

# FEBRUARY SALE OF

## "Famed-For-Fit" House Dresses "Of Many Uses"

### Barnon ELECTRIC Brand

Of all Sales held at this store, none is so welcome or so enthusiastically received, as THE ANNUAL FEBRUARY SALE OF NEW SPRING HOUSE DRESSES. It starts Saturday and continues for Twenty-two Days only.

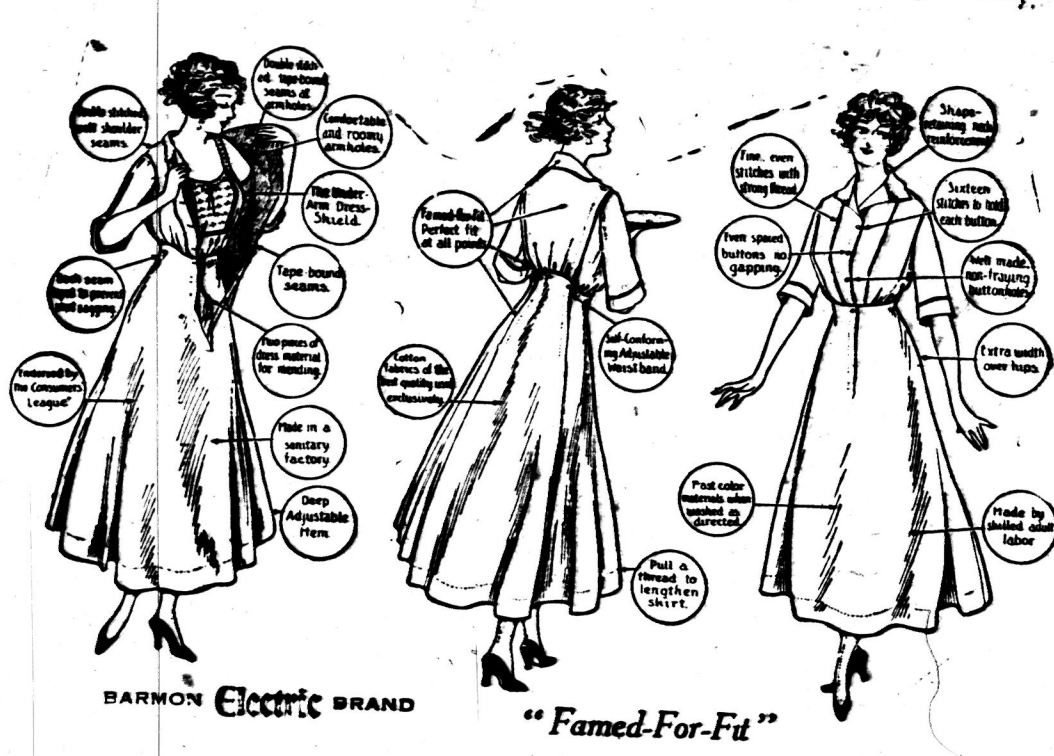
Wise women, who are careful shoppers will purchase their full supplies of dainty frocks for home wear, during this February Sale. Our stock will be filled with the newest and most desirable models and the extremely large assortment of offers advantageous selections, that will not be possible later in the Season.

**BUYING NOW MEANS PROTECTION AGAINST FUTURE HIGHER PRICES**—These ideal dresses for kitchen, porch or street wear were ordered by us months before the tremendous advance of prices on cotton fabrics took place. When these dresses are gone, there will be no others to take their place at the present prices offered. We will have to pay considerably more when the time comes to replenish our stock, and we advise your immediate purchase as the true measure of economy.

**FIT OF ASTONISHING PERFECTION FOR ANY FIGURE**—The tall woman, the short woman, the slender woman, or the stout woman, all can be perfectly fitted with these practical and becoming dresses of many uses. Only a few of our many attractive styles are illustrated here.



Style 488—Price.....\$1.68



Style 487—Price.....\$1.98

**THE ADJUSTABLE FEATURES**—Many of these dresses have convertible collars that can be worn high or low as desired. A great many styles have patented Adjustable Waists, the adjustment of which is controlled by buttoning two buttons at the back of the dress. This insures perfect fit at bust, waist and hips. All the dresses are finished at skirt bottom with an Adjustable Hem. Just pull a thread to lengthen the skirt.

**THE NEWEST FEATURE: DOUBLE-WEAR UNDER-ARM SHIELDS**—Dresses of all kinds show the first signs of wear, under the arms. Often a dress that is perfectly good in all other respects must be discarded because of wear at these points. The Dresses on sale have patent Under-Arm Shields that double the life of the garment at these points of wear. Ask to be shown this new and exclusive feature.

**WE FILL PHONE AND MAIL ORDERS**—If you cannot attend this sale in person, we will give our careful attention to your phone or mail orders. All out of town orders will be shipped by parcel post at our expense.

### Now Comes Our February Whitewear Sale--What Falls' February Whitewear Sale Means

**IT MEANS**—The best opportunity of the year to get underclothes, corsets, children's wear, white goods, shirt waists, etc., at below ordinary prices.

**IT MEANS**—That a woman can lay in plain, every-day garments as well as the finer garments. In short, the White Wear Sale means so much of consequence to housewives, mothers and all other women that the best thing any one of them can do is to come to the sale and select what she wants while it is here.

Well-made drawers at 19c, 25c, 35c, 50c, 60c and \$1.00.

Corset Covers at 19c, 25c, 50c, 75c and \$1. Night Gowns at 48c, 68c, \$1.00 and \$1.48, as well as the lovely gowns at \$3.29.

Skirts at 39c to \$5.50.

### Just At The Right Time, A Rousing Sale of Women's Fine Winter Coats

Our entire stock of Fine Cloth Coats divided into Three Lots—all the present season's best styles.

**Lot 1**—Includes all Coats worth up to \$15.00. Choice.....\$9.00

**Lot 2**—Includes all Coats worth up to \$25.00. Choice.....\$15.00

**Lot 3**—Includes all Coats worth up to \$35.00. Choice.....\$17.00

### Regarding Our February Sale of Furs

Every piece of Fur in our Fur Department is deeply reduced.

There are a great many furs that are worth all and more than they cost, and there are a great many low priced furs that are not worth "tuppence." All furs on sale here are marked with their true name and are a **Real Bargain**. They are such furs as women will be proud to own.

**The HSC FALLS Co.**

### An Event of Special Interest

The opening sale of Fine China, Cut Glass and Popular Priced Glassware, in its new quarters—The Basement.

We are frank to confess, not in a spirit of boastfulness, but rather by way of apology, that to correctly describe the extensive display of Fine China, Cut Glass and Popular Priced Glassware that will be made in the new section, "The Basement," is a task beyond the writer. You at least may be sure that the display is worth coming many miles to see, and that you can make your selections from a stock that hasn't a rival in Hamilton, Brantford or London. The most sensible advice we can give is that you come and see the great showing.

### Dinner and Tea Sets Chocolate Sets

- Cream and Sugar Sets
- Salad Bowls
- Cake Plates
- Jugs and Bowls
- Marmalade and Mustard Pots
- Bon Bon Dishes
- Tea Pots
- A Clearing Collection of Colport, Limoges and English China.
- Toilet Sets.
- Rich Cut Glass, etc., etc.
- Every item greatly reduced for 22 days.

### February Display of New Wash Goods

Not only a February Sale of New Wash Goods, but also a grand exhibition of the budding flowers of Spring and Summer Styles of 1917. It is the finest showing ever made by this store, and probably its parallel will not be seen again this season. Included with the Wash Goods Display are thousands of yards of White Cottons, Long Cloths, Madapolam, Cambric, Nainsooks, Lawns, Batistes, Organdies, etc. All marked at **Special February Sale Prices**.

### February Sale of Dress Silks

36-inch Pure Silk and pure dye Black Taffeta and Black Faille. Today's value, \$1.50 yard. Falls' February Sale, the yard, \$1.19.

### Here's February Bargains In Scarce Goods

**GREY FLANNEL, KNITTING YARN, MEN'S GLOVES, MEN'S GOOD SWEATERS, MEN'S OVERALLS, WOMEN'S FINE UNDERVESTS, GIRLS' SWEATER COATS AND BOYS' SMOCKS.**

Medium and dark grey union Flannel, worth 45c yard. Sale price.....33c

All Wool Grey Flannel in medium and dark grey, worth 65c yard. Sale price.....43c

Men's real mocha lined Winter Gloves in tan, worth \$1.75 pair. This sale, \$1.29 pair

Men's warm good fitting, lined tan Stockette Gloves, \$1.00 value for.....77c pair

Men's very heavy knitted Sweater Coats, special \$5.00 Coats. February Sale, each.....\$3.90

Girl's Sweater Coats in a February Clearance, at.....each \$1.95, \$2.48 and \$2.95

Women's fine white All Wool Vests, high neck and long sleeves (seconds). Regular value \$1.50.....Selling for 98c

Boys' lined warm Winter Gloves, curl back, assorted sizes. Sale price.....39c pair

Boys' heavy black Drill Work Smocks to fit boys up to sixteen years. Sale price.....39c each

Men's extra heavy blue and white striped Overalls; worth \$1.50 pair. This sale.....\$1.15 pair

Silver grey and white Wheeling Yarn, full weight. Falls' February Sale 73 cents lb.

We reserve the right to limit quantities.

### Every Fur Coat, Every Fur Set, Reduced Heavily For The February Sale And There Are Some Choice Pieces

- Women's Hudson Seal Coats
- Women's Natural Rat Coats
- Women's Fur Collared Coats
- Rich Fur Sets in Sable, Mink, Fox, Persian Lamb and Fitch.
- Men's Rat Lined Coats.

Most reductions and most furs look good when they're far away. The reductions and the furs in our February Sale improve on acquaintance. They look better the closer you look into them.

### Return Railway Fares Refunded During Falls' February Sale

Kindly show your Railway Ticket to the last salesperson serving you, and your return railway fare will be rebated:

—From Port Dover (L. E. & N.) on a purchase of \$5.00 or over.

—From Port Rowan on a purchase of \$10.00 or over.

—From St. Williams on a purchase of \$8.50 or over.

—From Cayuga on a purchase of \$15 or over.

—From Waterford on a purchase of \$3.50 or over.

—From Caledonia on a purchase of \$15.00 or over.

—From Forestville on a purchase of \$7.50 or over.

—From Delhi on a purchase of \$6.00 or over.

—From Jarvis on a purchase of \$7.50 or over.

—From Norwich on a purchase of \$10.00 or over.

—From Vittoria on a purchase of \$4 or over.

—From Hagersville on a purchase of \$8.50 or over.

—From Walsh on a purchase of \$6.00 or over.

—From La Salette on a purchase of \$7.00 or over.

### A Lot of Men Have Been Waiting for Fall's February Sale to Buy an Overcoat

Here's a good proposition for the man who wants a real good one and doesn't mind saving some money. Our entire stock of Men's Overcoats (except Fur and Fur-lined) bailed into three prices—

All of our Overcoats worth up to \$12.00 are in the \$8.50 lot.

All of our Overcoats worth up to \$16.50 are in the \$10.50 lot.

All of our Overcoats worth up to \$18.00 are in the \$12.50 lot.

Extra salesmen to wait on you promptly.

### Falls' Greatest February Sale of Men's Suits

Better values than you could get in 1915, 1914 or 1913. We are not going to make any bones about it; we are simply going to let go at retail a couple of hundred Men's Suits for considerably less money than they could be purchased for in quantities from the manufacturer. When we say we'll do a thing, by George, we'll do it!

The best Men's Suits that \$10.00 will buy, beginning Saturday.....\$7.00

The best Men's Suits that \$12.00 will buy, beginning Saturday.....\$8.00

The best Men's Suits that \$15.00 will buy, beginning Saturday.....\$9.00

You haven't any use at all for a suit if you do not get in on this offer. That's the whole story—and a true one.

### The Once-a-Year Sale of Luggage Begins Saturday Morning

It is significant that of the hundreds of people who have the past four years visited our Luggage Department, scarcely any have departed without buying. This is the most complete proof of our assortments and our values.

—Every Suit Case will be reduced for February.

—Every Club Bag will be reduced for February.

—Every Trunk will be reduced for February.

No person with a Luggage Need should pass them by.

### Great Stocks of Fine And Popular Priced Furniture Here

Nothing that is not good and nothing that does not give full value has been permitted to pass our door. We feel morally obligated to show our ever increasing number of customers the best there is to be had from all sources of supply. The better we do, the more ambitious we are to do better.

**The HSC FALLS Co.**