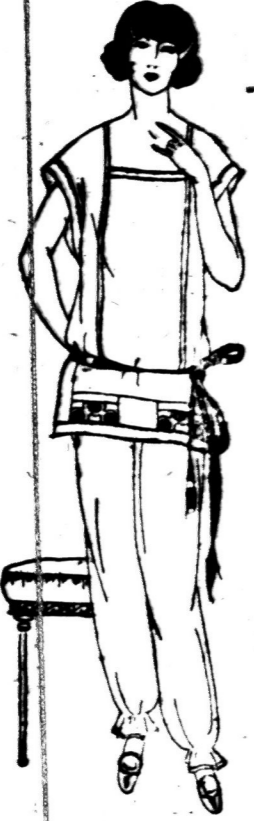


# Thrift Month "February"

Falls', above all others, is the Store for Careful Buyers



## The "Dove" Lingerie Reduced For February

Beautiful Hand-made and Hand-embroidered Underwear, in the finest Royal Nainsook, Batiste, Plesse and Witchery Crepe; also good quality Cambric. Attractive V-neck style, trimmed elaborately with Val. lace, embroidery and hemstitching. The new slip-over style with French knots and finished with harmonizing smocking.

Gowns... \$3.50, \$4.50, \$5.00 and \$5.50  
Envelope Chemise \$2.50, \$3.50, \$4.50 and \$5.00  
Two-piece Pyjamas... \$4.75  
Step-in Suits... \$3.50 and \$4.00

## The "Dorothy" Brand Whitewear

Fine quality Muslins, dainty Lace and Embroidery trimmings; also tailored effects. Not only are they well-made, but every garment is fully proportioned in length and width.

Gowns—\$1.15, \$1.47, \$1.57, \$1.97, \$2.15, \$2.29 and \$4.55  
Envelope Chemise—\$1.29, \$1.47, \$1.57, \$1.83 and \$2.00  
Drawers—49c, 97c, \$1.55 and \$1.98  
Princess Slips—\$1.19, \$1.29, \$1.63, \$1.83, \$2.39 and \$2.65  
Underskirts—\$1.15, \$1.53, \$1.77, \$2.27 and \$2.77  
Corset Covers—47c, 57c, 82c, 97c, \$1.19 and \$1.55

## Fine 4-Ply Fingering Yarn

In 1-oz. skeins. Many shades. Suitable for the finest mitts and socks. Regular 15c oz. On sale 3 skeins 35c

## Flannelette Night Gowns for Boys

They are in white and striped Flannelette, to fit boys 6 to 16 years. Regular \$1.50 value. Sale... 97c

## Children's Coats

in Blanket Cloth and Chinchilla. Lined throughout with heavy flannelette. Colors: Red, Brown, Navy and Grey. Less than half price. Sale price... \$2.77

## Extra Quality Cashmere Hose, 97c Pair

16 dozen only women's very fine Cashmere Hose; in black, brown and white; sizes 8½ to 10. Special at \$1.25 pair. February Sale pair... 97c

The savings are worth while on Women's and Children's Underwear. The sale includes all of Turnbull's and Harvey's popular-priced and high-grade underwear.

## Men's Neckwear Priced For Less During The Sale

A—Hundreds of Knitted Ties a wonderful assortment of most desirable colors and patterns. Priced for the sale each... 37c

B—Hand-made imported Knitted Neckwear. Very beautiful goods. Will outwear half a dozen ordinary Ties, and look better all the time you are wearing them. "In the city store," \$3.50 each. Falls' February Sale \$2.50

## Velvet Ribbons, Stamped Goods, Etc. on the Table

—Silk Velvet Ribbon in ten shades. Regular 25c to 50c yard. Sale price per yard... 10c and 17c  
—Stamped Cotton and Linen things—Runners, Scarfs, Centres, Bedspreads, etc. Many of them ½ Price.  
—6-inch Stamped Doilies, with blue edge... 3 for 12c

## 24 Reed Chairs and Rockers, \$20 Value For \$16.20

These are Golden Brown finish, full size chairs; constructed on a steel-braced frame; made of No. 1 select quality prime American cut reed; 9 springs in seat; back pad sewed into chair back. These high-grade chairs are not to be confused with the cheap China reed made chairs. Good \$20.00 chair. February Sale only... \$16.20

## English Bed Spreads

Full size, of Pique or Marseilles, in pretty patterns; light and medium weight; \$7.50 values. February Sale each... \$6.40

The "Simla" Quilt—In Rose, Blue or Gold; in floral designs. Quality so silky and fine. Regular \$16.50. February Sale... \$12.50  
Limited number of each of these high-class imported spreads.

## Bed Spreads in the Sale

Full bed size; honey-comb weave; good weight and soft finish. February Sale, each... \$2.47

## A Clear-Out in Laces

All-over Laces in Cream, White and Black; for many purposes. They sold up to \$2.50 yard. Choice yard... 60c

## "Caldwell's" Heavy Ribbed Wool Sox For Men, Pair 39c

These are extra length and come in dark and light Grey and Khaki.

## Offering From Department "D"

Pure Wool Dress Serge—In black and navy blue. Fine twill; bright finish; good weight. Value \$1.75. February Sale yard... \$1.33

## Men's Sox, Pair 23c and 27c

The 27c ones are good weight, seamless, wool work sox, and the 23c ones are tan merino and seamless, with ribbed tops.

## Sweater Wool

Can't hope to duplicate this big bargain. This purchase of 50 boxes of Sweater Wool was just a "happen-so."

## A Most Remarkable Sale of "John Brown's" Linen Towels

—18x30 in. Pure Linen Huck Towels; plain border. February Sale, each... 37c  
—18x30 in. Hemstitched, pure Linen Huck Towels. Very fine quality. February Sale each... 42c  
—20x38 in. heavy quality, pure Linen Huck Towels; tape border. A real good absorber. February Sale each 67c  
—20x38 in. H.S. pure Irish Linen Towels; 4 good border patterns. A real bargain. February Sale each... 90c

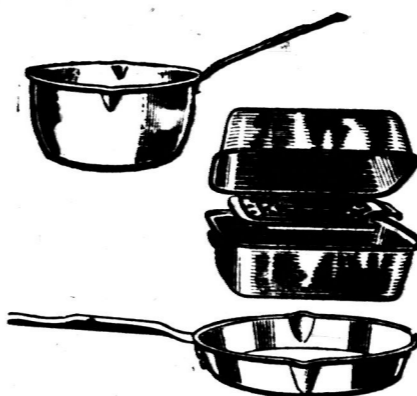
## Salad Bowls and Cups and Saucers

—Three groups of Salad Bowls—Japanese and English China, with floral patterns; assorted colors and different sizes. February Sale price each... 29c, 41c and 62c  
—Cups and Saucers—European China; Saxony shape with floral design. Two sizes. Sale prices... 23c and... 28c

## Offerings From Department "Y"

Colgate's Dier-Kiss Face Powder... 57c  
Colgate's Talcum Powder... 19c  
Colgate's Cashmere Bouquet Soap, 6 cakes for... 53c  
Colgate's All-round Bath Soap, 2 for... 21c  
Colgate's Rapid Shaving Powder... 19c  
White Castile Bars, large size, ea. 15c  
White Castile Cakes... 8 for 23c  
Sanitary Comb Cleaners, each... 12c  
Boncella Classic Facial Pack and Vanishing Cream, the restful road to beauty. Does wonders for the face. Value 50c a package. Falls' February Sale... 38c

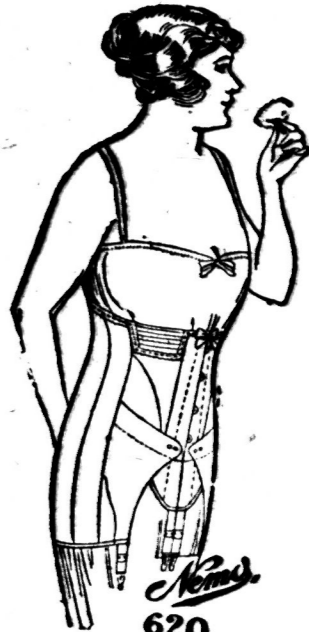
## Prices will be specialised on Men's High Grade Tailored English Shirts during the Sale.



## Falls' February Sale of Household Goods

Prices have never been so low on Aluminum Ware. Every piece is sold with a guarantee. Sale in Downstairs Store.

1-qt. Sauce Pan, each... 33c  
1½-qt. Sauce Pan, each... 48c  
3-qt. Sauce Pan, each... 74c  
1-qt. Handy Bowls, each... 27c  
1½-qt. Handy Bowls, each... 33c  
2-qt. Handy Bowls, each... 42c  
5-qt. Potato Pot, each... \$1.47  
6-qt. Potato Pot, each... \$1.52  
2½-qt. Double Boiler, each... \$1.74  
5-qt. Tea Kettle, each... \$2.44  
2½-qt. Daisy Tea Kettle, each... \$1.17  
6-cup Coffee Percolator, each... \$2.22  
6-cup Tea Pot, each... \$1.69  
Round Roaster, extra deep, each \$2.57  
11-qt. Dish Pan, each... \$1.94  
1-pint Dipper, each... 29c  
1-qt. Dipper, each... 38c  
Lipped Fry Pan, 8½ in., each... 85c  
Lipped Fry Pan, 9½ in., each... \$1.10  
2½-pint Pudding Pan, each... 32c  
3½-pint Pudding Pan, each... 48c  
2½-quart Pudding Pan, each... 65c  
3-quart Pudding Pan, each... 77c  
Bread Pan, each... 60c  
Tubed Cake Pan, each... 86c  
Deep Pie Plate, 9½ in., each... 33c  
4-in. Cup, each... 15c  
4-piece Combination Cooker each \$2.85  
1-pint Jelly Mould, each... 18c  
2½-pint Jelly Mould, each... 29c



## All Corsets Reduced During February

Many extra specials in Brassieres, Nemo Corsets, C-C a la Grace Corsets and Gosard Corsets.  
Corsets Fitted Free of Charge

## Pure Wool Homespun

In all the new Spring Shades. 56 in. wide. Extra soft quality. One of the most popular and serviceable materials for the new season's wear. Falls' February Sale, yard... \$1.47

## New Sport Flannels in the Sale

A very popular fabric for the coming season. Large choice of new colors. Much in demand for one-piece Dresses and Blouses. 56 in. wide. Specialised for the sale, yard... \$1.55

## Good Bargains in Blankets

—90 Pairs of Pure Wool Imported Blankets.  
—15 Pairs of White Union and colored All-Wool Blankets.  
—9 Pairs of Kenwood's Fancy Plaid and Check All-Wool Blankets.  
—14 Beacon Bath Robes and Couch Robes will go on sale Saturday at lower prices than they will be offered for again this year.  
—Main Floor, Staple Dept.

## Men's and Boys' Underwear

It will be a good time to buy Winter Underwear for men and boys. February Sale prices will prevail on all  
—Wolsey's English make.  
—Turnbull's Ceetee Brand.  
—Stanfield's Unshrinkable.  
—Penman's Pen-Angle.

## Save on Little Things During the Sale

Dependable Gas Mantles... 2 for 23c  
Sanitary Dusters, each... 9c  
Household Brushes, special quality, each... 23c  
Sponge Dish Cloths... 3 for 17c  
Heavy Knitted Mop Cloths, each... 23c  
The Ritz Pot and Pan Cleaners, 2 for... 23c  
Sponges, various sizes, for many uses, each... 15c

## Men's Shirts

In Percales, Prints and Ginghams. Well-made, good-looking Shirts. In sizes 14 to 17. Sale each... \$1.14

FALLS' ANNUAL FEBRUARY SALE SHOULD APPEAL TO EVERY SHOPPER WITHIN FIFTY MILES OF SIMCOE.

THE FALLS STORE

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