

Falls' February Sale — Begins Saturday —

Saturday Begins a Sale.

A Sale of *Falls* Merchandise.

The February Sale, awaited by hundreds and hundreds of families throughout Norfolk and Haldimand.

These February Sales Originated Here, but now copied everywhere in name, if not in substance, have grown better year by year for 21 years.

This particular Sale may therefore be said to be of age.

So today it speaks out like the man it is.

FIRST—IT DESIRES IT TO BE KNOWN.

That it is not a balloon.

That it is not a talking machine.

That it is neither boastful of its size (although it occupies more than six times the area of last year) nor purse-proud because of the rich economies it offers.

That it's plain history is too strong to need the paint or polish of huge figures or fine words.

THERE NEVER HAS BEEN A *Falls* FEBRUARY SALE OF CHINA

One starts Saturday Morning, and it will be a revelation to China Buyers. Everything in the large—"and customers tell us lovely"—department will be offered at sale price, commencing Saturday. In the collection you will find a splendid display of Finest French China from Limoges—English Doulton China—Pointons—Austrian—Silicon—Bavarian—Booth's Dinner Sets—and Colport China, including Real Indian Tree, and Other Designs.

Many Sharp Points of Interest

Call For Special Mention At Once

Hand Embroidered Pillow Cases. Special \$2.50 value. Feb. Sale \$1.89.

Circular Linen Pillow Casing 42 and 45 inches. Worth \$1.35. Sale Price 75c a yard. Worth \$1.50. Sale Price 85c a yard.

100 dozen Women's Fast Black Lisle finished Black Cotton Hose, sizes 8½ to 10. Worth 18c a pair. Falls Feb. Sale 10c pair.

Muslin and Wrapperette Dressing Sacques, a full range of sizes and different patterns. When the sale opens Saturday 19c each.

Linen Window Shades ALL PERFECT GOODS in White, two shades of cream and three shades of Green. February Sale all complete with pull 25c each.

Men's Dark Flannel Collar attached, Work Shirts. All sizes, 39c.

Well made Camp Stools, very useful. During the Sale 29c each.

Brass Extension Window Rods, all complete with brackets and ends. Sale 7c.

Japanese Easy Chairs, regular \$7.00. During the sale \$3.90.

A Rack of Women's Long Winter Coats, worth up to \$9.00. Falls February Sale. Your choice for \$3.90.

Heavy Flannellette Drawers in dark Grey. The pair 39c.

One Table of dark Wrapperette Blouses, all sizes. Special 50c value. Ready when the sale opens at 29c each.

Rush sale on Women's Tailored Suits, scarcely two of them are alike. Worth up to \$25.00. Falls February Sale \$9.00.

Hand Embroidered Linen Bed Spreads, lovely goods. Worth \$3.00 to \$12.00 each. Falls February Sale, all at Half Price.

Fine Pure Wool French Delaine. Value 50c a yard. February Sale Price 25c a yard.

4 dozen only Scalloped Table Napkins, 22 x 22 inches. Worth \$10.00 a dozen. February Sale \$7.50 a dozen.

Pretty Flower Baskets, Special 25c and 35c. Falls February Sale, only 19c ea. h.

Heavy German Kimono Cloth, large variety of patterns. Worth up to 25c a yard. Your choice 15c.

Boys' heavy Knitted Top Shirts, collar attached, assorted sizes. February Sale Price 39c each.

Imported Wrapperettes and Cashmerettes. Worth up to 15c a yard. Your choice 10c.

Falls Imported Pure Linen Huck Towels. Special 75c value. February Sale 58c each.

To Day We Print Details and Prices of an Extraordinary February Sale of Women's Furs—Fur Lined Garments and Fur Coats

In a nutshell easy to crack, the plain statement of *Falls* 1913 February Sale is that you save ONE THIRD and in many, many cases the prices being split squarely in the middle.

We never have (and we are quite sure no other store ever has) sold equal grades of furs for the prices that will go into force when the Sale opens Saturday Morning.

Every Fur Muff—Every Fur Neck Piece—Every Fur Coat—Every Fur Lined Coat will be sold.

Not a few pieces here and there reduced a little in price—but every piece of Fur in stock including all of our fine Sets in Mink, Persian Lamb, Sable, Raccoon, Seal, Isabella Fox, Black Fox, Red Fox, Blue Wolf, Astrachan, etc., will go as we said before at a reduction of ONE THIRD and many, many pieces will be marked at HALF PRICE.

First February Showing of very pretty and exclusive things in Fancy Evening Gowns, Beaded and Jotted Tunics, Applique Tunics. Also a large range of Fancy Silks, Net, Giffon and Tailored Waists.

Great Special Purchases of Household Goods are Ready to Pour Themselves into Your Homes

Yes, ready to curtain your windows—adorn your tables—freshen and beautify your beds—cover your floors—replenish your linen closet—fill up your China closets. So all the household sections throughout the store have New GOODS ready, and all at SPECIAL PRICES, BEGINNING SATURDAY MORNING. Some are mentioned here.

Tea Sets,
Dinner and Tea Sets,
Chocolate Sets,
Cream and Sugar Sets,
Salad Bowls,
Cake Plates,
Vases,
Mustard Pots,
Marmalade Pots,
Jugs,
Bon Bon Dishes,
Bowls,
Children's Tea Sets,
Butter Dishes,
Spoon Trays,
Cups and Saucers,
Tea Pot Stands,
Celery Dishes,
Colport China,
Library Tables,
Library Desks,

Sterling Deposit and Cut Glass

Table Covers,
Curtains,
Cream and Sugars,
Cups and Saucers,
Comports,
Bowls,
Vases,
Bottles,
Glasses,
Jugs,
BRASS WARE,
Jardinieres,
Trays,

Gongs,
Cuspidores,
Stamp Boxes,
Bon Bons,
Cigar Sets,
Fancy Work Baskets,
Waste Paper Baskets,
Carpets,
Rugs,
Furniture Coverings,
Table Covers,
Curtains,
Cretonnes,
Grass Chairs,
Grass Tables,
Mahogany Chairs,
Bed Room Boxes,
Carpet Sweepers,
Linoleums,
Floor Oilcloths,
Table Cloths,
Napkins,
Fancy Towels,
Guest Towels,
Pillow Cases,
Bed Spreads,
Tea Towels,
Tea Towelling,
Crash Towelling,
Tray Cloths Hemstitched,
Cluny Lace Centres,
Cluny Lace Tray Cloths,
Five O'clock Tea Cloths,
Table Runners,
Huck Towelling,
Bath Towels,
Towelling.

Falls 1913 February Sale

Will be the most beautiful Sale we have been able to hold because we now have all the equipments of the MODERN HOUSE OF BUSINESS at command and we have all done our best to use them wisely so as to make the occasion of our FIRST FEBRUARY SALE IN THE NEW STORE worthy of our good friends.

Falls

Falls First February Sale of Overcoats

And Suits for Men and Boys. In the New store will be an event not soon forgotten—No out of season styles or left-overs. Every Suit and Overcoat is new and fresh. A Saving of \$1.50 to \$5.00 on every Suit or Overcoat you buy at *Falls* February Sale.

Best February Sale of Under Clothes and Waists Begins Saturday Morning

A very large section of the second floor will be given over to the Sale. An event planned for months ago—Extra salespeople will be ready to serve you. Some lovely Hand-made French Whitewear will be displayed.

Night Gowns 49c to \$6.00.

Drawers 19c to \$3.00.

White Dresses \$3.48 to \$15.00.

Corset Covers 19c to \$2.39.

Princess Slips \$1.29 to \$4.90.

Underskirts 79c to \$6.00.

Falls February Sale of Men's English Rain Coats

This is what the Manufacturer says about them. He is the largest manufacturer of Men's Rain Coats in Manchester, England. We stand back of every word he says.

"If this coat should appear damp on the inside after wearing, do not assume that it leaks. This condition is often caused by the condensation of moisture on the inside of the Coat from the heat of the body, on the same principle that moisture appears on the outside of a pitcher of ice water in a warm room. To determine whether the Coat leaks or not, place it over a barrel or pail and pour a quantity of water in the bag thus made allowing to remain several hours. If the water comes through, the Coat leaks, but not otherwise. This Coat guaranteed against leaking and manufacturers' defects."

When the sale opens Saturday we will place on sale the best Rain Coat in town.

At \$7.50. Falls February Sale \$4.90.

At \$10.00. Falls February Sale \$7.90.

At \$12.00. Falls February Sale \$9.90.

At \$15.00. Falls February Sale \$11.90.

Falls February Sale of Real Irish Lace

Women who like real Hand-made Irish Lace will be delighted with what we have to offer during the February Sale in; Collars, Collars and Cuff Sets, Lace and Insertion by the yard, Center Pieces, Tray Cloths, Doilies of all sizes, etc.

Opening of New Comfort Room and New Drapery Department Saturday

All the hospitalities of the store open for visitors to bring their friends and enjoy the new Comfort Room on 2nd floor. There is much more friendliness in these words of invitation than of business. A visit to the new Drapery Department will we are sure prove most interesting, 3rd floor.

February Sale of Quilted Silence Cloth

On Sale Saturday Morning one hundred yards of best quality Quilted Silence Cloth, sixty-two inches wide. It protects your polished tables. The yard 87c.

A Remarkable February Sale of Women's Winter Underwear at 19c and 39c the Garment

100 dozen Women's Winter Vests, Drawers and Corset Covers will go on sale Saturday Morning. The greatest Underwear selling Norfolk has ever known.

Each garment has a slight imperfection such as a dropped stitch or a slight stain. "The hurts don't hurt."

AT 19c there are Vests, Drawers and Corset Covers, worth up to 60c.

AT 39c there are Vests and Drawers, worth up to \$1.25.

The Underwear Sale will not begin until 10 o'clock Saturday Morning.

50 dozen pairs of Men's Wool Socks. Falls February Sale 9c a pair. They are full size, ribbed tops and seams. Only 9c, 9c, 9c, a pair.