

FALLS' 1915 FEBRUARY SALE

"How The Store Does Hum"

Good Friends are coming from far and near to attend FALLS' February Sale knowing well that they will not be disappointed---the one Sale that always, as it becomes GREATER, it becomes BETTER

To the NEW COMER to Haldimand and Norfolk we wish to invite you to Visit **FALLS** February Sale. We wish to invite you to see this Store. Larger and Finer than you will expect to see. To make a Visit, it is not necessary for you to just run through hurriedly, nor need you buy anything---If you see anything you like and care to buy, if you find it does not please you when you take it home, bring or send it back and the money you paid for it will be paid back to you without a frown or quibble. The prices are in plain figures, so a little child can buy as safely as the best judge of goods. **THE H.S. FALLS CO.**

Our First February Sale of Furniture Stands on its Four Feet.

We rest our case on our Furniture. It is good, true, honest. It is Furniture with no concealment. We like you to open doors pull out drawers, inspect locks. The Cabinet work has nothing to be ashamed of. A reduction in price from 10 to 20 per cent may mean much or little---let the Furniture speak for itself.

Our February Furniture Sale offers all kinds of good Furniture. Also all kinds of Furniture for all kinds of Home needs.

Please note the plainness, richness, solidity, improved styles and absence of tawdriness in every piece of Furniture offered during the Sale.

Parlor Suits, Parlor Chairs, Parlor Cabinets, Parlor Tables, Bedroom Dressers, Bedroom Stands, Bedroom Chiffoniers, Bedroom Chairs, Bedroom Dressing Tables.

Diningroom Buffet, Diningroom China Cabinets, Diningroom Tables, Diningroom Chairs, Kitchen Cabinets, Kitchen Chairs, Kitchen Tables.

Hall Trees, Hall Seats, Hall Mirrors, Chairs, Umbrella Stands, Bathroom Chairs, Bathroom Mirrors, Bath Stools, Bathroom Medicine Cabinets.

The Sale of Whitewear

The tables are high with Snowy Underwear---Corset Covers, Skirts, Drawers, Gowns, Princess Slips.

We simply cannot get more of certain things at the same price. Take your share of the February White Wear Bargains while you can.

February Wash Goods Display

Not only a February Sale of New Wash Goods but also a grand exhibition of the budding flowers of Spring and Summer styles of 1915. It is by far the most beautiful collection ever made by this store probably its parallel will not be seen again this season.

The Store will be very Bright during the February Sale, many of the New Springs will be On Show.

Many Big Cases of Glassware will be sold during the Sale at about Half Price. 2nd Floor.

A Rendezvous for Home Lovers

People who love their homes and like to fill them with pretty Rugs and Carpets---Art Pictures---odd pieces of imported Furniture---dainty Curtains and Draperies will be interested in the reduced prices for these goods during February. ---3rd Floor

Falls February Sale of Linens

We are not recommending haste or hurry in anything especially in selecting Linens but there are a Sale this week thousands of yards of Linens and thousands of pieces of Lovely Linen things at most reasonable cost, that are not replaceable at the price this year or next at this Store or any other store. Remember that. They include

Bleached Table Damask
Unbleached Table Damask
Damask Table Cloth
Damask Table Napkins, Tray Cloths,
Sideboard Drapes, Tea Cloths,
Lunch Napkins, Doilies,
H. S. Towels, Embroidered Towels,
Bath Towels, Guest Towels,
Cluny Lace Tea Cloths, Cluny Lace Doilies,
Crash Towelings, Glass Cloth,
Brown Holland Embroidered Linens,
Linen Pillow Cases, Fancy Huck Towelings
Dress Linens, Motor Linens,
Pillow Linens, Handkerchief Linens,
Bath Toweling, Honey Comb Toweling,
Terry Toweling, Dresser Scarfs,
Pillow Shams, Linen Sheets,
Cup Towelings, Cup Towels, Glass Towels.

Falls February China Event

We are frank to confess not in a spirit of boastfulness but rather by way of apology that to correctly describe the charming collection of China displayed for this Sale is a task beyond the writer, one at least may be sure that the wares are worth coming many miles for and that you will be able to make your selections from a stock that has not a rival in Brantford, Hamilton or London. The most sensible advice that we can give is that you come to the Sale and you can see---The

THE WHOLE FINE SHOWING YOUR-SALE. 2nd Floor

"It's a Sale Alright"

The above is the way a customer expressed herself last Saturday when she visited the Store and saw the Bargains and the Crowds---This about Covered the whole ground.

After all It is the Furniture that makes a Furniture Sale Great

The Test of the Sale, like the test of the Furniture is---Stamina---Please note the space above is almost equal to the entire space we occupied a couple of years ago.

THE H.S. FALLS CO.

If a Woman Wants Anything in Furs Now Is The Time To Get Them

Furs have Struck Bottom. It will be a good while before there is another opportunity to Buy fine Dependable Furs at these Prices. THESE MINK MUFFS AND NECK PIECES are all made from CHOICE NATURAL Mink. The MUFFS are very large and beautiful and the Neck Pieces are VERY STYLISH.

\$33.00 for \$50.00 Mink Muff.
\$43.00 for \$65.00 Mink Muff
\$40.00 for \$60.00 Mink Muff
\$33.00 for \$50.00 Mink Neck Piece
\$43.00 for \$60.00 Mink Neck Piece
\$65.00 for \$100.00 Mink Neck Piece.

"Choice Black Fox Furs"

One only \$85.00 Set for \$65.00
One only \$40.00 Muff for \$27.00
One only \$25.00 Neck Piece for \$17.00

Persian Lamb Furs---not many left
One only Neck piece worth \$37.50 for \$25.00
One only Muff worth \$25.00 for \$17.00.

Western Sable one only Set worth \$41.50. February Sale Price \$28.

Very Fine Black Wolf Sets to go as Below

2 Only Sets worth \$35.00 Sale Price \$33
2 Only Sets worth \$45.00 Sale Price \$30.00

Rush out price on a lot of odd Muffs and odd Neck Pieces worth up to \$12.00
Rush Sale Choice \$4.90, Very desirable furs they are but the sets have been broken. Muff and Neck Piece.

Natural Sable---Years and Years of Service in this good looking Fur

\$13.00 for 20.00 Natural Sable Muffs
\$17.00 for 25.00 Natural Sable Muffs
\$22.00 for 35.00 Natural Sable Muffs
\$17.00 for 25.00 Natural Sable Neck Piece
\$22.00 for 35.00 Natural Sable Neck Piece
\$27.00 for 35.00 Natural Sable Neck Piece
\$32.00 for 48.50 Natural Sable Neck Piece

White Tibet Furs---Very Beautiful
Muff Special \$6.00 Value for 4.00
Neck Piece Special \$10.00 for 7.00
Neck Piece Special \$13.00 Value for 9.00

Men's Furs In The Sale
Men's Raccoon and other Fur Coats a good Investment

\$54.00 for 70.00 Raccoon Coat
\$58.00 for 75.00 Raccoon Coat
\$57.00 for 77.00 Raccoon Coat

3 Only Men's Black Dog Coats heavy Quilted Lining. Splendid Wearing Coat February Sale each \$17.90

FEBRUARY BARGAINS Item-I Z E D

We reserve the right to restrict quantity. White Flannellette goods quality 24 in. wide 61 cents a yard.

Soft Fine Factory Cotton free from Specks 32 in. wide 20 yards for \$1.00

Dainty White Lawn Aprons nicely finished with lace and pocket Each 10 cents.

Men's Raccoon Gauntlets well furred, dog skin Palm liberal Sizes. Value \$5.00 February \$1.90 a pair.

Boys' Flannel Lined Underwear Shirts and Drawers all sizes the garment 19 cents.

Women's Black Jersey Undershirts Sateen Fritl Worth \$1.50 Sale 1 10

Natural Shantung Silk 32 in. wide Very Pure quality Sale Price 39c a yd.
Heavy Paillette Silk in Colors of Tan, Green, Navy and Copenhagen etc. 36 in. wide. Value \$1.25 Sale Price 80c

Black Duchess Silk, Lustrous Quality 38 in. wide Special \$1.25 Value for 97c During February Sale.

Odd Lines of Ladies Neck Wear, lots of choice clearing Half Price.

Men's Heavy Work Pants made of Strong Heavy Tweeds. Regular \$2.00 for 1.39 pair.

Boys' Tweed Suits in the Norfolk Style, Bloomer Pants. Regular \$1.00 for 2.90.

A Special Men's Knock-a-bout Suit all sizes, well made Regular \$3.50 for 5.40.

Men's Business Suits these are exceptional values in our \$12.00 value extra Special \$9.90.

Men's Night Gowns in White Cotton or Flannellette in White or Striped Regular \$1.25 for 98c.

Black Mohair Sho. Laces in Ladies or Gents Regular 10c To clear 6 pair for 5c.

Gowns and Skirts Regular \$3.50 Value for 1.69.

Wash Shirts in Striped Zephers all fast colors Reg \$1.00 for 49c.

Women's Black Sateen Undershirts all fast Blacks, well made Regular 90c for 49c each.

A Table of Dainty Waists in Crepes, Mulls and Embroidered effects Regular \$3.50 to 5.00 or 1.98.

Ladies Moireen Undershirts in colors and Black Regular \$3.00 and 4.50 Choice 1.59.

Morning Waists in Wrapperette neat designs Regular 1.00 for 59c each.

English Check Gingeam Aprons with or without bib for 49c each.

Women's Stripes Flannellette Drawers, Heavy Quality Regular 25c for 15c pair.

Ladies Dresses made of Fine Quality White embroidery slightly soiled, at the price should go quick, Regular \$3.50 to 12.00 Extra Special 2.90.

Make it a point to see these Dresses, only slightly shop soiled, styles are good made of the finest of material 30 in the lot the cheapest is \$18.50 others at 20.00 up to 25.00 Rush out 5.90 each.

A lot of Summer Street Dresses for Women. All good styles Regular \$4.00 to 6.00. Clean up for 1.90 each.

Womens Dress Skirts New Season's Styles in Serges, Tweeds, Panamas etc. Regular \$5.00 and 6.00 for 2.49 each

6 only Ladies Street Dresses in Serges, Black Navy and Tans. Regular \$10.00 and 12.50 for 3.95 each

3 doz. only in the lot Ladies Waists, Regular \$1.00 Value Clear out 35c each.

Children's Warm Winter Coats Fit ages up to 6 years, Regular 4.50 to 6.00 Choice 2.75 each.

A China Clearing Cups and Saucers, including a few Mugs Regular 10c to clean up 5c each.

Another lot of Cups and Saucers Regular 15c to clean out 9 cents each.

10 only Street and Evening Dresses in Silks, very fine values. See these at Half Marked Prices.

Ladies Winter Coats, half price during the Sale.

Odd pieces of Old English Mahogany including small tables, chairs in plain and upholstered chair frames. Marked to clear.

Bedroom Curtains in Brussels, Net, blue Oriental border. Reg. \$1.25 for 70c pair.

Odd lot of furnishings, trimmings, reg. 10c values to clean up at 3c yard.