

# FALLS' FEBRUARY SALE

More than ever before since we originated the annual sale, 30 years ago, our 1918 sale will be the most welcome, a Bigger and Better Februray sale than any of it's Prede-

Many stores will hold "February Sales"—some are real—occasions prepared for with more or less thoroughness and scope, according to the ability back of them—others are not real sales. The borrowed Lion's Skin does not change the bray or hide the hoofs-comparison is your only safeguard.

FALLS' FEBRUARY SALE goes deep into preparations, not only to right kinds of goods but plenty of them, and the scope of this sale also includes the complete chain of related acts that make for the entire satisfaction of every customer from our store to your home.

#### LINENS

From far and near Falls' Store is known as a good Linen Store. We are not recommending haste or hurry in anything, especially in selecting linens, but there will be on sale Friday morning when the sale begins, 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 for several years, at this store or any other store. Remember that. They include:

Pure linen bleached Table Damask, 60, 66 and 72 inches wide.

Unbleached all linen Damask, 60 and 72 inches wide.

Puré linen Table Clot', 2x2 to  $2\frac{1}{2}x3\frac{1}{2}$  yards.

200 pure linen Table Cloths, slightly imperfect; sizes 2x2! and 2x3 yards. Regular \$4.50 to \$10.00. This sale, each, \$2.98 to

Hundreds of dozen of all linen Table Napkins, sizes 20x20 to 27x27 inches; 30 dozen all linen Napkins, size 21x21; this sale, the dozen, \$2.75.

Hundreds of pure linen Tow-els at 30c to \$2.00 each.

50 dozen good quality linen Towels, 17x33 inches. Sale price 2 for 35c.

#### February a Good Time to Buy White Goods

Time for spring sewing, as everybody knows, and prices are lower than at any other time of the year. Ready, large stocks of:

English Longcloth. English Madapolan.

English Cambric. English Nainsook.

Embroidered Batistes.

Lawns, Indian Head, Repps, Bedford Cords, Voiles, Marquisettes, Swiss Muslins, Bar Muslins, etc.

#### A RENDEZVOUS FOR HOME LOVERS

People who love their homes and like to fill them with pretty Rugs, Art Pictures, odd preces of imported Furniture, dainty China, correct Curtains and Rugs, will be interested in the reduced prices for these goods during the February Sale.



## The Store, That Is Appreciated!

We have been told this is the largest, most convenient, most sanitary, best built and best conducted store on the continent —perhaps in the world—to be found in a town the size of Simcoe. Somebody, Some day, will build a better store in a town—we would like to help do it ourselves, right here in Simcoe. THIS WE CAN DO ANYWAY: We can keep abreast of the times and hold the store up to the people's highest needs, that it may serve its day and generation. The big merchandising going on here

### THE STOCKS IN THE BUILDING INCLUDE

—A Complete China and Glassware Store.

-A Complete Luggage Store. -A Complete Furniture Store.

-A Complete Men's and Boys' Store with everything for them to wear.

-A Complete Dress Goods and Silks Store.

-A Complete Linen and Staple Goods Store. -A Complete Hosiery, Corset and Glove Store.

-A Complete Berlin Wool and Fancy Goods Store. -A Complete Whitewear and Underwear Store.

-A Complete Home Furnishing Store-Rugs, Carpets, etc. -A Complete Millinery Store.

-A Complete Notion and Novelty Store.

-A Complete Fur Store.

-A Complete Women's Garment Store.

AND THERE IS NOT A DOLLAR'S WORTH OF DOUBTFUL MERCHANDISE IN THE BUILDING—ONE OF THE BEST STORES IN ONTARIO.

Doctors say that lack of ventilation is one of the causes of winter maladies. You never breathe yesterday's air today in Falls' Store. The system of ventilation keeps this Big Store clean and sweet.

**VENTILATION** 

#### Several Cases of Mill Ends and Remnants

Will be offered during the sale, consisting of:

Table Linens, bleached or undeached.

Cottons, bleached and unbleached.

Cottonades, Cretonnes, Art

Muslins. Lawns, Nainsooks.

Spot Muslins, Bar Muslins,

(Staple Dept., Main Floor.)

#### When the Saving is a Saving

Not merely a figure written on a price ticket. Falls' February Furniture and Home Furnishing sale is a sale in which the saving is real money. We do not sell furniture on the installment plan. If we did we could not give such good

#### Great Savings on Cottons

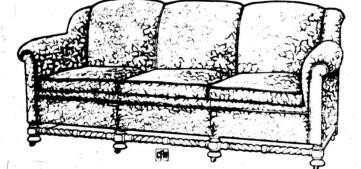
In connection with our February Sale, it is proper that we should call attention to our abundant stocks of Cottons, all bought nearly a year ago. Our prices on the following will interest every woman: Bleached Sheeting

Unbleached Sheeting 1 1 1 T Pillow Cottons 1 1 1 1

Flannelettes THTH White Cottons

Factory Cottons

Pretty Ginghams Wash Goods



#### AFTER ALL IT IS THE FURNITURE THAT MAKES A FURNITURE SALÉ

The test of the sale, like the test of the furniture, is-stamina. Please note that the space occupied by furniture alone is 8.400 square feet. One of the finest Furniture Stores between Toronto and Detroit.

We are fortunate in having heavy holdings of Linen Bath Perfect fitting white chamois-Towels, Embroidery Linens, ette gloves, two dome fasteners, as fresh as a spring morning. during the February Sale. Many Glass Towelling, Linen, Crash, good quality. Falls' February Regular up to \$1.75 value. This of the new spring things will be

#### Chamoisette Gloves

#### Every Woman Likes Pretty Blouses

Here's a sale of them that is wonderful:

silk, made with new "Fixedo col- sale, including Black and Colorlars," in white, nile, rose, tan and ed Pailettes, Satins, Charmeuse, Sale each \$1.98.

2-A table of raw silk crepe de chene and Jap silk blouses in desirable colors and styles. Regular up to \$4.00 value. Sale price \$2.48.

3-Women's voile blouses in the yard, 33 cents. stripes and plain materials, pret-

4-20 dozen voile blouses with February Sale, 48 cents. nearly as many pretty styles; most of them trimmed with lace and pearl buttons; every blouse sale each 97c.

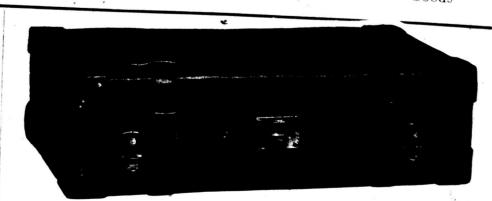
#### Women Will Buy Silks Right and Left

Beginning Friday Morning all our best silks, as well as the 1-Women's blouses in Jap more popular lines, will go on blue. A real \$3.00 value. February Messaline, Duchess Satins, Taf-

#### Two Sample Values

18 desirable colors, a special at-50c a yard. Falls' February Sale,

Soft Pailettes and Taffetasty styles; worth up to \$2.00. Sale large variety of desirable colors, a fine value at 75c a yard. Falls'



English Ideal Silks, choice of WHY THIS FEBRUARY SALE OF LUGGAGE IS BIGGER AND BETTER THAN USUAL

The reductions, besides being lar quality can be had for elsesubstantial in themselves, are on where: prices that were lower than re- Trunks ...... \$4.00 to \$17.00

gular before these reductions Steamer Trunks....\$4.50 to \$12 were made. The result is that Suit Cases ......\$1.25 to \$18 February low prices are decid- Club Bags .... .\$1.50 to \$17.50 edly less than luggage of simi- Hat Trunks.....\$6.50 to \$16.50

Women's Afternoon Dresses lin Dresses that are worth up to Women's Silk, Serge and Pop-morning. Your choice, \$9.00.

\$18.00 will go on sale Friday

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