



FALLS FEBRUARY SALE WILL BE SHORTENED THIS YEAR. IT WILL RUN FOR TWENTY-TWO DAYS ONLY, BEGINNING SATURDAY.

FALLS FEBRUARY SALE WILL NOT RUN THE ENTIRE MONTH. IT WILL OPEN SATURDAY, FEB. 3RD AND CLOSE SATURDAY, FEB. 24TH.

# WHEN YOU CONSIDER!

THE MANY DIFFICULTIES, THE PRICES OF COTTON AND WOOLLEN GOODS AND LINENS, THE GREAT DEMAND FOR THEM, THE SCARCITY OF SKILLED WORKERS, IT IS A PRETTY BIG ACHIEVEMENT FOR THE FALLS STORE TO PRESENT TODAY

## Its Famous February Sale

WITH PRACTICALLY ALL PRICES AS LOW AS LAST SPRING. A YEAR AGO WE WENT INTO THE MARKETS "WITH A FINE-TOOTH COMB," TO USE A HOMELY PHRASE, AND MADE HEAVY PURCHASES WHEREVER DESIRABLE (OUR KIND) OF MERCHANDISE COULD BE FOUND. TODAY WE ARE HOLDING GREATER STOCKS THAN AT ANY PREVIOUS TIME. OUR RESERVE ROOMS ARE BULGING FULL, ACTUALLY TO BE SOLD DURING OUR FEBRUARY SALE, AT MUCH LESS THAN WHAT THE SAME ARTICLES CAN NOW BE PROCURED FOR. STILL A GREATER SCARCITY, PRICES QUOTED TODAY BY MANUFACTURERS ARE IN MANY CASES

NEARLY TWICE AS MUCH AS A YEAR AGO—AND WHAT IS EVEN WORSE, QUITE A NUMBER OF THINGS, SUCH AS FINE LINENS, ETC., WE ALWAYS LIKE TO SELL, ARE NOT TO BE HAD AT ALL, ANYWHERE, AS THE PEOPLE WHO MADE THEM HAD "TO SHUT DOWN," OWING TO THEIR WORKERS BEING CALLED OUT FOR SERVICE IN THE FIELD AND ELSEWHERE. THERE IS NO SCARCITY HERE, YET. YOU POSITIVELY WILL NOT FIND THE LIKE OF IT IN ONE STORE OUT OF A THOUSAND.

*H.S. Falls*

### Falls Greatest February Furniture Sale Begins Saturday

The test of a Sale, like the test of the Furniture, is Stamina. People who love their homes and like to fill them with really good furniture at greatly reduced prices for 22 days should visit our Furniture Department (3rd Floor) and see the fine showing and great saving on—

- Drawing Room Suites
- Bedroom Suites
- Dining Room Suites
- Separate Chairs
- Davenport
- Lounges
- Dea Furniture
- Kitchen Furniture
- Library Furniture
- Kitchen Cabinets
- Separate Tables
- Chesterfields

### It's Like Parting With An Old Friend

THE LETTING GO OF THESE FINE LINEN THINGS THAT WERE BOUGHT CONSIDERABLY OVER A YEAR AGO, AND CANNOT BE DUPLICATED—BROWN'S DOUBLE DAMASK PURE "SHAMROCK" LINENS THAT ARE TO BE SOLD IN THIS FEBRUARY SALE.

- 25 dozen Brown's "Shamrock" Linen Napkins, 20x20 in., worth \$4.50 dozen. February Sale ..... **\$3.78 dozen**
- 15 dozen Brown's "Shamrock" Linen Napkins, 22x22 in., worth \$3.00 dozen. February Sale ..... **\$2.48 dozen**
- 27 dozen Brown's "Shamrock" Linen Napkins, 22x22 in., worth \$5.00 dozen. February Sale ..... **\$4.37 dozen**
- 9 dozen Brown's "Shamrock" Linen Napkins, 22x22 in., worth \$4.50 dozen. February Sale ..... **\$3.78 dozen**
- 11 dozen Brown's "Shamrock" Linen Napkins, 24x24 in., worth \$6.50 dozen. February Sale ..... **\$5.48 dozen**
- 8 dozen Brown's "Shamrock" Linen Napkins, 24x24 in., worth \$5.00 dozen. February Sale ..... **\$4.37 dozen**
- 6 dozen Brown's "Shamrock" Linen Napkins, 24x24 in., worth \$8.00 dozen. February Sale ..... **\$6.73 dozen**
- 9 dozen Brown's "Shamrock" Linen Napkins, 27x27 in., worth \$11.00 dozen. February Sale ..... **\$9.48 dozen**

### Brown's "Shamrock" Pure Linen Double Damask Table Cloths

- 15 only Table Cloths 2x2 yards, worth \$5.00. February Sale ..... **\$4.37**
- 9 only Table Cloths, 2x2 1/2 yds., worth \$4.50. February Sale ..... **\$3.72**
- 14 only Table Cloths, 2x2 1/2 yds., worth \$6.50. February Sale ..... **\$5.48**
- 19 only Table Cloths, 2x2 1/2 yds., worth \$7.00. February Sale ..... **\$6.78**
- 11 only Table Cloths, 2x2 1/2 yds., worth \$8.50. February Sale ..... **\$7.37**
- 60 only Table Cloths, 2x2 1/2 yards (seconds), worth \$5.00. February Sale ..... **\$3.40**

*H.S. Falls*

### These February Bargains Call For Special Mention At Once

- Undershirts 89c**—Brown Linen Morie and Percale Undershirts, made in blue and white stripe and tan and white, with full flounce. Sale ..... **89c**
- Undershirts \$1.29**—Large women's heavy Black Sateen Undershirts, with full flounce. February Sale ..... **\$1.29**
- Dressing Sacques 96c**—Women's Dressing Sacques, in good quality kimona cloths, assorted colors, shirred in at waist line; all sizes. February Sale ..... **96c**
- Other finer ones at ..... **\$1.19 and \$1.29**
- Dress Shields, "Naiad" make.** Sale ..... **19c pr.**
- Pillow Cases**—25 dozen hemstitched Pillow Cases, 42x44 in. February Sale ..... **46c pair**
- Pillow Cases**—15 dozen "Near Linen" Pillow Cases, 36x44 in. Sale price ..... **\$1.10 pair**
- Pillow Cases**—12 dozen hand embroidered Pure Linen Pillow Cases, 36x44 in. Worth \$3.00 pair. February Sale ..... **\$1.98 pair**
- Tray Cloths**—10 dozen embroidered Tray Cloths, "Near Linen" Sale price ..... **41c each**
- Fur Collars**—3 only Black Persian Lamb Collars for men's overcoats, \$10.00 and \$12.00 values. Sale price only ..... **\$6.00 each**
- Women's Vests**—Women's white ribbed Vests, fleece lined. February Sale, **29c each**
- Dress Goods**—Colored Bedford Cords, brown, blue and rose; 42 inches wide. February Sale ..... **43c yard**
- \$1.50 and \$2.00 Suitings and Coatings for 96c Yard**—A table of All Wool Suitings and Coatings, 50 inches wide; large variety of colors and patterns; values, \$1.50, \$1.75 and \$2.00. Falls' February Sale, choice, **96c yd.**
- Black Cashmere**—3 Unusual Bargains in Black Cashmere, all are 42 inches wide. Sale price **60c, 70c and 80c yard.** Instead of 75c, 90c and \$1.00.
- Corduroy Velvets**—7 1/2 in. wide Corduroy Velvet, in seal and mid-brown, navy, saxe, myrtle, grey, taupe and black. Special 75c value. Sale price ..... **59c yard**
- Embroideries**—27 in. Flouncing Embroidery, fine choice of patterns; worth 75c yard. February Sale ..... **48c yard**
- Embroidery Edgings**—1 1/2 in. to 3 in. wide. Sale price ..... **5c yard**
- Insertions**—1 to 3 inches wide ..... **5c yard**
- Laces**—February Sale of Torchon and Valenciennes Laces; 3/8 to 1 1/2 inches wide. Sale price ..... **35c dozen yards**
- White Cashmere Hose, 48c Pair**—Women's fine seamless White Cashmere Hose; not procurable today for less than 75c pair; all sizes. During Falls' February Sale, **48c pair**
- Black Cashmere Hose, 47c Pair**—Women's seamless Black Cashmere Hose; a real bargain ..... **47c pair**
- Children's Mitts**—Children's brown good wear Wool Mitts, the pair ..... **19c**
- Crib Blankets**—14 pairs Crib Blankets, sizes 36x50. Fine "Cortex" finish; special value at \$1.50. Sale price ..... **\$1.29 pair**
- Wool Blankets**—90 pairs of White Wool Blankets will go on sale Saturday morning. Solid white, white and pink, and white and blue borders; sizes 60x80 to 72x84 inches; priced at **\$3.90 to \$8.90** for fine Scotch pure Wool Blankets that cannot be duplicated for less than **\$12.50.**
- Men's Socks**—Men's fine Oxford grey wool and silk Half Hose, worth 65c pair. Sale **48c**
- Men's Socks**—Heavy ribbed Khaki Sox. Sale price ..... **3 pairs for \$1.00**
- Men's grey union Sox.** ..... **2 pairs for 25c**
- Men's Shirts**—Men's and boys' coat style Cambric Shirts, neat stripes, in black and

- white, blue and white and lavender and white; sizes 12 to 17. Regular \$1.00 value. Falls' February Sale ..... **67c each**
- Men's Ties**—February clearing of men's Fancy Silk and Knitted Silk Ties, choice for ..... **19c**
- Fine Serge Dresses Half Price**—Women's and Misses' fine all wool Serge Dresses in navy, copen, brown, black and black and white stripe, with satin collar and cuffs, and braid trimmed. Regular up to \$7.50. During Falls' February Sale, choice ..... **\$3.90**
- Women's Rain Coats**—Hundreds of women's Rain Coats and Motor Coats will be included in the sale. One sample value follows: Seventy-five Women's and Misses' Rain Coats in Raglan effect, and also with all around belts; sizes to 44. During the sale ..... **\$4.90 each**
- Bed Springs**—Wovent wire springs, wood frame, steel spring support prevents stretching. Special value at \$2.25. Sale price ..... **\$1.95**
- Mattresses**—Best \$5.00 Mattress in the trade, well made, filled with wood fibre and curled grass, roll edge keeps from spreading. February Sale ..... **\$4.24**
- Iron Beds**—White Iron Bed, full size, neat and strong, heavy side rails with brass capped pillars. February Sale ..... **\$2.78**
- Buffet, \$22.50**—Large size Buffet, in golden oak, polished; large linen drawer, silver-drawer lined; four door compartments; bevel mirror and plate rail; rare value at \$27.50. Sale price ..... **\$22.50**
- China Cabinet**—Gumwood Cabinet, black walnut finish; very large and roomy; big value at \$18.00. Sale price ..... **\$14.50**
- Davenport**—Large sized Bed Davenport, upholstered in No. 1 Spanish Leatherette; good mattress; real value at \$40.00. February Sale ..... **\$34.50**

### Bleached Table Damask By The Yard

- 3 pieces of fine double Damask Pure Linen, 70 in. wide, worth \$2.25 yard. February Sale ..... **\$1.50 yard**
- 2 pieces of fine double Damask Pure Linen, 70 in. wide, worth \$1.75 yard. February Sale ..... **\$1.25 yard**
- 2 pieces of unbleached Pure Linen Tabling, 57 in. wide, worth 95c yard. February Sale ..... **77c yard**
- 3 pieces of unbleached Pure Linen Tabling, 56 in. wide, worth 60c yard. February Sale ..... **48c yard**
- 4 pieces of bleached Mercerized Tabling. February Sale ..... **38c yard**

### Pillow Cotton

Today we have heavy holdings in all widths and qualities in Plain and Circular Pillow Cotton. Every yard will be reduced for February.

**THERE HAS NEVER BEEN WITHIN ONE HUNDRED MILES OF SIMCOE A SALE OF FINE CHINA, CUT GLASS AND POPULAR PRICED CHINA TO EQUAL THE ONE THAT BEGINS SATURDAY MORNING IN THE BASEMENT OF FALLS STORE.**

### A February Sale of Home Furnishings, Carpets, Rugs, Beds, Mattresses, Springs and Linoleums

Our entire stock at Sale Prices for 22 days. Assortments are very large. Hundreds of beautiful Rugs will be sold during February at most reasonable cost, that are not replaceable at the price this year or next at this store or any other store.

### Thousands of Yards of Towelling In The Sale

- 1000 yards of grey, grey and white and grey with red border Crash Towelling. Falls' February Sale, the yard ..... **14c**
- 850 yards of white with red border Crash Towelling, February Sale ..... **10c yard**
- 250 yards of 22-in. blue and red check Linen Glass Towelling, worth 25c yard. February Sale ..... **18c yard**
- 300 yards of pure white all Linen Glass Towelling, value 25c yard. This Sale **18c yard**

### Bath Towels

Great piles of them. Pure white, unbleached and fancy, from a useful bleached and unbleached Bath Towel at **2 for 15c** to a Luxurious Towel at **\$3.00 pair.**

### Sheetings

Great stocks of Sheetings, bleached and unbleached, plain and twilled, imported and domestic, will be on sale for 22 days, beginning Saturday.

### 3 Remarkable Bargains In Prints and Factory Cotton

- 1—Very Heavy Print—Made for manufacturing purposes. Extra wide (37 inches). In light, medium and dark colors; today's price, 20c yard. Falls' February sale **13 1/2c** yard. Limit 20 yards to a customer.
- 2—1800 yards of very fine even weave 36-inch Factory Cotton, "Bengal" make; today's value, 20c yard. Falls' February Sale, **13 1/2c** yard. Limit, 1 bale to a customer.
- 3—Forty-inch Factory Cotton, fine, heavy cloth, free from dressing; a special value at 18 cents a yard. Falls' February Sale **13 1/2c** a yard. Limit, 25 yards.

### 11 only Imported Down Comforters In The Sale

- 4 only imported Down Comforters, fine English sateen covering; worth \$8.00. This Sale ..... **\$6.00**
  - 5 only our finest imported Fancy Sateen Down Comforters; worth \$10.00. This Sale ..... **\$7.00**
  - 1 only imported Down Comforter, with pretty silk covering; worth \$12.00. This sale **\$8.00**
  - 1 only very fine, silk covered Down Comforter; worth \$15.00. This Sale ..... **\$10.00**
- The first days of the Sale will be the better time to come for them.

*H.S. Falls*