towels
Glass Cloth	Embroidered Linen Bed Spreads
Tea Towelling	Embroidered Linen Towels
Linen Sheeting	Embroidered Pillow Cases
Brown Holland	Embroidered Tea Cloths
Rough Brown Holland	Embroidered Tray Cloths
Crash Towelling	Embroidered Sideboard Cloths
Diaper Linen	Embroidered Doylies
Embroidery Linen	Real Irish Lace Doylies, Tray Cloths and Centre Pieces
Handkerchief Linen	

## New China For Every Table at February Sale Price

Sets in exclusive designs from the great potteries of France—England—Bavaria and Austria. Housewives will find charming the new decoration schemes.

Dinner Sets \$15.25 to \$54.90	Salad Bowls 15c to 1.50 each
Tea Sets 6.50 to 26.50	Chocolate Pots 25c to 75c each
Plates 53c to 6.30 dozen	Bouillon Cups and Saucers 75c to 85c each
Fruit Saucers 53c to 1.32 dozen	Chocolate Cups and Saucers 22c to 44c each
Oatmeal Saucers 1.08 to 2.10 dozen	Sugar and Cream Sets 25c to 1.75 each
Tea Cups and Saucers 1.08 to 12.00 dozen	Syrup Jugs 25c to 1.10 each
Cake Plates 25c to 1.10 each	Honey Jars 88c to 2.05 each

## Your Good Taste in Rugs and Carpets Need Not Be Restricted

As long as the Falls' February Sale lasts there will be good choosing in fine carpets and rugs at saving of one-fourth to one-third less than regular prices. But certain sizes are sure to disappear from the rug piles and certain patterns of carpet, which may be just what you are looking for, may go out today. Certainly, choice will not improve as time passes.

—New Home-furnishing Department, 3rd Floor

**Falls February Sale of 200 Pairs of Fine All Wool Union and Flannellet Blankets Begins this week. A comfortable saving on any pair. Prices range from \$1.00 to \$25. a pair. Variety sufficient for any person.**

## Falls' 1913 February Sale is Setting a Record in Selling Men's Suits

When a manufacturer of ready-to-wear clothing has had a great season he counts it no loss to make up all his fine bolt ends into suits and turn them over to his best customer at practically the cost of the workmanship. It is good business. That is just what our largest manufacturer has just done for us and that is why there are here today 138 men's fine tailored suits that are worth \$12.00 and \$12.50. Sizes up to 44. Your choice for ..... **\$8.80**

## A February Clearance of Boys' Overcoats

Every coat is new and a good one—materials are fancy mixed brown and grey coatings. All are made in double-breasted "Ulster" style with the handy and protective convertible collars. Up-to-the-minute coats in every detail for up-to-the-minute boys.

**Splendid \$5.00 and \$6.00 Coats for ..... \$3.90**  
**Splendid \$6.50 Coats for ..... \$4.90**

## Miles of Embroideries in the February Sale New and Beautiful Patterns

Allover—Flouncings—Edgings—Insertions—Beadings. The variety is unlimited.  
**5c to \$3.88 a Yard**

## The February Sales of Men's Goods

In this store are always Short, Sharp and Busy. One of the best bits of business news today is that the more money you spend the more money you make. Everything in our New Shop for Men is reduced for February. Overcoats, Suits, Sweaters, Underwear, Shirts, Ties, Half Hose, Night Gowns, etc., etc.

## Very Special This Week

100 Odd Vegetable Dishes, worth 75c each, February Sale **44c.**  
 100 Fancy Mugs, worth 10c each, February Sale **2 for 10c.**  
 100 Sugar Bowls, worth 15c, February Sale **8c.**

## February Sale of Women's Winter Underwear

**At 19 Cents.** Women's Winter Vests and Drawers, worth up to 50 cents.  
**At 39 Cents.** Women's Winter Vests and Drawers, worth up to \$1.00. They are white and light grey. Some are slightly imperfect.

The Selling Begins Saturday of upwards of 400 Towelling Remnants 1 to 4 yds. in each piece.

## Falls' February Sale of Under Muslins

"Everything in your White Sale is so fresh" said a woman the other day "that I enjoy buying my supplies in it." Freshness is as much insisted on in a Falls White Sale as correct shapes and fine embroideries or any of the other points which have made the Sale famous the country over.

The latest shipments of White Wear for the sale are to hand and it is a lovely collection.

Night Gowns	40c to \$4.98	Petticoats	85c to \$5.98
Corset Covers	22c to \$2.49	Dresses	23c to \$2.90
Princess Slips	82c to \$4.50	Combinations	\$1.19 to \$1.98

## Thirty-five Choice Elder and Bat Comforters To Be Sold This Week

Coverings are Silk, Satin, and fine English Satteen. The Coverings are beautiful.

\$ 2.50 February Sale Price	\$ 2.20	\$ 8.00 February Sale Price	\$ 7.00
\$ 3.00 February Sale Price	\$ 2.64	\$ 9.00 February Sale Price	\$ 7.92
\$ 4.00 February Sale Price	\$ 3.52	\$10.00 February Sale Price	\$ 8.80
\$ 5.00 February Sale Price	\$ 4.40	\$11.50 February Sale Price	\$10.12
\$ 6.00 February Sale Price	\$ 5.28	\$12.00 February Sale Price	\$10.95
\$ 7.00 February Sale Price	\$ 6.16	\$13.50 February Sale Price	\$11.88
\$ 7.50 February Sale Price	\$ 6.60	\$15.00 February Sale Price	\$13.12

## Falls' Farewell Prices On Fine Furs

Every Felt now in Falls' Fur Department is a third to a half below its regular 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 sold below will give years and years of pleasure.

<b>Mink Neck Pieces</b>	<b>Raccoon Muffs</b>
\$120.00 Neck Pieces, February Sale	\$23.00 Muffs, Sale Price
\$115.00 Neck Pieces, February Sale	\$16.50 Muffs, Sale Price
\$110.00 Neck Pieces, February Sale	\$12.00 Muffs, Sale Price
\$ 90.00 Neck Pieces, February Sale	\$10.00 Muffs, Sale Price
\$ 85.00 Neck Pieces, February Sale	

<b>Mink Muffs</b>	<b>Fox Black, Isabella and Red</b>
\$110.00 Muffs, February Sale	\$25.00 Neck Piece, Sale Price
\$ 75.00 Muffs, February Sale	\$22.00 Neck Piece, Sale Price
\$ 65.00 Muffs, February Sale	\$20.00 Muff, Sale Price
\$ 60.00 Muffs, February Sale	\$95.00 Sett, Sale Price
\$ 35.00 Muffs, February Sale	

Several Girls' odd Neck Pieces and Muffs to be cleared at a fraction of their value, 50c, 75c, \$1.00, \$1.25, \$1.50, \$2.00 and \$2.50.

<b>Persian Lamb Neck Pieces</b>	<b>Women's Fur Lined Coats</b>
\$47.50 Neck Pieces, Sale Price	2 only Women's Rat Lined Coats, worth \$45.00 Sale Price
\$38.00 Neck Pieces, Sale Price	10 only Women's Hamster Lined Coat, worth \$50.00 Sale Price
\$30.00 Neck Pieces, Sale Price	1 only Women's Hamster Lined Coat, worth \$45.00 Sale Price
\$19.50 Neck Pieces, Sale Price	
\$18.00 Neck Pieces, Sale Price	

<b>Persian Lamb Muffs</b>	<b>Men's Fur Coats and Fur Lined Coats</b>
\$33.50 Muffs, Sale Price	A few Choice Coon and Rat Lined Men's Coats at prices they will never be sold for again.
\$27.50 Muffs, Sale Price	
\$25.00 Muffs, Sale Price	
\$22.50 Muffs, Sale Price	
\$20.00 Muffs, Sale Price	

## The 1913 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.

## Paris Lingerie

These Garments are made almost entirely by hand, and all except the very lowest price are ready laundered. Prices average a quarter less than at any other time of year.

Night Gowns	\$1.50 to 4.50	Corset Covers	75 to \$2.00
Drawers	75c to \$2.50	Princess Slips	\$3.25 to 4.50

## A Notable February Sale of "Luggage" Trunks, Suit Cases and Hand Bags

Early winter is dull—season time in trunk making, sometimes the factories shut down. A couple of months ago a Trunk Manufacturer took our order to deliver February 1st, at one-third less than the usual prices and at the same saving we sell them during February. Steamer Trunks, \$4.90 to \$9.90. Dress Trunks \$3.95 to \$14.90. Hat Trunks \$5.50 to \$7.00. Suit Cases \$7.75 to \$19.00. Bags \$7.00 to \$17.50.

## A February Sale of Fresh Inexpensive Evening Gowns for Women and Juniors

Which ever one you may choose will seem a pretty good dress for so little money, at \$7.50, \$10.00, \$13.50 up to \$27.50.

## If One Can't Have a Fur Coat

A very good substitute is one of these warm Black Beaver Coats with Fur Collars. The Collars can be rolled up closely to the throat and the Coats are lined throughout with Satteen. During the February Sale for \$13.75. A \$16.50 Coat. During February Sale for \$14.50, A \$17.50 Coat. During the February Sale for \$15.50, A \$18.50 Coat.

## Waists for To-day, To-morrow and Next Month

In other words the fashionable Blouses of the season are included in the February Sale of Blouses that starts Saturday, in part they consist of Black Silk, Navy Silk, Stripe Silk, White Ecru and Black Net. Too many different kinds to give details. Not a Waist is WORTH LESS THAN \$3.75, MANY ARE \$4.50 VALUE. ALL ON SALE, YOUR CHOICE \$2.90.

This week a Man can make a choice of an Overcoat that he will never regret. Every Coat is new and fresh from the Tailors. It will be a regular house warming in our New Clothing Display. \$3.90 for the best \$7.50 Coat in town. \$9.90 for the best \$13.50 Coat in town. \$11.90 for the best \$15.00 Coat in town.