

The Annual February Sale!

At Falls' Store Means A Triple Saving!

IT MEANS A FORMER SAVING, IN THE FACT THAT THE ORIGINAL PRICES WERE BELOW THE AVERAGE. IT MEANS A PRESENT SAVING, IN THE FACT THAT THE ORIGINAL PRICES ARE NOW REDUCED. IT MEANS A FUTURE SAVING, IN THE FACT THAT DUPLICATES OF THE MERCHANDISE NEXT SEASON WILL COST MORE THAN THEY EVER HAVE. AND IT MEANS, ALSO, THAT YOU ARE GETTING GOODS WHICH DO NOT DEPEND ON REDUCTIONS FOR THEIR REPUTATION, BUT SELL AT REGULAR PRICES AS FAST AS MOST MERCHANDISE SELLS IN A SALE.



Men's Suits and Overcoats

Desirable in every way and worth up to \$18.00. Falls' February Sale, choice \$12.90.

The danger signal for next season's prices for Overcoats and Suits are set. Better get in on these great February reductions now. When the old lady stood in the centre of the track and asked where she "could get the next car," the officer said, "I would hate to tell you." It takes a bump to make some people understand even the most obvious things.

If conditions make it impossible to produce these Suits and Overcoats today at their original cost to us, what is it going to do to next season's prices, and to you?



If a Woman Wants Anything in Furs, Now is the Time to Get Them

Furs at this store have struck bottom; it will be a good while before there is another opportunity to buy fine, dependable Fur Sets and Fur Coats at the prices they will be offered during the sale.

Blankets, Sheets, Bedspreads, Pillow Cases and Down Comforters

It is almost as difficult to get the above goods at reduced prices as it is to break into a bank. Yet Falls' February Sale offers these goods at prices that are possible only once a year. When you attend the sale see the tables and counters heaped high with snowy white sheets, blankets, pillow cases and bedspreads. 25 bat filled Comforters, full size, fancy chintz covering, a special at \$3.00. This sale, each \$2.47.

Fancy silkline covered bat Comforters, plain silkline border; colors of sky, yellow, mauve and pink; worth \$6.00. Falls' February Sale, \$4.89.

Down Comforters, fancy saffron covering, satin border; guaranteed down proof; worth \$16.00. This sale each \$13.00.



The Sale of Whitewear

The tables are heaped high with snowy Underwear—Corset Covers, Skirts, Drawers, Gowns, Princess Slips, Braziers, Camisoles, Silk Bloomers and Silk Underwear. Stocks will be fine and full when the sale opens. We simply cannot get more of certain things at the same price. "Take your share of the February Whitewear Bargains while you can," is the moral. (Second Floor).

20 Dozen Men's Shirts in an Extraordinary February Sale at 97 Cents Each

There hasn't been as good a Shirt Sale as this in Simcoe for a mighty long time—and a long time coming before such another. Soft and stiff bosoms; sizes to 17½; values up to \$1.50. This sale, each, 97c.



Boys' Suits That You Would Never Hope to Buy For \$4.40

Boys' solid, serviceable Tweed Suits, made in smart styles, to fit boys to 16 years; good \$6.00 suits. Falls' February Sale, \$4.40.

Your eyes and your fingers do not have to be your guides when buying here. We are simple enough to believe that you fare best when we guard your interests of quality and price. We would rather not make a sale than make one for the buyer to regret. We started out that way many years ago. It has worked out all right. We are too old now to change.

UNDERPRICED ITEMS Throughout The Store

Fluffy white Flannelette Blankets with fancy borders for kids' cots, the pair 63c.

Japanese Boudoir Slippers in quilted satin tops, assorted colors, a \$4.00 value. Sale price 68c a pair.

Infants' Leather Shoes, patent leather and fancy tops, to fit children 1 to 3 years. Two styles, 39c and 49c a pair.

Two specials in women's white winter weight Combinations, \$1.25 and \$1.50 pair.

A table of odd Fur Neck Pieces that sold up to \$12.00. Sale price \$5.00.

When you visit this sale be sure to see the Bargain Table in the Basement, at 11c, 18c, 25c, 48c, and 68c.

The February Sale of Kitchen Brushes, Soap and Household Supplies will interest every woman.

Men's extra heavy odd Vests, made from overcoatings, sale \$1.15.

Hundreds of yards of Valenciennes and Torchon Laces and Insertions, various widths, 12 yards for 48c.

Knitted Wool Hoods, assorted colors, half price, 25c each.

Handy School Cases, three sizes, made with brass fittings, sale price 25c each.

Odd pieces in Booth's Dinner Sets, patterns that are discontinued, at half price.

Good quality of imported plaid knitted Motor Rugs, sale price \$3.87.

Boys' Winter Gloves, warmly lined, curl cloth backs, pair 37c.

Window Shades, medium green only, real oil shade, worth 75c, all complete for 53c.

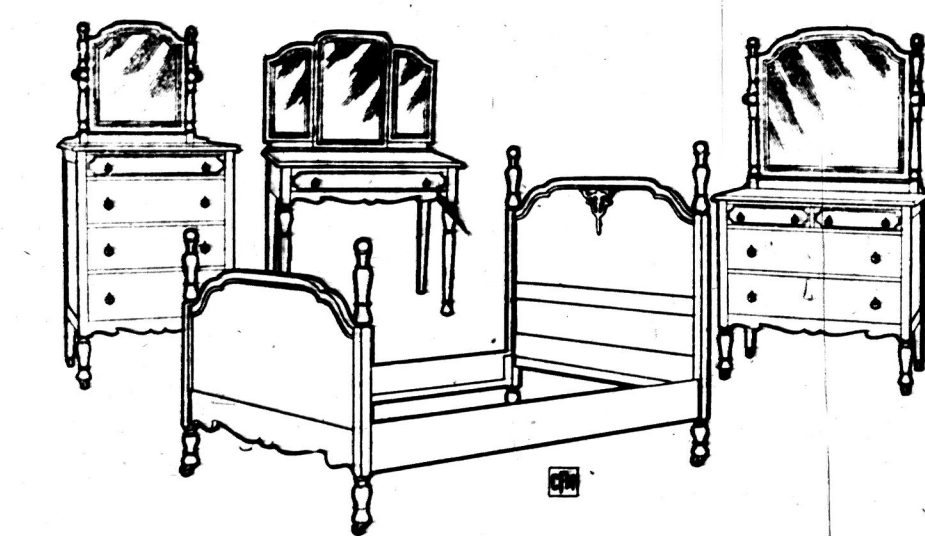
Bungalow Curtain Nets, special at 19c and 23c yard.

\$3.00 Clothes Baskets selling for \$1.95 each.

Soiled Linen Hampers, regular \$4.75 and \$5.00 for \$2.50.

Fire Screens, solid oak frames, half price. Regular \$1.25 for 63c.

6 rolls of Toilet Paper for 25 cents.



FALLS FEBRUARY HOME FURNITURE SALE—FURNITURE, CARPETS, RUGS, LINOLEUM AND DRAPERIES

We rest our case on our Furniture—it's good, true, honest. It is furniture with no concealment. We like you to open the doors, pull out drawers, inspect locks, the cabinet work has nothing to be ashamed of: A reduction in price from 10 to 50 per cent. may mean much or little. Let the Furniture and Home Furnishing Goods speak for themselves. Our February Home Furnishing Sale offers all kinds of good furniture and for all kinds of home needs. Please note the plainness, richness, solidity, improved styles and absence of tawdriness in every piece of furniture offered during the sale. (Third Floor.)

People motoring or driving from a distance to Falls' Store will find a comfortable Fire Place in the Comfort Room—Second Floor.

THE H.S. FALLS CO. *Special Limited*

FURTHER MONEY SAVERS

9 only pure wool Skating Coats, worth \$5.00, for \$3.25.
39 only men's Sweater Coats, assorted colors, \$2.75 value, for \$1.68.
House Dresses in a variety of desirable colors and styles; regular \$1.25 and \$1.50. Sale price 98c.
Brushed Wool Skating Scarfs, \$1 and \$1.25 value. On sale at 70c.
Boys' extra heavy striped Cottonade Overalls, this sale... 95c pr.
Men's extra heavy Wool Ribbed Socks, weight 5½ oz.; regular 75c, for 47c.
Shoe Laces, full width and length... 3 pair for 10c.
Lead Pencils, two specials... 6 for 5c and 3 for 5c.
Embroidery Remnants, 2 in. to 20 in. wide, selling at 8c to 25c yard.
Bleached Bath Towels, fine soft quality, each... 9c.
Terry Face Cloths, only... 5c each.
Curtain Scrims, plain centres with fancy borders, 20c value, 15c yd.
30-inch pure Linen Table Centres, worth 75c, for... 58c.
Pure Linen Tray Cloths, 85c value, for... 65c.



A Demonstration and Sale of Corsets

Every pair of corsets in our extensive stock will be reduced for the sale. All the good makes, such as "Nemo," "Smart Set," and C. C. la Grace Corsets that are famous for comfort and style. A thorough corset specialist will be in charge to superintend the fitting of corsets at \$1.50 a pair and up. Corset prices range to \$7.50 a pair. Every pair reduced during February.

Our Annual February Sale of Shantung Silks Begins Friday

Hundreds of yards of natural Shantung Silks to be sold at greatly reduced prices; values like these cannot be had later. Natural soft finest Shantung Silk, 32 inches wide, a 65c value. Falls' February Sale, the yard, 43 cents.

Save One Dollar on the Newest Shapes in Men's Fine Soft Felt Hats

Ten dozen only men's fine quality soft Felt Hats, the coming season's newest blocks and colors; a real \$3.00 value. This sale, only \$1.98 each.



FEBRUARY HOSIERY SALE

Hundreds of Dozens Fine Imported Cashmere in Plain and Ribbed, Heavy Worsted, etc., 25c to \$1.50 a pair.

Three of the many unusual values follow:

1. Men's heavy seamless black cashmere half hose, grey heel and toe; regular 50c a pair. Sale price, 3 pairs for \$1.00.

2. Women's extra heavy black cashmere hose, sizes 8½, 9, 9½ and 10; worth 35 cents a pair. Sale, 2 pair for 35c.

3. Fine one and rone rib pure cashmere hose in sizes 8½, 9, 9½ and 10; a 75c value. This sale, 58c pair.



Extraordinary Opportunities in Women's Winter Coats

Coats of mostly all kinds, all sizes and all the good materials that make good coats this season; coats of Cheviot, Velour, Burella Cloth, English Tweeds and Broadcloth; all are made in attractive styles.

At \$8.00—Your choice of coats worth up to \$15.00.

At \$12.00—Your choice of coats worth up to \$17.00.

At \$14.50—Your choice of coats worth up to \$20.00.

At \$19.50—Your choice of coats worth up to \$30.00.



Our Extensive China Store Offers Great Savings

We invite you to one of the finest China Departments between Toronto and Detroit. Naturally we do not buy things as one orders a pound of tea or soap. We buy direct from the best makers in large quantity. Falls' February display of china will delight your eyes. Very special prices will be quoted on French and English Dinner Sets and Colport China, Cut Glass, Tea Pots, Casseroles, Water Sets, Tumblers and odd pieces of china, etc.

The only requirement we have for this store is quality and reliability. If the buyer it set solely on cheapness in price, irrespective of quality, please excuse us. Merchandise must have integrity, and so must the merchant when he speaks of the goods and fixes the prices. The barque of this fairly big and ever increasing business will not sail in business fogs or shifting winds, being bound to steer undeviatingly by a chart upon which the lights are always plain and over a course laid down by long experience, which assures perfect safety to all who take passage with us.

The H. S. FALLS CO.