



Falls' Greatest!

FEBRUARY and Furniture Sale!

Will be held in one of the largest and finest stores, containing one of the largest and finest stocks in Western Ontario. Sale begins Saturday. The Savings will be of the utmost timeliness.

WONDERFUL CHOOSING

In Medium and High-Class Drapery Materials—These Taken at Random

- 1000 yards of Natural Madras, 36 in. wide; part of it with fancy bordered edge; 10 different patterns, suitable for any room in the house. Per yard **29c**
 - 20 Patterns in Silkoline and Shennette, 36 in. wide, for drapes, box covers, cushion tops, etc. Yard... **28c**
 - Imported block-printed Linen Draperies and Upholstering Materials; very high-class materials and patterns; 50 in. wide; large choice of new designs. A special \$5.00 value. February Sale yard **\$3.75**
 - Imported figured Sundour Drapery Materials; will not fade; 50 in. wide; in Mulberry, Pink, Green, Tan and Rose. The \$2.75 material. February Sale yard **\$1.75**
 - Reversible Figured Repp for upholstery, portieres and draperies; 40 in. wide; in rose, green and tan. Special for this sale, yard..... **87c**
 - A Table of Curtain Nets; 40, 44 and 48 in. wide; in Ecru, Ivory and White. Worth up to \$1 yard. Choice, yard **60c**
 - 12 pairs of Swiss Curtains, 2½ yards long; attractive patterns. Special pair **\$3.97**
- Third Floor.

The Annual February Sale in Falls' Downstairs Store

It is the only store of its kind outside of the largest cities, anywhere, in high standards and general displays. It's a store of true economy. Lowest prices on goods that are in use every day.

- Soaps—Surprise, P. and G., Comfort, Gold, Sunlight, Seafoam and Naptha..... **4 bars for 27c**
 - Pearline, 3 pkgs. for..... **22c**
 - Old Dutch, 2 tins for..... **12c**
 - Sani-Flush, 2 tins for..... **57c**
 - Bon Ami, 2 pkgs. for..... **26c**
 - Gillet's Lye, 2 pkgs. for..... **27c**
 - Lux, 3 pkgs. for..... **29c**
 - Seafoam Soap Chips, white and fine like Lux, 2 for..... **39c**
- Falls' Department Store, Simcoe

Braces

It's a good idea to have two or three pairs of Braces—especially when you can get them at this price. They are the desirable pulley kind; good elastic webbing. About half price pair... **27c**



February Sale of Floor Coverings

Very attractive displays — Inlaid, Printed and Plain Battleship Linoleums—2, 3 and 4 yards wide. Also Linoleum and Congoleum Rugs in all sizes. A very wide choice.

Falls' Department Store, Simcoe.



CHARMING FROCKS

For Women, Priced Very Low For This Sale

- Rack No. 1**—Women's and Misses' Dresses—Tricotines, Serges, Homespuns and Crepes. Many styles and the popular colors; also black. Values up to \$18.50. Choice..... **\$9.00**
 - Rack No. 2**—Women's and Misses' Dresses in Crepe, Poirer Twill, Serges and Tricotines. Many hand-embroidered garments and tailored styles. Regular value \$25. February Sale **\$19.00**
 - Rack No. 3**—Our finest Dresses in fine materials; coat and wrap-around styles, at a saving of \$5 to \$10 on every dress at..... **\$25, \$30 and \$35**
- Falls' Department Store, Simcoe.

Gordon Silk Hose—La France Silk Hose

The two best lines of Silk Hose sold in Canada, and they are rarely ever reduced in price. We shall put a limited number of these celebrated Silk Hose on sale during the February Sale. Sizes are 8½ to 10. Colors are Cordovan, Silver, Steel Grey, Beige, Polo, Log Cabin, Black and White. A standard \$3.50 Silk Hose wherever they are sold. February Sale pair **\$2.95**

FOR YOUR COMFORT

There's a Cozy Fire Place on the 2nd Floor, Rest Room

Falls' Store is big—and accustomed to big crowds—and our welcome is as big as the store and outdoors, too.

French Limoges Sets

Especially dainty in design and coloring, showing sprays of wild rose and corn flowers. Plates with gold edges. Vegetable Dishes oval or round, all gold handles. A \$45.00 set of Dinnerware. February Sale **\$38.50**

1200 Yards of Good White Flannelette, Yard 16c

Months ago we secured this item and put it aside for our Annual February Sale. A good heavy cloth, 28 in. wide. Yard **16c**



A Few Luxurious Coats at the Price of Ordinary Ones

- Women's Coats**—In Navy Marvella, Dalmon style; braided with Italian braid; pillow collar of black wolf. Regular price \$75.00, for..... **\$50.00**
- Women's Black Coat**—Combination of Persian-paw and Marvella; trimmed with real beaver collar and cuffs. Regular price \$85.00, for..... **\$50.00**
- Women's Coat**—In Navy Marvella, with pillow collar and cuff of black wolf; long waist and circular skirt effect. Regular \$75.00 for..... **\$50.00**
- Women's Coat**—In Black and Taupe combination of Marvella, embroidered prettily on back; marten collar and cuffs. Regular price \$75.00 for..... **\$50.00**

OTHER LOWER PRICED COATS

All Falls' Coats, With the Falls' Guarantee of Excellence

A—Women's and Juniors Coats—In Velour, Duvelty and Marvella; mostly with large rolling and Chin-Chin collars of beaverine. Lined throughout with heavy Skinner's Sateen, and interlined throughout with flannelette. Colors: Reindeer, Sand, Taupe, Brown, Navy and Black. Regular \$38.50 Coats, February Sale..... **\$23.00**

B—Women's Coats—In this lot we have grouped coats worth up to \$25. All this season's styles. In many cloths, including check-back Burberry and some fur-collared Coats. All at one price. Choice **\$9.40**

Falls' Department Store, Simcoe.

Men's Semi-Linen Handkerchiefs

Full size, hemstitched, fine cloth. February Sale **3 for 28c**

A REAL SALE

Our First February Sale of Youths' Shirts

Fine Striped Madras and many other fine fabrics. You'll want several of them. The way they are made will surprise you. Cut generously, finished very carefully, good length sleeves and roomy in the body; centre pleats well looked after; collars attached and without collars; wonderful assortment of patterns and colors. Sizes 12 to 14. Two groups, **\$1.27 and \$1.44**.

"Adderley's" Fine English China

Many prefer it to "Coalport." Very attractive in design and colorings. On sale at 25 per cent under value:

- 5-in. Plates each **48c, 60c, 97c, \$1.10**
- 7-in. Plates each **65c, 67c, \$1.47, \$1.60**
- Cups and Saucers, **90c, \$1.25 and \$1.75**
- Creams..... **\$1.25, \$1.45 and \$1.75**
- Sugars..... **\$1.95 and \$2.35**
- Tea Pot, Cream and Sugar Sets, **\$5.40, \$11.50 and \$13.50**
- Hand Bells, each **\$1.47**

—Many odd lines of French China, including Breakfast Plates and Soups, at about half price. Each..... **58c**

45 Only Carpet Sweepers, Each \$1.97

When these are sold, Carpet Sweepers at \$1.97 will be a thing of the past. Hygeno Sanitary Carpet Sweepers are made of cold rolled steel, with beautiful mahogany finish. Automatic nickel-plated dumping levers for each dust pan. The brush, the essential part of the sweeper, is of genuine bristles, full sweeper length. Worth nearly double. February Sale, each **\$1.97**

Falls' Department Store, Simcoe.

Falls' Special Flannelette Blankets

Our name is stamped on every pair. None better. Few as good. Soft, fluffy, and fine; the largest size made. One hundred pairs only to offer at this low price—when the Sale open Saturday morning **\$2.88 pair**. How long will it take us to dispose of these one hundred pairs?

Falls' Department Store, Simcoe.

Boys' Heavy Ribbed Wool Hose, Pair 47c

Heavy quality Cotton Hose are not procurable at the above price. These are heavy WOOL. Well finished and seamless, and will stand hard wear. Sizes 7 to 10. February Sale pr. **47c**

Falls' Department Store, Simcoe.



Our Annual February Sale of Hundreds of Rugs

Every Rug thoroughly good. They are rich and colorful and tasteful, and they are priced more than fairly for this event.

TAPESTRYS AXMINSTERS
WILTONS BRUSSELS
Falls Department Store, Simcoe

Friday, February 1st, will be Inspection Day. The sale tickets will all be on the goods. However, the sale will not be thoroughly under way until Saturday morning at 9 o'clock.

THE FALLS STORE

THE FALLS STORE

The "Dove" For

Beautiful Hand embroidered Under Royal Nainsook, Witchery Crepe, Cambric, Attractive trimmed elaborate embroidery and new slip-over style and finished with ing.

- Gowns..... **\$3.50, \$4.00**
- Envelope Chemise and.....
- Two-piece Pyjama Step-in Suits.....

The "Dorothy" For

Fine quality Machine and Embroidery trimmed effects. Not made, but every garment portioned in length.

- Gowns—\$1.15, \$1.25, \$2.15, \$2.20 and \$2.25
- Envelope Chemise \$1.57, \$1.83 and \$2.00
- Drawers—49c, 97c
- Princess Slips—\$1.83, \$2.30 and \$2.70
- Underskirts—\$1.27 and \$2.77
- Corset Covers—\$1.19 and \$1.55

Fine 4-Ply Fin

In 1-oz skeins. Machine made for the finest Regular 150 oz. On

Flannelette Night C

They are in white flannelette, to fit boys' Regular \$1.50 value.

Children's

Blanket Cloth lined throughout with flannelette. Colors: Red, Blue, Grey. Less than 1 price

Extra Quality Cashmere Pair

16 dozen only worn Cashmere Hose; in all white; sizes 8½ to 11 \$1.25 pair. February

The savings are wonderful. Women's and Children's wear. The sale includes Turnbull's and Harvey priced and high-grade