

WEDNESDAY

Subscriptions—Our dollar per year strictly in advance; if not paid to advance a dollar and a half will be charged. United States papers 50c extra, strictly in advance.

We are at all times pleased to receive local news. Send or bring in the facts, we'll do the rest. The earnings and gains of Hamilton and Norfolk people are always welcome items of news.

If you wish your address changed, give old as well as new address.

ADVERTISING RATES

Yearly contract rates on application to publisher.

Reading notices—No reading notice advert any day except amount or number of words money to be made by any person or cause will be inserted in The Record without charge, except when the job-work for the same is executed at the Record Job Department, when one small reader will be given gratis. The price for the insertion of business announcements is five cents per cent line each insertion.

Notice to Advertisers—Changes of copy for contract advertising must be in the hands of the printers by Monday noon, at the latest, each week.

While willing at all times to do what is possible to accommodate patrons, we must, in justice to them and to ourselves, insist on a strict enforcement of this rule.

Judicial, Legal, Official and Government notices—Eight cents per line (12 lines to inch) for the first insertion, and five cents per line for each subsequent insertion.

Small Ads—Condensed advertisements of such a nature as "Lost," "Found," "Situation Wanted," "To Rent," "For Sale," etc., not exceeding six lines 25c per insertion; 5 insertions \$1.00.

Advertisements ordered for insertion without written instructions will appear until written orders are received for their discontinuance.

MRS. ELVA RODGERS, Publisher

NOTICE TO Farmers!

I have secured a first class harness maker and wish to announce that I am prepared to take orders for all kinds of harness, single or double, all hand made, and of guaranteed first class work.

J. J. COONAN JARVIS, ONT.

Cut This Out

It is worth your fare to Hamilton and return on an account of \$10.00 or over.

DR. W. L. WILLIAMSON, Dentist

3 Blocks west of King St. Station Hamilton.

BROWN'S TREES

The best that can be grown. Who is our agent in your town?

BROWN BROTHERS COMPANY, Nurserymen, Limited. Brown's Nurseries, Welland Co., Ont.

PATENTS PROMPTLY SECURED

In all countries. Ask for our INVENTOR'S ADVICE, which will be sent free. MARION & MARION, 204 University St., Montreal.

Go to

A. RODGERS

Repairing & New Handmade Boots and Shoes.

A. RODGERS, JARVIS, ONT.

Agent for Canadian Wallpaper Co. See Our Samples.

This Week at FALLS' Store "In the Midst of Our GREATEST FEBRUARY SALE"

One of the most interesting spots in this Big Building during the February Sale is the China Department.

\$9.50 will buy a 95 piece Dinner Set that cannot be duplicated again this year for \$12.00.

The same is true with a 98 piece Dinner Set, regular \$15.00 selling \$12.50—A 106 piece Dinner set, regular \$25.00, selling for \$19.00—A 98 piece Dinner set regular \$27.50 selling for \$22.50—A 129 piece Dinner set, regular \$37.50 selling for \$31.50—A 123 piece Dinner Set, regular \$55.00 selling for \$42.50—A 129 piece Dinner Set, regular \$87.50 for \$77.00.

All our Street and Evening Silk Dresses will be in this great February Sale. Spans will not permit details. Regular \$12.00 and 15.00, clearance price \$7.99. Regular \$20 and 25, February Sale \$12.49.

Five only Women's Velvet Suits, trimmed Military Brand and Fur, special \$25.00 value, this sale \$17.99.

February Clearance of Dress Trimmings, many kinds in the offering, regularly priced at 40 to 75c, take your choice at 15c a yard.

Brush Sale of trimmed Millinery. Any Hat in the Millinery Shop, regular \$3.50 to 5.00, for a quick clearance, your choice 99c.

Fancy Goods Department offers Eider and Berlin Wools in many colors regular 12 1/2 for 5c an ounce. Spool Hosiery regular 15c for 5c each. White and colored Hosiery Flies, clearing 6 sheets for 5c. White Twilled Lace Threads 200 yards on a spool, regular 10c this sale 3 for 10c.

Men's Winter Underwear 30c. A Table of men's Warm Winter Woolen Shirts and Drawers, full size, natural grey, regular 60c the garment, February Sale 30c.

Raccoon Gauntlets: 5 pairs only Men's Raccoon Gauntlets, well furred, real Dug Palma, regular \$5, this sale \$1.95 a pair.

Prillate Silks. Hundreds of yards in the sale, 36 in wide, wear guaranteed, regular \$1 value, February Sale 69c a yard.

Eiderdown Quilts, reduced to \$1.39: 10 only imported Quilts, covered with art Cambric in neat floral designs, ventilated, full size, clearing at \$3.39 each.

Women's Winter Coats to go at \$7.50 that are worth \$10, 13 and 15. This is a good reasonable February Bargain.

Women's Serge Skirts, \$2.49 each. Read this week in the Garment Department 3 dozen women's All-Wool Black and Navy Serge Skirts, fashionable fullcut, all sizes, real \$4.50 value, February Sale \$2.49 each.

The Falls Famous Bungalow Aprons. They are made a little fuller and better than any Apron selling at 50c. All sizes, in light and dark, during the February Sale, 39c each. 25 dozen Kitchen Aprons in Prints and Ginghams, liberal sizes, regular 35c, at this Sale 19c each.

A Great Sale of Torchon Laces. 4 values are listed. Many others at the lace counters:

- 1/2 inches wide, 12 yards for 25 cents. 1 1/2 inches wide, 12 yards for 39 cents. 2 inches wide, 12 yards for 39 cents. 2 1/2 inches wide, 12 yards for 60 cents.

Men's Heavy Overalls, 79 cents a pair instead of \$1. Great piles of these Overalls for this sale. Plain Black, Blue and White Stripes, and striped Cottonades, all sizes, dollar value, for 79c a pair.

Glass Tumblers in the Sale. Four displays of these:

- 1st. Good clear Glass Tumblers, the dozen 29 cents. 2nd. Crystal Glass Tumblers, the dozen \$2.60. 3rd. Fine Crystal Glass Tumblers, the dozen \$5.00. 4th. Rich Cut Glass Tumblers, the doz. \$5.75 to 7.75.

February Selling of Curtain Scrims and Nets. Make a note to see the offerings in these goods at the yard 8c, 15c, 19c and 29c.

Men's Fur-Collared Coats at this Sale \$12.99. The February Clearance takes in a lot of men's Black Beaver Coats with quilted lining, interlined with Rubber. Shawl Fur Collars, that are worth \$17 to be sold for for \$12.99 each.

Men's Baked Coats for Very Little—5 only to offer, natural Hat Lining, Black Beaver Shell, Persian Lamb Collar. \$33 for a man's Ru. Lined Coat that is worth \$45.00—\$43 for a man's Ru. Lined Coat that is worth 55.

Sheetings 19c a yard. Hundreds of yards of Bleached Sheetings, plain or twilled. This Sale the yd. 19c. Our entire stock of Sheetings including Horrockses, fine and Imported Sheetings, and Pillow Cottons are reduced for our February Sale.

Imported Kimono Gropes, 19c instead of 25c a yd. A special showing of these source goods, 50 different designs, all new dainty shades, worth 25c a yard, selling for 19c.

Opening Sale of Spring Gosh Goods, two large tables of them:

1st Table—Embroidered Gropes, Cotton Suitings, Muslins, Quaintos, Batons, etc., worth up to 35c, your choice 19c a yard.

2nd Table—The Great Showing of Spring Wash Fabrics, 38 inches wide, worth 50c and 60c, your choice 29c a yard.

See piles of Remnants in Staple Department, Twillings, Table Linens, Prints, etc. Lengths 2 to 5 yd. Ready for use, Pillow Cases, nearly one thousand of them, sizes 40, 42 and 44 inches, this Sale 2 for 25c. All are nicely made with wide hem. Circular Pillow Cotton, widths 40, 42, and 44 inches. February Sale price, the yard 19c.

Our yearly Sale of Bed Spreads is on. All are full size. See the heaps of them at 89c, \$1.19, 1.39, and all between prices up to \$5.49.

Hundreds of Bath Towels, good quality at the pair 25c. Other values at 19, 20, 39, 49, 59, 79 and 99c each. Women's Waists, see the large table heaped with them, values regular \$2.75 to 3.00, choice \$1.59.

Children's Coats \$2.98. February Selling of Children's Coats, broken sizes, prices from \$4 to 6.50, clearing Price, choice 2.98.

Silk Skirt Bargain. A Table of Silk and Satin Undershirts, black and colors, regular \$2.75 to 3.50, your choice at this sale \$1.59.

Real Hudson Seal Coats—5 only of them, full length, lined with guaranteed Satin worth \$25.00 and 150.00, your choice at this Sale \$94.00.

Jap Silk Waists, reduced. Three Big values in women's Jap Silk Waists, White only, regular \$2 for 1.39, reg. 3.25 for 1.75, reg. 5 for 2.95.

Falls February Sale of Irish Linens, Table Cloths, Napkins, and Table Linen by the Yard—Everything comprised in this one year Linen Sale is all our own choosing. Ever design selected by ourselves. Every dollar worth purchased nearly a year ago. The prices are at least 25 per cent below the market and they tell their own story.

In connection with our February Sale it is proper that we should call attention to our abundant stocks of Cottons, all bought nearly one year ago. Our prices on the following list will interest every woman. Bleach-

Sheeting, Unbleached Sheetings, Circular and Plain Pillow Cottons, Lawn Batiste, Muslin, Robe Muslin, Dimities, Nainsook, Embroidery Cotton, Valenciennes Cotton, Twilled Night Shirt Cloth, Butter Cloth, Bedford Cases, Piques, Swiss Spot Muslin, Check Muslin, White Vestings, Etc., Etc.

Kiddies Blankets: Crisp Blankets in Pink and Sky, this Sale 39c each. Crisp Blankets, White with Pink and Sky border, size 36x50 inches, this Sale 79c each.

\$20.00 saved on Women's Hat Coats. 4 only of them, full length, well furred, Natural Hat, Beautifully lined with heavy Satin. It is an opportunity. These Coats are worth \$75. For quick clearance to be sold for \$59.00.

Bleached Flannelettes 67c a yard. White pure bleached Flannelette very soft fine quality, this sale the yard 64c. Limit 10 yards to a customer.

Gas Mantles, 4 for 25c. Not again this year can you buy Gas Mantles at 4 for 25c. One thousand of them at this price. Everyone guaranteed. Upright and inverted.

Shantung Silks 47c a yard. We are holding a large stock of this very popular imported Silk 33 in. wide, fine sheer quality, extra value at 60 cents a yard, this Sale 47 cents.

Dress Mulls 19c a yard. Silk Dress Mulls in Essida Green and Pearl Grey, 23 in. wide, fancy designs, less than half price, February Sale 19c a yd.

Specials in Embroideries: large variety, widths 1 to 8 inches, selling at 8 and 9 cents a yard.

Mothers will fill their Hosiery Wants. Children's fine Ribbed Cashmere Hosiery, sizes 5 to 8 1/2, value 30 and 35c for the large sizes, this Sale the pair 22c, all sizes.

Ventilation: Doctors all say that lack of Ventilation is one of the causes of Winter maladies. You never breath yesterday's air to-day in Falls' Store. The light and sunshine streaming through these 225 glass windows and the system of ventilation keeps this big place clean and sweet.

A Plate Sale: A large table filled with plates, all sizes and kinds, ready for selling this week at 4c each.

In Falls February Furniture Sale are:

- Fine specimens of easy chairs, —Writing Desks, —Bed Steads, —Bureaus, —Dining Tables, —Kitchen Cabinets,

—And all kinds of Chairs, Sofas, Tables and Couches. Everything from a Kitchen Chair to a Drawing Room Suit. What wise people save at Falls' Furniture Sale goes a long way towards putting the rugs on their floors and curtains on the windows. Falls Furniture will delight the owners more every year they live with it and it will cost you less money than any other Furniture Store. Only One Stipulation. It Must Be Paid For When Delivered, which we do free of charge to any part of Norfolk or Haldimand. We do not sell Furniture on the Installment plan.

A Voluntary Loss

EVERY MAN'S OVERCOAT IN STOCK TO BE SACRIFICED

—These Overcoats Wear The Kingpin of Value at Their Original Price. Every Garment Sold in This Sale Means a Loss to Us and a Gain to You, and the Bigger the Bargain You Get the More You Rub it in. Our Entire Stock of Men's Overcoats Are Now Grouped in the February Sale in Two Lots, the Greatest Overcoat Bargains You Ever Saw. Come and See and You will Not be Disappointed. All Sizes.

—LOT 1.—All our Overcoats that are Worth Up To \$13.50. February Sale Price, Choice \$8.00

—LOT 2.—All of our Overcoats that are Worth Up To \$18.50; February Sale Price, Choice \$11.00

—If it is real variety you are after, real saving, and real merit in Men's Overcoats, come to the greatest February Sale ever held by THE H. S. FALLS CO. OF SIMCOE, LIMITED.

Falls' Big Yearly February Sale of Men's Suits Begins Saturday

IT IS NOT A SLOW AFFAIR

—It is a big reduction sale of our entire stock of men's suits; including all of our fine navy blues, colored English worsteds and fine tweeds. We have not gone through our clothing stock and picked out a few "lemons" and stickers and reduced them. Every man's suit is reduced and the reductions demand prompt action, for they are unusually liberal—too liberal to hang around for late comers. GET TO THE SUIT SALE EARLY, for what you put off till to-morrow some other fellow will put on to-day. These are the facts of a sale of men's suits, the likes of which have not been known here or elsewhere. Our entire stock is divided into five lots.

Plenty of Extra Sales People to Wait on You

H. S. FALLS CO. OF SIMCOE, LIMITED.

