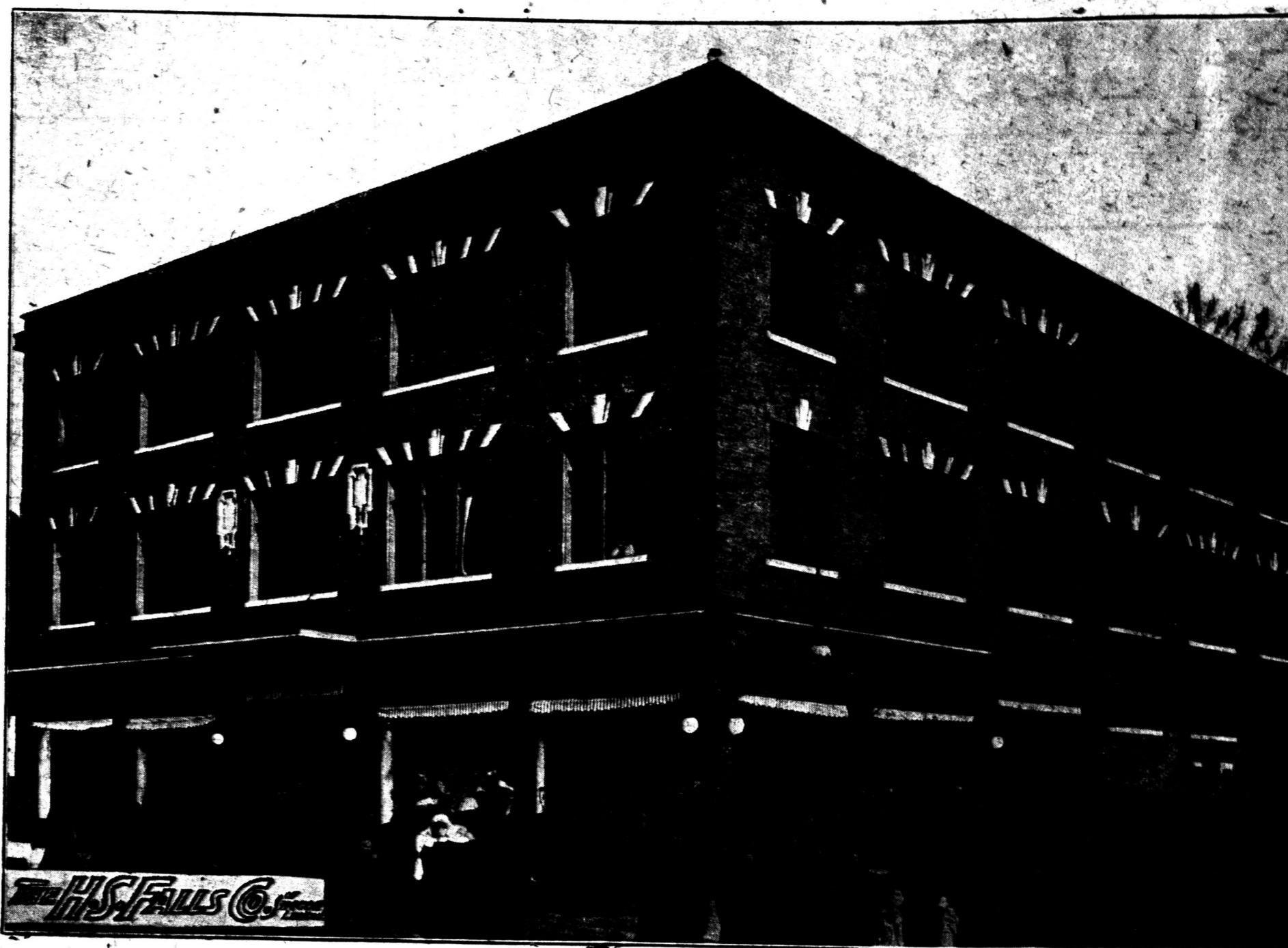


The Store

THAT IS

APPRECIATED

WE HAVE BEEN TOLD THAT 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. SOMEBODY, SOMEDAY, 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 PAST TWELVE MONTHS SHALL BE SURPASSED THE NEXT TWELVE MONTHS IF POSSIBLE.



FALLS' 1919 February SALE

Starts SATURDAY

IT WILL BE VERY MUCH THE GREATEST FEBRUARY SALE EVER HELD BY US—BECAUSE THE STOCKS ARE GREATER. BECAUSE WE HAVE SPENT MONTHS IN PREPARING FOR THIS SALE. BECAUSE OUR PRICES

WILL BRING CUSTOMERS FROM EVERY CORNER OF HALDIMAND AND NORFOLK, AND MANY CUSTOMERS FROM BRANT COUNTY.

FOR CONSIDERABLY OVER A QUARTER OF A CENTURY

THE GOOD PEOPLE OF NORFOLK AND FAR BEYOND HAVE LOOKED FORWARD TO FALLS' ANNUAL FEBRUARY SALE AS A TIME TO SAVE MONEY. WE DO NOT THINK WE HAVE EVER DISAPPOINTED THEM AND IT IS RATHER LATE TO BEGIN NOW.

THIS SALE WILL BE HELD

—IN A STORE EQUIPPED TO DO BIG THINGS IN A BIG WAY BUT WITH THE TIME TO DO LITTLE THINGS WELL.

—IN A STORE THAT EXCLUDES ALL TRASH FROM ITS STOCKS AND SELLS TRUSTWORTHY MERCHANDISE AT LOW PRICES.

—IN A STORE FOR EVERYBODY, THE RICH AND THE POOR, WITH ONE PRICE AND EQUAL PRIVILEGES TO ALL.

—IN A STORE THAT PEOPLE LIKE TO COME TO BECAUSE THERE IS SO MUCH TO SEE.

FALLS' FEBRUARY SALE of Beautiful Linens Full of Service

"All in the Spring was the brown flax spun, All in the Summer it bleached in the sun." All of our Linens were bleached in the old-fashioned way, upon the grass in the sun—a delightful hour can be spent viewing the beautiful Linens on sale. We bid you welcome to come, if only to see them. Every article of Linen in our extensive collection will be reduced for the sale, including—

Bath Towels	Seaboard Drapes
Napkins	Tea Cloths
Tray Cloths	Pillow Cases
Doylies	Towels
Lunch Napkins	Dish Towels

OF SPECIAL INTEREST

Nearly 200 pure Linen Table Cloths (seconds) will be offered at very attractive prices—sizes are 2 x 2 1/4 and 2 x 3 yards—the imperfections are scarcely noticeable. They are priced at 50 per cent. under value.

Each—\$5.97, \$6.97, \$7.79, \$6.48, \$7.37 and \$8.69

\$8.50 SILK UNDERSKIRTS FOR \$5.90

These skirts are very nicely made, with plenty of "frills" and lined through to make them serviceable. They are in colors of Rose, Blue, Navy, Paddy, White, and Black.

A Real \$8.50 value, during the February Sale, each, \$5.90.

FALLS' 1919 FEBRUARY SALE OF OVERCOATS AND SUITS FOR MEN AND BOYS WILL SET A RECORD

There will be a handsome collection of Suits and Overcoats when the Sale begins. After the Sale is over, Suits and Overcoats at the prices listed below, will not be procurable here or elsewhere. So the time to act is now, before your suit or overcoat is gone, for they are going to be as scarce as Scotch whiskey, and better for you.

At \$22.50—Men's Fancy Worsted Suits, that are worth up to \$30.00. Sizes 34 to 46.

At \$9.90—A Table of Men's Suits, that are worth up to \$16.50.

At \$6.75—Boys' Double-breasted Suits, extra well made, and from pure wool materials, that are worth up to \$10.00.

At \$8.75—Boys' Fine Tweed Suits in sizes 25 to 34, that are worth up to \$11.50.

WINDOW SHADES REDUCED.

Window Shades, plain and combination shades, cheaper than the manufacturer will sell them. Come and inspect our shades.

Overcoats—Young Men's Belted Overcoats, sizes 33 to 37—our finest models. Reduced to \$12.90, \$13.90, \$15.90 and \$17.90.

At \$3.98—A lot of Boys' Overcoats for ages 4 to 8 years, that are worth \$6.00.

Children's Suits—A Table of Children's Suits to fit ages 4 to 8 years, to be sold for \$3.98.

All of our Men's Overcoats will be liberally reduced for the Sale.

All of our Young Men's Suits in the new high waist line effect will be reduced for the Sale—many of them in the New Spring Models.

Do not put Fall's in the High Price Clothing Class—we don't belong there—we never did belong there, and don't belong there now.

Our Clothing Prices are fair—not High Falutin.

NOTABLE SPECIAL OFFERINGS IN DOWN COMFORTERS

In Plain and Fancy Satin and fine English Sateens. The color combinations are beautiful. The February reductions are impelling.

Some of the shades combined are Mauve, Pearl, Grey, Old Rose, Green, Blues, Reseda, Burgundy, Fawn, Yellow, Pink, and Paisley designs.

\$42.00 ones will be sold for \$31.50

\$34.50 ones will be sold for \$25.88

\$28.00 ones will be sold for \$21.00

\$24.00 ones will be sold for \$18.00

\$16.00 ones will be sold for \$12.00

\$14.00 ones will be sold for \$10.50

\$13.50 ones will be sold for \$10.12

\$13.00 ones will be sold for \$9.75

\$12.50 ones will be sold for \$9.38

\$10.00 ones will be sold for \$7.50

\$9.00 ones will be sold for \$6.75

A FEBRUARY CLEAR AWAY IN WOMEN'S RAIN COATS

These are in Fawn and Grey Paramatta. Belted and Plain styles. Raglan and set-in sleeves.

\$2.48 for Women's Rain Coats that sold for \$5.00.

\$4.48 for Women's Rain Coats that sold for \$12.00.

\$7.90 for Women's Rain Coats that sold for \$20.00.

Women's Good Quality White Flannelette Night Gowns, \$1.15 each. They are worth \$1.50. For three years we haven't heard of a Woman's Flannelette Night Gown selling for as little as \$1.15.

VACUUM CLEANER.

The "Eureka Electric Vacuum," the prize winner wherever shown, with or without attachments. This Vacuum Cleaner is only sold at one price throughout Canada. On sale at Falls' Store, Simcoe.

FALLS' FEBRUARY SALE OF HOUSE DRESSES BEGINS SATURDAY

The tables are heaped high with them, in Gingham and Prints—light, medium and dark colors. February is the best time to buy House Dresses, and Falls' February Sale is the best place.

Lot 1—Worth up to \$3.50. Sale Price, \$2.50

Lot 2—Worth up to \$4.50. Sale price, \$2.75

Lot 3—Worth up to \$6.00. Sale Price, \$3.75

EXTRA SERVICE

The store will be crowded every day of the Sale—numbers of extra assistants have been engaged—all experienced, who have served well on many occasions.

Falls' February Sale is full of opportunities for people who have waited to buy their Winter Goods.

THIS IS A GOOD TIME TO BUY BOYS' JERSEY SUITS

The little pants are nicely made to match the Button-on-shoulder Sweaters. They are Grey, Brown, Navy, and Red, and will fit boys up to 10 years.

Sizes, 18 to 24, the suit, \$1.25.

Sizes, 26 and 28, the suit, \$1.50.

The Jersey Sweaters alone are worth considerably more.

TWO NOTABLE GOOD VALUES IN SILKS

Black Bengoline, 36 inches wide, extra heavy, lustrous cloth. Real value, \$2.00; this Sale, the yard, \$1.47.

Natural Shantung Silk, 34 inches wide, a very fine \$1.25 cloth; this Sale, the yard, 97 cents.

THE ANNUAL FEBRUARY SALE OF WHITE BEGINS SATURDAY

The Tables are heaped high with Snowy Underwear—Corset Covers, Skirts, Drawers, Gowns, and Princess Slips.

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. Dresses, a great variety of splendid styles.

CURTAIN RODS REDUCED.

Kirsh Rods, the new American flat rod, for any kind of a window. We have them by the foot; we have the brackets to fit any window, arch or opening at February Sale Prices.

OUR OPENING DAY SPECIAL IN SMART POPLIN DRESSES

4 dozen only, Women's and Juniors' Poplin Dresses; a great variety of splendid styles. All the wanted colors. Real good \$13.50 Poplin Dresses for the Opening Day will be sold for \$8.75.

IF A WOMAN WANTS ANYTHING IN FURS NOW IS THE TIME TO GET THEM

Furs have struck bottom at Falls' Store; it will be a good while before there is another opportunity to buy dependable Furs at these prices.

Sable (Skunk) Muffs, Reduced to \$13.00, \$17.00, \$19.00, \$21.00, \$33.00, and \$54.00.

Sable (Skunk) Neck Pieces, Reduced to \$21.00, \$24.00, \$30.00, and \$48.00.

Natural Wolf Sets Reduced to \$13.50, \$19.00, and \$22.50.

Raccoon Sets, Reduced to \$32.00.

Red Fox Sets, Reduced to \$50.00, \$58.00, and \$68.50.

Natural Fisher Sets, Reduced to \$55.00.

Hudson Seal Capes, Reduced to \$31.00, \$63.00, \$42.00, and \$95.00.

Natural Fitch Sets, Reduced to \$35.00.

EXTENSIVE FEBRUARY SALE IN THE DOWN STAIRS STORE, OF DINNER SETS—CUT GLASS TEA SETS—TOILET SETS—COALPORT CHINA—HOUSEHOLD SUPPLIES, ETC.

Naturally we do not buy these things as one orders a pound of tea or soap. We buy direct from the makers, in large quantities. Falls' February Display of China will gladden your eye. Be sure and pay a visit to the Down Stairs Store.

300 pairs of the largest and best quality of Flannelette Blankets to be sold at \$3.40 a pair. They are in White, with assorted Pink and Blue Borders, and Medium and Dark Grey.

FURNITURE COVERINGS.

Tapestry Coverings, Silk Coverings, in all shades and colorings; smart and up-to-date, at five-year age prices.

STO

Kitty Marchurst was sent a message to the she would see him in 33 Naball walked up long drawing-room with tierce

"I she'll only tell muttered restlessly, "to doubt her, so that I There's one thing, K fate rests entirely wit if he saved her child says he did, this is th her gratitude."

At this moment th and Caprice entered. pale and weary, for th at few months had a without leaving s their passage. Naball whether this hagar-w was guilty or innocent not help pitying her, she seem.

"You are not well, she seated herself. Kitty sighed wearil the loose hair off he

"No," she replied getting worn out over no good my telling y cause you don't belie the matter now? Ha ther proof of my gu

"I don't know," sai producing the five-p less you call this pr

"A five-pound note temptuously. "Well? "It is a five-pound ed Naball smoothly ordinary one—in fact notes stolen from Laz

"Oh, how do you ki By a very curious the notes placed in night of the murder the office-boy with Flat-iron," and etra endorsed note has t

"And that is it?" "Exactly. Now, do Kitty shrugged her

"I understand that ed an excellent piece thing more. Where note?"

"From Miss Rains "From Miss Rains Kitty in surprise, don't suspect—

"No, I don't," inter alive "because she tne where she got t

"Well, I presume me." "Yes," replied Na

prised at this cool a received it yesterday "Oh! then, you th

"Not if you can te got the note from."

"Certainly I can— paid to me the day "Your salary?"

"Not exactly," and it had been, you'd trace the note fur was at the theatre and found myself se

if asked Mortimer fo me that five-pound took it from his I've no doubt he'll b from whom he rec

"Why?" "Because Mortim rivers in his

Ret generally," a patiently, "so be m note there for some You'd better go and

"Certainly," said to his feet. "I'm t to you."

"Then you don't asked Kitty, with a "Upon my word, I to think," said the

"The whole case see tell you when I fin can't account for the river."

Kitty smiled, and his leave, going str to the Bon-Bon Th found Mortimer in

HUSBAND SAV

From Suffering Her Lydia E. Vegetable

Pittsburgh, Pa.— I was not able to do



and my troubles ce ness are a thing of t who suffer as I did Pinkham's Vegeta Mrs. JAS. ROBERT N. S., Pittsburgh, Women who suff weakness, as indicat inflammation, nica backache, headach "the blues," shoul berg's suggestion Pinkham's Vege thorough trial. For over forty correcting such ailments, I received advice to Lydia E. Co., Lynn, Mass.