

"THIS IS THE LAST"

That Will Be Said About FALLS' 1915 February Sale Of Furniture, = Beds, = Bedding = And Mattresses

So let what we have to say be straight to the point. It means dollars to the housekeeping. It will be six months anyway before you will again have an opportunity of buying FALLS' Furniture at Prices quoted below.

MONDAY, MARCH 1st—Not one of these things will be purchasable for the prices at which they are marked during February.

We cannot begin to describe all the beautiful Furniture on Sale. When we tell you that we can furnish a title two-storey home more cheaply than it has ever before been furnished in Norfolk or Haldimand and that we are prepared to furnish the handsomest home in the above counties for as little or less than any Furniture Firm in Canada, we are telling you what is quite true. We are sure you will see what we mean when you visit our Furniture Department during February and see the beautiful goods on sale and the prices they are marked.

Extension Tables Reduced to \$45, \$20, \$14.85, 13.40 and 10.80.
Dining room Chairs in sets of six, reduced to \$30, 22.50, 18, 15, 13.50, 11.70, 9.75, 8.90 and 7.95.
Buffets reduced to \$72, 33.50, 25, 22.50, 21 and 17.95.
China Cabinets reduced to \$49.50, 27, 22, 17.90, 16.90 and 13.50.
Chiffoniers reduced to \$46.50, 31, 22.50, 19 and 22.
Dressing Tables reduced to \$18, 17.90, 12.15 and 12.25.
Book Cases reduced to \$13 and 10.
Fancy Chairs reduced to \$36.50, 26, 22.50, 18.50, 15.90, 13.50, 12, 10.50 and 8.55.
Rockers reduced to \$15.75, 13.50, 9, 8.55, 10.80, 6.90, 4.50, 4.40, 3.40, 3.15, 2.25, 1.90 and 1.35.
Davenport reduced to \$43.50, 42.50 and 34.25.
Burling Suite, 3 pieces, reduced to \$47.25, 40, 32.40, 31.50, 22.50 and 21.
Library Tables reduced to \$15 and 8.90.
Brass Beds reduced to \$27.50, 26, 24, 21.75, 21.15 and 20.25.
White Enamel Beds reduced to \$14.50, 12, 10.90, 9.90, 8.90, 6.60, 6.30, 5.80, 4.80, 3.90 and 2.29.
Wood Beds reduced to \$32.40, 22.50, 24.50, 18 and 16.20.
Bedroom Suites reduced to \$158, 135, 112, 90, 81, 68, 58.50, 45, 31.50 and 22.50.
Mattresses reduced to \$27.50, 22.50, 20, 13.50, 9.50, 8.50, 5.95, 5.15, 4.50 and 3.15.
Bed Pillows reduced to \$4.95, 3.25, 3.15, 2.70, 1.98, 1.35 and 1.15 a pair.
Bed Springs reduced to \$24.50, 3.25, 3.60, 2.70 and 1.70.
Drawing room Tables reduced to \$9, 7.10, 6.90, 4.90, 3.15 and 2.70.
Couches reduced to \$39, 15, 13.50 and 6.90.

Falls February Apron Sale Begins Saturday and will be long remembered.

Gingham and Print Aprons for 12c, 15c, 19c, 29c and 39c. Worth nearly double.
White Tea Aprons for 10c, 12c, 15c, 19c and 29c. Worth nearly double.
Dustless dusting is a Sanitary Fact now, though there isn't so much dust since the vacuum came. All the Dust Specialties include Dust Mops, Dust Dusters, Wall Brushes, Bannister Brushes, Radiator Brushes, Floor Mops, Vacuum Sweepers are here and at reduced prices for February.
A Waist Paper Basket in every room saves a lot of tidying up, a lot of clever ones from Japan. Prices 39c, 75c, 90c, \$1, 1.15, 1.25 and 1.50.

In Time for Falls February Sale

"60" Boys Smart Tweed Suits full Bloomer pants, Norfolk Coat, made from neat patterns in Brown and Grey Tweeds. Sizes to fit boys up to 16 years. Regular \$4.00. Our February Sale price is, choice \$2.90—the maker advises us he will not be able to fill any further orders to sell for \$2.90.

If we are to have six weeks more of winter, then it is all the more news to read that Saturday we shall place on Sale 27 of the finest \$12.00 Men's Overcoats that we have handled this Season your choice \$8.90 all sizes.

If you are interested in some very beautiful Dinner Sets at a Saving of nearly One-Third, visit **HS FALLS** China Display during the February Sale and see the sets at \$9.90, 11.90, 13.90, 16.55, 20.25, 22.50, 25, 33, 41.75, 45.50, 46.50, 53.50 and 77.45.

New Spring Models in Misses Tailored Suits will be offered Saturday at \$9.90. Colors are Navy, Black, Brown, Tan, Grey and Olive to fit Juniors 12, 14, 16, 18 years. The Coat is a very Smart Style, the Skirt is the new Flare effect at \$15 value for \$9.00.

We Do Not Know Of A Time When 'F-U-R-S' Spelled More Comfort and Cost So Little Money

Everything Points to much Higher prices next year for fur whether you buy them from us or from somebody else. This is the time to buy them—you may go farther and fare a great deal worse.

—\$33 for \$50 Mink Muff.
—\$43 for \$65 Mink Muff.
—\$40 for \$60 Mink Muff.
—\$33 for \$50 Mink Neck Piece.
—\$43 for \$65 Mink Neck Piece.
—\$65 for \$100 Mink Neck Piece.

Choice Black Fox Furs

—one only \$85 Set for \$55.
—one only \$40 Muff for \$27.
—one only \$25 Neck Piece for \$17.

Persian Lamb Furs—Not Many Left

1 only Neck Piece, worth \$37 for 25.
1 only Neck Piece, worth \$40 for 27.
1 only Muff worth \$25 for 17.

Western Sable

One only Set worth \$41.50, February Sale Price \$28.00.

Ermine Set

One only—Large Pillow Muff, full sized Neck Piece, \$50 cut to 19.

The Annual February Sale of Rugs and Carpets

People are buying more and better Carpets and Rugs at this February Sale than at any previous one—wisely too—all prices on Domestic and Foreign Carpets have been withdrawn—luckily our stocks are large and very beautiful. They will remain throughout February at Reduced Prices.

There are two sides to almost every question. We state our side of the Carpet and Rug Question.

A We know something about Carpets having been in the business for a great many years.

B We have special relation in this County and Abroad with almost all the best makers.

C Almost all of the makers of Carpets, with whom we do not deal—is to the advantage of our Customers.

D The largeness and completeness of our stocks leave no room to doubt as to where the fullest assortments are.

E Everyone is relieved here from trouble about the reliability of Carpets and Rugs.

F None has to bother and imagine "how things will look at home" as abundant of time and space are given to lay them out, so you can see the effect.

—There are sparks of Truth that fly from the Carpets and Rugs into the faces and minds of all but the dim sighted.

HS FALLS

February Sale Prices Are CASH

Railway Squabbles

THE INTER-COLONIAL & C. P. R. The steamer Torr-head sailing from Glasgow to St. John, N.B. docked at St. John Jan. 29th, she had on board the largest consignment of Linoleums ever brought over by us, must have been a considerable ship ment when Corporations like the Inter-Colonial and the C.P.R. squabble for over a week as to who had the right of transporting the shipment. A cable from our shipper in Scotland settled it and the Linoleums are now displayed in our Basement. It's a grand lot, printed and inlaid, 2, 3, 3, and 4 yards wide. The most beautiful patterns we ever offered during February Sale. The square yd. 68c, 55c, 54c, 45c, \$1.12 and 90c.

It is Practically a Brand New White Wear Sale that Begins this Week

The gaps left by the past two weeks of lively selling have been closed as effectually as the level of a spring restores itself after you have dipt a cup full of water from it. This week the tables are again piled high with snowy white Shirts, Corset Covers, Drawers, Night Gowns, Princess Slips. Some of the new comers are described below:

GOWNS

Nainsook Gown, Kimona Style, lace edging around neck and sleeve, with ribbon drawn through in assorted sizes at 48c each.

Nainsook Gown, open front style, yoke trimmed with small tucks, lace edging around neck and sleeves. Sizes 56 to 60 at 64c each.

Kimona Style Nainsook Gown, embroidery beading at neck and sleeves, with ribbon at 73c each.

Fine Nainsook Gown, Kimona Style with round embroidery yoke, neck and sleeves trimmed with lace and satin ribbon, 79c ea.

Nainsook Gown, Kimona style, embroidery beading at neck and short sleeves. Satin ribbon drawn through at 77c each.

Gown of Nainsook, low neck and short sleeves, yoke of Brussels lace, edging to match around sleeves and neck at 98c.

Kimona style gown of soft, white crepe, neck and sleeves finished with edging of Brussels lace 98c.

Nainsook gown with square yoke of pin tucks and long sleeves with embroidery edging 98c.

Fine Nainsook Gown, open front and short sleeves, embroidered yoke and edged with neck and sleeves 98c.

Dainty Gown of white Nainsook, square yoke of Val lace and embroidered short sleeves edged with val lace at \$1.48.

Pretty gown of soft white Nainsook, yoke and sleeves of Brussels, slip over style, with satin ribbon around neck at \$1.29.

Pretty gown, in slip over style, yoke of Brussels lace and open work embroidery lace edging at neck and sleeves \$1.29.

Pretty Nainsook Gown, yoke and sleeves of open work, embroidery satin ribbon drawn through beading around yoke \$1.48.

Open front gown of good quality Nainsook yoke of Heavy Torchon Lace and Embroidery, with Satin Ribbon \$1.19.

Fine Nainsook Gown, slip over style, yoke of one swiss embroidery and Val lace trimmed, with satin ribbon \$2.50.

Dainty Nainsook Gown, deep yoke of val lace and fine embroidery short sleeves trimmed with lace \$2.50.

Good quality Nainsook Gown, open front, high neck and long sleeves, yoke of fine embroidery, with edging of neck and sleeves \$1.29.

Dainty Gown of Soft white Nainsook, square yoke of Cluny lace and edging at sleeves \$4.40.

White Nainsook gown in extra large sizes open front and long sleeves trimmed with tucks and embroidery edging at \$1.48.

Dainty pretty gown of Nainsook yoke of Cluny lace and short sleeves trimmed with lace and satin ribbon at \$1.79.

Nainsook gown Empire, yoke and sleeves of fine Swiss open work embroidery, satin ribbon drawn through yoke at \$1.98.

Pretty Nainsook gown, slip over style, yoke and sleeves of fine embroidery and val lace trimmed with satin ribbon at \$1.98.

Gown of fine white Nainsook Kimona style, yoke and sleeves of Brussels lace and embroidery trimmed with satin ribbon at \$1.79.

Nainsook gown of good quality, round yoke of Maltese lace, sleeves trimmed with lace also at \$2.50.

Fine White Nainsook gown, slip over style, round yoke of fine torchon lace and embroidery, with satin ribbon drawn through. \$1.48.

Ladies Underskirts

Good quality Nainsook skirt, flounce of pin tucks and hemstitched hem, assorted sizes, 44c each.

Nainsook petticoats deep flounce of Torchon lace and insertion 68c.

Nainsook petticoats, bottom trimmed with row of embroidery insertion and Brussels lace 79c.

Good quality white duck Petticoate, scalloped around bottom 98c each.

Nainsook Petticoat, deep flounce of open work embroidery, over dust frill at 98c.

Good quality Nainsook petticoat, flounce of Swiss embroidery in assorted patterns with dust frill 98c.

Nainsook petticoat with embroidery flounce of good quality embroidery at \$1.19.

Good quality Nainsook Petticoat, embroidery flounce and dust frill 73c.

Nainsook petticoat, deep flounce of heavy Torchon lace and insertion, also dust frill 90c.

Good quality Nainsook petticoat, embroidery flounce and row of embroidery insertion at \$1.48.

Nainsook petticoat, frill of heavy lace and also insertion at top of frill at \$1.48.

Fine Nainsook petticoat, deep flounce of fine Swiss embroidery and insertion at top of frill at \$1.48.

Fine Nainsook petticoat deep flounce of fine Swiss embroidery and insertion at \$2.44.

Fine Nainsook Petticoat, deep flounce of fine val lace and embroidery trimmed with satin ribbon \$2.98.

Dainty fine Nainsook petticoat, deep flounce of fine embroidery at \$2.98.

Nainsook petticoat, flounce of open work embroidery at \$1.19.

Nainsook petticoat, flounce of fine val lace at \$1.19.

Drawers

Nainsook drawers, perfectly plain tucks a hemstitched hem open and closed styles 19c

Cambric drawers, frill of fine tucks and hemstitched hem, both styles 23c.

Nainsook drawers, frill of wide tucks, hemstitched 23c.

Nainsook Drawers, trimmed lace and insertion 39c.

Fine Nainsook drawers, frill of pin tucks and edged Torchon lace 44c.

Fine Nainsook drawers, frill of tucks and embroidery 50c.

Good quality Nainsook drawers with embroidery frill 75c.

Good quality Nainsook fine embroidery frill with ribbon drawn through 50c.

Fine Nainsook drawers, frill of embroidery and val lace \$1.19.