

FALLS' ANNUAL

February and Furniture Sale!

BEGINS SATURDAY

IT'S A GREAT SALE, EVEN IF WE DO SAY IT OURSELVES

It's a great sale because the merchandise is high grade and dependable in a period when so many things are neither. Its great because the original prices were low, in a season when all prices have been ridiculously high—and its great because the foregoing circumstances make the reductions genuinely worth while **SAY, YOU'RE LUCKY TO GET REDUCTIONS AT ALL** SALE OPENS SATURDAY MORNING.

Falls' Greatest February Furniture-Sale Begins Saturday.

The test of a sale, like the test of furniture, is stamina. People who have their homes and like to fill them with really good furniture at greatly reduced prices, should see the fine showing and great savings on—

- | | |
|---------------------|-------------------|
| Drawing Room Suites | Den Furniture |
| Bedroom Suites | Kitchen Furniture |
| Dining Room Suites | Library Furniture |
| Separate Chairs | Separate Tables |
| Davenport | Kitchen Cabinets |
| Couches | Refrigerators |
| Divenettes | Chesterfields |
| | Office Furniture |

A February Sale of Home Furnishings.

Carpets, Rugs, Beds, Mattresses, Springs and Linoleums

Our entire stocks of above will be offered at sale prices FOR 25 DAYS. Assortments of Rugs, Beds, Mattresses, Springs and Linoleums are very large; all will be sold at prices that will not be equalled this year or next at this store or any other store.

Down-Filled and other Quilts at our February Sale Prices.

Are a Fine Investment

Anybody needing a Down Quilt or likely to need one is bound to save money by buying it during the Sale. All are regular, full size and coverings are silkoline, sateens, satins and combinations of satins and sateens. Prices range from, each **\$4.75 to \$42.50**. Every comforter will be liberally reduced for this Sale.

3 Sections Travellers' Samples and Mill Ends.

**In the Dress Goods Department
In the Staple Department
In the Home Furnishings Department**

In these sections you will find displayed for easy choosing travellers' samples, mill-ends and remnants of Dress Goods, Curtain Nets, Cretonnes, Sateens, Muslins, Towellings, Flannelettes, Prints, Wrapperettes, Cottons, Nurses' Suitings, Gingham, Table Damasks, Tickings and Silkolines.

Great Selling of Certain Overcoats.

- 3 only Spring Overcoats, worth \$15.00. Sale price **\$9.70**
- 1 only Grey Overcoat, worth \$20.00. Sale price **\$14.90**
- 3 only little boys' Overcoats, sizes 24 and 26 only. Worth \$7.50. Sale price..... **\$3.90**
- Boys' navy chinchilla Overcoats to fit 3 to 8 years; worth \$10.00. Sale price..... **\$7.75**
- 12 only boys' Overcoats, sizes 29 to 31. Regular \$20.00. February Sale for..... **\$15.90**
- Youths' Overcoats, navy and grey chinchilla; regular \$33 to \$35. Reduced to..... **\$14.90**
- 3 only youths' Overcoats, priced for quick selling **\$8.00**

It's like Parting with an old Friend.

The letting go of these fine Linen things, many of them bought nearly two years ago. A list follows of "Old Beach" Pure "Shamrock" Linens that are to be sold in this February Sale. A real treat. Come and see the display of Real Linens that will be on sale beginning Saturday. Buy early while the bloom is in the selections. The prices listed below are our regular special prices. A liberal reduction will be made during the sale on every item.

THE FINEST LINEN STORE WITHIN MILES AND MILES OF SIMCOE

PURE LINEN TABLE CLOTHS

Size 2x2 yards, at \$7.00, \$9.50, \$10.00, \$12.00 and \$15.00.

Size 2x2½ yards, at \$10.00, \$11.50, \$12.50, \$15.00, \$17.50, \$18.50, \$19.50, \$22.50 and \$27.50

Size 2½x2½ yards, at \$18.50, \$19.50, \$20.00, \$21.50, \$25.00, \$27.50, \$30.00 and \$35.00.

Size 2½x3 yards, at \$15.00, \$20.00, and \$25.00. In most cases we can match the above in Napkins.

Pure Linen Napkins—At the dozen, \$9.50, \$10.00, \$10.75, \$14.00, \$15.00, \$17.50, \$18.50, \$20.00, \$22.00, \$22.50, and \$30.00.

Pure Linen Towelling—At the yards, 38c, 40c, 45c, 48c, 55c, 60c, 75c and 85c.

Pure Linen Towels—Each 85c. \$1.00, \$1.15, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, \$3.00 and \$3.50.

Large stock of Mercerized and Union Table Cloths, Napkins and Towellings will be offered at popular prices.

An Unusual Sale of Women's Gloves.

We will sell Women's French Kid Gloves in white and white with black, also black and black with white; also tan, in all sizes from 5½ to 8, except 6½ and 6¾.

The \$2.25 quality for..... **\$1.75**
The \$2.50 quality for..... **\$1.90**
The \$2.75 quality for..... **\$2.00**

Women's Cape Gloves in grey, tan and mastic that are worth \$2.75, for **\$2.00**.

Women's Mocha Mittens, fleece lined, in sizes 6½, 7 and 7½ that are worth \$2.50. Sale price **\$1.90**.

There will be a February Sale of New Waists.

Fresh and white, of novelty voile, plain voile and some in colored stripes. These crisp, new things are made in many styles and are worth \$2.50 to \$3.00. All will be on sale. Your choice **\$1.95**.

Falls' February Sale of Women's White Wear.

The tables are heaped high with snowy Underwear, Corset Covers, Skirts, Drawers, Gowns, etc. We simply cannot get more of certain things at the same price. "Take your share of the February Underwear Bargains while you can," is the moral.

February Sale of Suits and Overcoats.

More than ever before, since we originated the Annual February Sale, 30 years ago, our 1920 February Sale of Suits and Overcoats for men and boys will be the most welcome.

This annual sale is not the first time Falls' Clothes have been reduced. They have been under-priced all season long.

Cutting prices once a season is all right; but cutting them all season long, and then cutting them again, as we are now, is rubbing it in.

Men's Ulsters—Men's heavy tweed ulsters, reduced to **\$22.00**.

Men's Fur-collared Coats—Made from heavy black beaver, lined with heavy curl cloth and interlined with rubber; wind and water proof. Reduced to **\$31.50**.

Men's Suits—In fine tweeds and worsteds, made in conservative styles, and belted and waist-line styles. Fine navy and grey suits from imported worsteds. Colors guaranteed. Reduced to **\$27.00, \$31.50, \$36.00 and \$41.00**.

BOYS' SUITS

By far the finest range of boys' suits that we have ever offered at any previous February Sale will be on sale beginning Saturday. It's real economy to buy boys' clothes during Falls' February Sale.

Final February Clearance of Women's Winter Coats

The season's best styles and finest materials. February is the clearaway month on all Women's Winter Coats, Pushes, Burrla Cloths, Velours, Silver Tones, etc. Many lined throughout; others to the waist. All priced for a quick clearance.

A Special Rack at Choice \$23.00—On this rack are included a lot of very fine Coats, some with fur collars; others with large, comfy collars; broad belts and belted backs. Coats that sold up to \$35 will sell for **\$23.00**.

As in Former Years a February Sale of

Sheetings, Pillow Cotton, Long Cloths, Bleached and Unbleached Sheetings, Towellings, Table Damask, Bath and other Towels, Cotton Bats and Blankets.

Not one dollar's worth of the above goods reduced in this Annual Event at Falls' can be replaced at its original cost. Read that again and then read this: Many belated deliveries of the above goods, ordered a long time ago, and only coming in now, are put into the sale at the reduced prices... You get the benefit.

The February Sale in the Down Stairs Store.

Will interest everybody that has a home. The reductions hold good for 25 days on all Dinner Sets and others items in China and Glassware.

"Wear-Ever-Ware" and Graniteware. Floor and Dust Mops, Floor Oils, Kitchen Utensils, Soaps and Household Supplies.

Save 5 to 7 cents a yard on Prints during Falls' February Sale. We have heavy holdings in light, dark and medium colors in Prints at a saving of 5c to 7c a yard.

These February Bargains call for Special Mention at once.

Women's Black Cashmerino Hose, seamless feet, a heavy quality and worth the pair 40. Sale price 25c pair.

Men's Heavy Plaid Mackinaw Coats, in blue and black and scarlet and black. Made with pleats and with belt. These are good value at \$12.00. Will be sold for each **\$9.00**. The same coat in boys' sizes will be sold for **\$6.50**.

Women's Colored Underskirts, nicely made with frill and dust frill. Choice of ten desirable colors. Reduced to **\$1.97**.

A Limited Quantity of Black Satin Duchesse, 36 inches wide; all pure silk. Regular \$3.75. February Sale **\$2.90 yard**.

Extra Heavy Black Taffeta Silk, 36 inches wide; regular \$3.50. February Sale **\$2.90 yd**.

36-in. Fine Black Silk Poplin, regular \$2.50. February Sale **\$1.90 yard**.

36-in. White Habutai Silk—Very fine quality. Regular \$2.50. February Sale **\$1.90 yd**.

Shantung Silk in natural shade, 32 inches wide; worth 85c. Sale price **58c**.

A Lot of Dress Goods in assorted shades, consisting of Voiles, Gaberdines, Serges, etc. Regular price \$1.25 to \$1.75. Your choice the yard, **98c**.

Comfy Baby Blankets in colors. A regular 85c item. Sale price **48c each**.

A Lot of Nurses' Suitings, fast colors; a variety of patterns; scarce goods; a regular 60c value. During the sale, the yard **45c**.

Two Tables of Women's Sweaters, in many styles and colors. Reduced to each **\$4.90 and \$7.90**.

3 Remarkable Values in Women's House Dresses, in prints, percales and gingham; priced at **\$1.48, \$2.47 and \$3.95**. The materials alone would cost as much.

5 Only Plaid Motor Rugs, reduced to each, **\$5.00**.

TWO BARGAINS IN WOMEN'S UNDERWEAR

At 77c—Women's ribbed Vests and drawers, worth \$1.00.

At \$1.15—Women's heavy, very fine white ribbed Drawers only, worth \$1.50 for \$1.15.

7 Rooms Furnished

Quite interesting we are sure you will find these seven furnished rooms in the Home Furnishings Department (third floor). All complete with Rugs, Draperies, Furniture, Linoleum, Household Supplies, etc. There will be TWO complete bedrooms; TWO complete dining-rooms; ONE each drawing-room, den and kitchen. We bid you welcome.

You are Invited to View the New Spring Voiles.

To be shown Saturday for the first time in all their sheer, crisp loveliness. They are delightful beyond our expectations, and, as we bought them unusually early, we are enabled to sell them far below what today's market would compel us to ask. The woman who knows fabrics will appreciate this showing. Many of them are exclusive dress lengths.

Ventilations

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 place clean and sweet.

THE H.S. FALLS CO. OF SIMCOE LIMITED