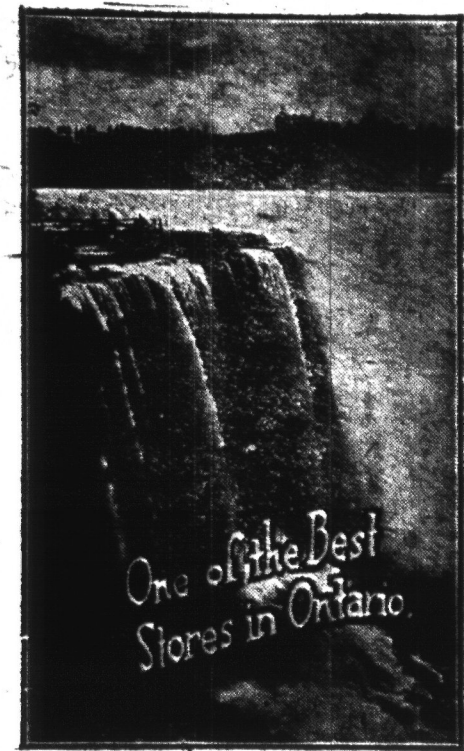


Saturday Morning at the Stroke of Nine o'clock Begins

FALLS' GREATEST

FEBRUARY SALE



It is the original February Sale, famous all over Norfolk and adjacent counties. It is one of the great events of our storekeeping. It is a matter of great pride with us that from the first February Sale, originated by us long years ago, to the February Sale of a year ago, each has shown a step forward in value of business. FALLS' FEBRUARY SALE goes deep into preparations, not only to the right kinds of goods AT GREATLY LOWERED PRICES, 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. Our 1922 Sale will be most welcome. A bigger February Sale than any of its predecessors. THE PRICES SPEAK FOR THEMSELVES.

72x80 in. Bleached Sheetings, regular 60c. February Sale..... **47c**
 72x80 in. Bleached Sheetings—a wonderful cloth at \$1.25 yard. February Sale..... **97c**
 36 in. Heavy Colored Flannelette—very special at 35c yard. February Sale..... **23c**
 40, 42 and 44 in. Pillow Cases—good quality, ready for use; regular 40c each. February Sale, the pair..... **65c**
 Mill Ends (5 to 15 yards) of fine White Lawn 38 in. wide; a better cloth than we have been able to offer at 45c yard. At the yard..... **20c**
 Wool finished Dress Goods for school wear, in pretty Plaids, Checks and Stripes; 36 in wide, the yard..... **39c**
 54x54 in. Breakfast Cloths (Damask), \$2.00 value. February price, each..... **\$1.39**
 56x72 in. Bleached Damask Table Cloths; \$2.50 value. February price, each..... **\$1.69**
 64x72 in. Bleached Damask Table Cloth; \$2.75 value. February price, each..... **\$1.89**
 2x2 1/2 yds. Bleached Damask Table Cloths; values up to \$3.50. February price, each..... **\$2.48**
 2x2 yds. Pure Linen Cloths, \$15.00 value. February sale price..... **\$9.98**
 2x2 1/2 yds. Pure Linen Cloths, \$18.50 value. February sale price..... **\$12.75**
 2x2 1/2 yds. Pure Linen Cloths, \$14.00 value. February Sale price..... **\$8.98**
 Damask Table Napkins, suitable for hotel or boarding house; very special at \$2.00 dozen. February sale price, Dozen..... **\$1.79**
 Damask Table Napkins, 22 x 22 in. extra heavy quality. Regular \$3.50 dozen. February price, dozen..... **\$2.69**
 Damask Table Napkins, 22 x 22 in. Regular \$4.50 dozen. February price, the dozen..... **\$3.29**
 16x34 in. Huck Towels—good value at 20c each. February price..... **2 for 25c**
 18x36 in. Huck Towels, regular price \$3.50 per dozen. February price..... **6 for \$1.33**
 19x38 in. Huck Towels, regular \$4.25 per dozen. February price..... **6 for \$1.69**
 Glass Towels, regular size. Today's price 25c each. February price..... **6 for 98c**

56 in. Bleached Table Damask, regular 90c yard. February price, the yard..... **63c**
 60 in. Cream Table Damask, regular \$1.25 value. February price, the yard..... **89c**
 60 in. All Pure Linen Cream Damask. Today's price \$2.25 yard. February price, the yard..... **\$1.33**
 56, 64 and 70 in. Bleached Damask, regular prices \$1.25, \$1.50 and \$1.75 yd. February price the yard..... **98c, \$1.13 and \$1.28**
 22 in. Red or Blue Check Glass Towelling, regular 45c. February price, the yard..... **28c**
 All pure Linen Crash Towellings, regular price 40c yard. February price, the yard..... **34c**
 18 in. Pure Linen Towelling—extra heavy quality. Regular price 60c. February price, yd..... **47c**
 Pure Linen Fancy Huck Towels, "Old Beach"—regular price \$1.50, \$1.75 and \$2.25 each. February price..... **\$1, \$1.25 and \$1.50**

Wool Blankets, Pure Wool, Scotch Make, the Finest of Yarn
 7-pound Sate Bonnet Blanket, regular \$25.70. February price, the pair..... **\$19.20**
 7-pound Blankets' pink or blue border; regular \$15.00. February price, the pair..... **\$12.75**
 6-pound Blankets, regular price \$10.00. February price, the pair..... **\$8.60**
 8-pound Wool Blankets, regular \$9.50. February price, the pair..... **\$8.10**
 7-pound Wool Blankets, regular \$8.50. February price, the pair..... **\$7.25**
 7-pound Colored Wool Blankets, regular \$9.00. February price, the pair..... **\$7.65**
 8-pound Colored Wool Blankets, regular \$12. February price the pair..... **\$10.00**

All Wool Baby Blankets
 Regular \$2.00. February price..... **\$1.55**
 Regular \$3.00. February price..... **2.37**
 Regular \$6.00. February price..... **4.95**
Fancy Plaid Wool Nap Blankets—70x78 in. a good \$5.50 value. February price, the yard..... **\$3.75**

Beacon Blankets
 Regular \$10.00. February price..... **\$8.00**
 Regular \$6.50. February price..... **5.00**

A Few Items of Special Interest From the Dress Goods Department

English Tweeds in plain grey and in grey mixtures, for boys' suits or ladies' separate skirts; regular \$2.50 value. February sale the yard..... **\$1.25**
 Very Fine Navy Botany Wool Serge, 54 in. wide, good weight and soft finish; a special at \$2 a yard. February sale..... **1.55**
 Fine French Costume Cloths in mixed colors, in seven different shades; former value \$6.00. February sale, the yard..... **3.00**
 Black Sate Duchesse, 36 in. wide, fine soft finish, ribbon edges; a \$3.50 value. Feb'y sale..... **1.97**
 Black Pailette, 36 in. wide; French dye and good weight. This \$2.00 cloth, Feb'y sale, yd..... **1.63**
 Taffeta, "Kingfisher" quality, guaranteed, in black and navy; 36 in. wide. Feb'y sale, yd..... **2.15**
On Sale Saturday—the first time in years—a range of shades in fine Wool Cashmere, and a fine quality of Nun's Cloth.

Men's Heather Half Hose 2 Pairs for 93c
 10 dozen only in the lot. They are all wool, seamless Half Hose in the Heather Mixture, wide ribbed, sizes 10 to 11..... **2 Pairs for 93c**

February Sale of Motor Rugs
 Begins Saturday. They are finer than they have been for years and about half the price you have been paying for inferior qualities.
 Many of the popular Clan Tartans are in the collection. Saturday on display and sale—better Motor Rugs than we recently saw displayed in Toronto at \$12.00. Will be priced at..... **\$6.95**

More February Bargains

Scribblers, large size..... **2 for 50c**
Women's French Kid Gloves—In white and tan; also Black Snede Gloves, French make; regular \$2.50 a pair. February Sale..... **\$1.60**
Women's Stockings—Fine all-wool Heather, 5 and 1 rib, light and dark colors; \$2.75 value. February Sale, the pair..... **\$1.95**
Boys' Heavy Waxed Heather Stockings—3 and 1 rib; a \$1.25 value. Sale price, the pair..... **90c**
All-Over Laces in White and Black
 Regular up to \$2.00. Sale price the yard..... **75c**
 Regular up to \$2.50. Sale price the yard..... **\$1.00**
 Regular up to 3.00. Sale price the yard..... **1.25**
 Regular up to 4.00. Sale price the yard..... **1.50**
Women's Corsets—Some of our best makes in the sale; low bust, long hip; sizes 19 to 34. Regular \$7.50 and \$8.50. Sale price..... **\$4.50**
D.M.C. Crochet Cotton—White and Ecru; all sizes, regular 25c, 28c and 30c. Sale price, any size 2 for **30c**
Scotch Fingering Yarn—4-ply in black, white, grey cardinal, brown and navy; regular \$1.37 pound. February Sale, the pound..... **\$1.05**
Black and White Shepherd's Check Dress Goods—36 in. wide; 3 different sized checks. A special at 50c yard. Sale price, the yard..... **34c**
Gift and White Safety Pins—Assorted sizes; regular 10c card. Sale..... **2 cards for 15c**
Hair Pins—Assorted sizes; standard goods, 125 pins to a box; regular 15c box. Sale..... **3 boxes for 23c**
Hair Nets—Princess Pat and La Mode Cap Nets, also My Lady, with elastic; regular 10c each. February sale price..... **3 for 21c**
 See the Display of Gingham, Chambray, Prints, etc.—Priced at the yard..... **27c**

Men's Shirt Bargains

These Men's Shirt Bargains call for special mention at once. A February offering from the largest shirt makers in Canada. All the new spring patterns; coat style and soft cuffs:—
 The \$1.75 value will sell for..... **\$1.27**
 The \$2.00 value will sell for..... **1.45**
 The 2.50 value will sell for..... **1.90**
 The 3.00 value will sell for..... **2.25**
A Special in Boys' Shirts—In sizes 12 to 14. They are in coat style, with soft cuffs and detachable collars. Priced at..... **\$1.33**

Factory Clearance of Luggage

Suit Cases, Trunks, Club Bags and School Cases. The values are remarkable. A few of the many special items follow:—
 Tan Solid Leather and Leather-lined (Cowhide) Club Bag—value \$30.00. February Sale..... **\$23.50**
 Fine Fibre Suit Cases, leather bound, value \$7.00. Feb'y Sale..... **4.50**
 35 Club Bags—the new shape: brass fittings; thoroughly well made, 16 and 18 in., worth \$7.50. February sale..... **4.75**
 The large size—20 in., worth \$8.50..... **5.75**
 Four dozen Tan Suit Cases—popular sizes and strongly made; a \$2.00 value. February Sale, each..... **1.47**
 3 dozen Suit Cases—Extra large and roomy; 2 leather straps; a good \$4.50 value. Sale..... **2.95**
 Trunks, strongly made and with 2 leather straps, in sizes 32, 34, 36 and 38; values \$12.00 and \$15.00. Your choice of any size..... **9.90**
 Tan School Cases—well-made and finished with brass fittings; the large size; value 60c each. February Sale..... **37c**

House Dresses

A large make-up of House Dresses (an old friend of the business) has sent 600 House Dresses for our February Sale. It's the best offering in these goods we ever made. That customers from outlying points may have an opportunity at this bargain, part of the shipment, 20 dozen will go on sale **SATURDAY MORNING AT 10 O'CLOCK**. The balance will be reserved until **TUESDAY MORNING OF NEXT WEEK**. These House Dresses are in Gingham, Chambray, Cretonnes and Prints. Your choice. **77c**

The Greatest Sale of "Wear-Ever" Aluminum Ware

Wear-Ever put on begins Saturday morning. Everything from a small Dipper to a large Preserving Kettle will be in this event.
 "Wear-Ever" heats so evenly all over, and retains an even heat, it is possible to make a delicious, juicy, nutritious pot-roast without water or grease—and it saves so much fuel, too. **CAN BE USED EVERY DAY IN THE YEAR.**
 "Wear-Ever" utensils are so well made from hard, thick sheet metal that they last for years after ordinary utensils have gone to the scrap heap. Figure out the cost per year—not simply the first cost. This enables you to secure a complete outfit in "Wear-Ever" Aluminum Ware at a very moderate cost.

1500 Yards of Good Flannelette, 18c Yard
 Striped Flannelette in a good heavy cloth; choice of 12 excellent patterns in light and dark. The February Sale price per yard..... **18c**

Women's Kimonos
 In flowered Eiderdown and Wrapperette, nicely finished with satin ribbon; all sizes. Each..... **\$2.75**

Sale begins Saturday Morning at 9 o'clock.

The HSC FALLS Co. Ltd.
 A City Store in a Town --- But not City Prices

February Sale in the Downstairs Store

It will not only be a very attractive place. It will also be a very economical place. Here are a few items picked at random:—
Brooms—Well made and finished with hardwood handles, each..... **33c**
Soap—A first class Laundry Soap, thoroughly seasoned. EIGHT (8) BARS of Laundry and EIGHT (8) SAMPLE CAKES of Toilet Soap—the two lots of..... **16 pieces for 47c**
 One lot to a customer.
White Star Mechanics' Hand Soap—"no company for dirt"—the tin 9c instead of 15c.
 Lux, 2 packages for..... **21c**
 Saniflush, 2 for..... **55c**
 Toilet Paper (old time quality tissue), extra large rolls..... **3 for 23c**

COALPORT CHINA
 We never held a February Sale of Coalport (Indian Tree) pattern like this one—never had the assortments to offer. We will be ready Saturday with one of, if not the finest displays of Coalport to be found in the Canadian trade—and at the lowest prices.

February Sale Prices will prevail on
 —ALL DINNER SETS
 —ALL CUT GLASS
 —ALL CHAMBER SETS
 —ALL TEA SETS

Thousands of Dozens of Fine Pearl Buttons at Half Price

Pearl Buttons direct from the makers in Japan. All are clear, first choice merchandise; in all the wanted sizes. It's good business to lay in a supply at these prices:
 Pearl Buttons worth 45c dozen will sell..... **2 Dozen for 45c**
 Pearl Buttons worth 40c dozen will sell..... **2 Dozen for 40c**
 Pearl Buttons worth 35c dozen will sell..... **2 Dozen for 35c**
 Pearl Buttons worth 30c dozen will sell..... **2 Dozen for 30c**
 Pearl Buttons worth 25c dozen will sell..... **2 Dozen for 25c**
 Pearl Buttons worth 20c dozen will sell..... **2 Dozen for 20c**
 Pearl Buttons worth 15c dozen will sell..... **2 Dozen for 15c**
 Pearl Buttons worth 12c dozen will sell..... **2 Dozen for 12c**