

The home of the Original February Sale

Famous all over Norfolk and adjacent counties. It is one of the great events of our store-keeping. Our 1924 February Furniture Sale will be the most welcome—Prices will speak for themselves.



**For Weeks The People Have Been Asking:
"When Will Your February Sale
of Furniture Begin" ?**

Falls' February Sale of Furniture begins on Saturday. It will be the largest and most important Furniture Sale we ever held. It will bring more Furniture and better Furniture, and larger savings of money than any other sale, now or at any other time. The goods have been coming in for weeks—the Furniture Floor is filled up, and the busiest preparations in all our career are being made to meet the GREAT EXPECTATIONS OF THE PEOPLE.

FALLS' DEPARTMENT STORE, SIMCOE

A Gibbard Solid Walnut Bedroom Suite—Colonial design, including Vanity Dresser, Chiffonette, large Dresser, four-poster Bed, Bench and Rocker and Toilette. This is the season's newest offering; worth \$350. Falls' February Sale price **\$308**

Colonial Design, Old Oak Bedroom Suite—Trimmed with solid walnut panels; consists of Bed, Dresser, large Vanity Dresser, with small hand mirrors to match; Chiffonette, Bench, and Rocker. A very attractive suite and will give wonderful service. Worth \$230. Falls' February Sale price **\$203**

Queen Anne Walnut Bedroom Suite—Consists of large Bow-end Bed, Vanity Dresser, Chiffonette, Dresser and Bench. This is a lovely suite, displaying wonderful workmanship. This was displayed at the recent Furniture Exhibition. Worth \$240. Falls' February Sale price **\$212**

Queen Anne Walnut Bedroom Suite—With the popular Bow-end Bed, extra large Vanity Dresser, large Dresser and Chiffonette. This is a very handsome suite, showing wonderful cabinet work. Worth \$235. Falls' February Sale price **\$195**

Queen Anne Suite—In Ivory, trimmed in blue and bronze. A very serviceable suite, with Bow-end Bed, Vanity Dresser, Chiffonette, Dresser and Bench. Worth \$165. Falls' February Sale price **\$144**

Solid Walnut Diningroom Suite—Consists of 64-in. Buffet, 8-ft. oblong Table, a massive size China Cabinet and 6 cane-back, real leather, upholstered Chairs. This was a sample suite at the recent Furniture Show. This is a real suite and special value at \$350. Falls' February Sale price **\$308**

Diningroom Suite—Solid walnut, Adam design, 8-ft. oblong extension Table; real large China Cabinet; 64-in. Buffet, Chairs covered in solid Blue Leather. This is one of our newest and most stylish Suites; worth \$325.00. Falls' February Sale price **\$286**

Italian Renaissance Designed Walnut Diningroom Suite—Displays wonderful hand carving, consists of Buffet, Panel-end China Cabinet, 6-ft. oblong Table and 6 leather upholstered chairs. Worth \$250. Falls' February Sale price **\$220**

Elm Walnut, William and Mary Design Diningroom Suite—With 60-in. Buffet, oblong Table, China Cabinet, six leather-bottomed Chairs. Come and see this suite for value. Worth \$172.50. Falls' February Sale Price **\$151**

William and Mary Diningroom Suite—In old English Oak, with wax finish. Consists of 8-ft. oblong Table; 60-in. Buffet, panel-end China Cabinet and 6 leather-bottomed Chairs. This is the newest finish in oak and sets off the wonderful cabinet work to advantage. Worth \$190. Falls' February Sale price **\$168**

Sani-Built Chesterfield Suite, with Marshall cushions, covered in plain and brocade Mohair, with tassels. Consists of 2 Chairs and Chesterfield. A very serviceable and attractive, as well as comfortable piece of furniture. Worth \$275. Falls' February Sale price **\$243**

All Wool Mattresses—In 4 ft. 6 in. only. Fancy art ticking. This is a good thick mattress and is a great bargain at \$10.00. Falls' February Sale price **\$8.90**

Combination Chesterfield Suite—Plain and figured Mohair, of the very best quality, with Fireside Chair, Chesterfield and Chesterfield Chair. A luxurious suite with loose Marshall cushions and semi-pillow arms. Worth \$265. Falls' February Sale price. **\$231**

Chesterfield Suite—Imported high-grade French Tapestry covering. Consists of three pieces, loose Marshall cushions, and large roll arms. It is a magnificent piece of workmanship. Worth \$250. Falls' February Sale price **\$222**

3-Piece Chesterfield Suite—In imported Tapestry, guaranteed Marshall spring cushions; trimmed in plain brown Mohair. A wonderfully good looking and long wearing suite. Worth \$198. Falls' February Sale price **\$177**

2-Piece Suite—In two-tone Tapestry, blue shades, over-stuffed arms, Queen Anne legs, sanitary loose spring cushions. The most modern combination of colors. Worth \$225. Falls' February Sale price **\$198**

3-Piece Suite—Covered in two-tone Tapestry, brown and rose combination; sanitary loose spring cushions; finished with solid walnut show rail at base. The suite that made a big hit at the recent Furniture Show. Worth \$238. Falls' February Sale price. **\$209**

Chesterfield Suites of 3 pieces, each covered in heavy English Tapestry; Marshall cushions; the workmanship guaranteed. Our February special. Worth \$175. Falls' February Sale price **\$147**

Sellers Kitchen Cabinets—Saves hundreds of steps, with its many new features; complete with glass fixtures, automatic lowering flour bin; anti-proof castors, removable roller curtain, glass trimmings. Let us demonstrate this cabinet to you. Mastercraft. Worth \$83. Falls' February Sale price **\$69**

Single Steel Frame Couches—Felt mattress with heavy cretonne covering; adjustable head rest. Specialised in the sale at **\$12.40**

BRASS BEDS
A Factory Clearance in Four Groups
First—A special value in Brass Beds, four large end posts, heavy caps, five 3/4-inch fillers, nicely trimmed. A special \$20 value for. **\$16.40**
Second—Well made Beds with heavy continuous post, with five 1 1/2-in. fillers, in dull finish. A special \$25 value for **\$21.00**
Third—These Beds are very heavy and massive with large fillers and buckles. A special \$30 value for **\$23.00**
Fourth—Lovely satin finish Beds with continuous post and extra heavy fillers. A special \$35 value for **\$27.00**

Specialised throughout the large Furniture and Homefurnishing Department, 3rd Floor, you will find many remarkable offerings in:

- Diningroom Tables
- Floor and Bridge Lamps
- Dressing Tables
- Chiffonettes
- Beds
- Tea Wagons
- Brass Beds
- Bed Pillows
- Window Blinds
- Porcelain Top Kitchen Tables
- Kitchen Chairs
- Couches
- Simmons Twin Beds
- Cedar Chests
- Bed Springs
- Boudoir Lamps

Odd pieces of Furniture of many kinds.

Kitchen Cabinets in Elm—Glass fixtures; enamel lined; large base storage. Falls' February Sale price. **\$33**

Kitchen Cabinets—In oak or white enamel; medium size; complete with porcelain top; moveable flour bin; cutting board; glass fixtures; in fact every possible attachment for convenience. Worth \$60. Falls' February Sale price **\$53**

Library Tables—In fumed oak, guaranteed top 28x42 in., complete with drawer and book shelves. 20.00 value. Falls' February Sale price **\$14.95**

Reed Chairs—Large and roomy, covered in heavy English Tapestry. Spring seat and loose felt cushion. Built for service. Save \$5.00 on these chairs. Falls' February Sale price **\$14.95**

Large Rocker and Chair—Covered in heavy quality leatherette; nice big comfortable chairs. Worth \$15.75. Falls' February Sale price **\$14.00**

Solid Comfort Mattress—Filled with pure layer felt and covered in heavy army duck, which is very serviceable; finished with French roll edge; size 4 ft. 6 in. A special at \$10.50. Falls' February Sale price **\$9.30**

Kapok Mattress—Weighs 33 lbs. Imperial roll edge, covered in heavy Art ticking. A wonderful mattress and the most comfortable mattress to sleep on. Worth \$22.50. Falls' February Sale price **\$19.75**

**IT IS A VERY TRUE STATEMENT
That You Can Buy Furniture at Falls'
During February and August
Sales**

cheaper than at any other time. You buy in these sales the same guaranteed, durable, excellent Furniture that we sell all the time. We have not, and we shall not, buy "sale" Furniture.

Falls' Department Store, Simcoe

Simmons Banner Coil Spring is built for sleep. No side-sway; guaranteed 20 years. Close laced top. Worth \$11. Falls' February Sale price **\$9.65**



The H.S. FALLS Co.

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