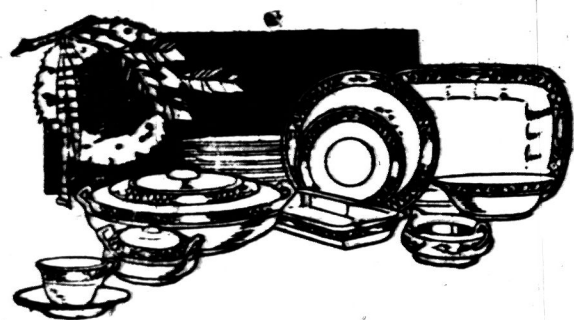


Falls' Annual 1924 FEBRUARY SALE! Begins Saturday

Brant, Haldimand and Norfolk Counties Haven't Had One So Good. The Sale Price Tickets will all be placed Friday, and you are welcome to look through the stocks



Dinnerware

Scores of Beautiful Sets of Dinnerware will be specially priced for our February Sale.

The handles of all our French Dinner Sets are full coin-gold and complete sets of 97 pieces for 12 persons.

Classic—An unusual design, conventional border of Black and Yellow. Vegetable Dishes are very quaint shape. Worth \$48.50. February Sale price **\$39.00**

Lemon—An attractive set, not heavily patterned; a simple border of pale yellow flowers, with lines of Gold and Green. Worth \$36.00. February Sale **\$29.00**

Blue Endon—Very white with border of Blue Flowers and Green leaves. Worth \$23.50. February Sale. **\$19.00**

French China Set—A very dainty design; border of tiny Pink Daisies, with Gold lines. Worth \$100.00. February Sale **\$87.00**

A Beautiful Set of Limoges China—Conventional border of Tan, deep Rose and Green; all gold handles. A special at \$67.00. February Sale **\$59.00**

The Baltimore—One of Johnson Bros.' newest patterns, bordered with a design of pale Yellow and Black, with tiny medallions of fruit. The vegetable dishes are new in design and very graceful. A special at \$29.50. February Sale **\$25.00**

Rosene—Another new pattern, rather wide border of Blue Grey, with conventional design in white, with tiny baskets of flowers at intervals; also a basket of flowers in centre of plate. Worth \$38.50. February Sale. **\$33.00**

Original Austrian China—"Bridal Rose," open stock. Specialised at \$42 set. Falls' February Sale. **\$39.00**

Our February Display of Dinnerware will interest every woman. We have been told there is nothing to equal it between Toronto and Windsor. IT'S WORTH SEEING.

Tumblers

5 Dozen only Heavy Cut Glass Water Tumblers, Colonial design. A great Bargain, 1/2 dozen for..... **\$1.75**

Women's Cashmere Hose, Pr. 47c

Several different kinds, in black and colors; nearly all are fine ribbed; sizes 8 1/2 to 10. Half price, pair..... **47c**

Hand and Tea Towelling during the February Sale is priced lower than at any other time. Per yard **23c, 27c, 32c, 36c, 41c and 45c.**

FEBRUARY SALE OF LINENS Cloths, Napkins, Damask, Pillow Cases

—18x18 Pure Linen Table Napkins, per dozen **\$2.98**

—15 dozen heavy All Linen Damask Table Napkins (seconds), values up to \$10.00 dozen. On sale 1/2 dozen. **\$2.46**

—All Linen Unbleached Table Damask, heavy quality. Yard. **\$1.29**

—Very special offering in pure Linen Table Cloths, lovely design, size 2x2 yards, will be on sale, each. **\$2.98**

—9 only Mercerized Table Damask Cloths, assorted sizes, very heavy for hard wear. Sale price each. **\$2.98**

—20 only heavy all Linen Table Cloths (seconds) about half price, each **\$5.97**

—Old Bleach Embroidery Linen, 27 in. wide, in a clearance at about half price. Yard **75c**

Our Usual February Sale of Cotton Bats

1/2 lb. Cotton Bat—Fine quality, partly bleached. February Sale. **21c**

1/2 lb. Full Bleached Cotton Bat—White and light. February Sale. **23c**

Comforter Size Cotton Bats—Pure white, clear and fluffy. A good \$1.65 value. February Sale, each. **\$1.37**

Extra! Extra!

The "Baroda" Bed Spread—In colors Blue or Rose; made from finest cotton, highly mercerized; in fact they look and feel like silk. Old Willow design. Regular \$22.50. February Sale **\$16.50**

Children's Dresses

In Serge and Tricotine; all hand-embroidered; long waists with pleated Skirt effect. The smaller sizes have Bloomers to match. Colors: Navy, Sand and Henna. Sizes 4 to 14 years. Regular \$5.00 for. **\$3.33**

February Sale of Sheetings

Housekeepers will be pleased to know we shall hold our usual February Sale of Sheetings, and prices will be lower than they have been in some time—**47c, 54c, 59c, 68c, 81c, 90c, \$1.12 and \$1.58 yard.**

February Sale of Laces, Yard 29c

Laces suitable for camisoles, dresser covers, bed spreads, etc. In a wide range of effective designs; 2 in. and 6 in. wide; will be put out for quick selling, the yard **29c**

February Sale of Motor, Steamer or Travelling Rugs

—Don-A-Brook Rugs—Pure wool, fringed. Very delightful and entirely new Plaids; size 60x84 in. During the February Sale each **\$6.97**

Costume Velvets

36 in. wide in shades of Blue and Brown, also Black. The \$3.00 cloth will sell for **\$2.19 yard**

French Panne Velvets

Chiffon finish, in Green, Tangerine and American Beauty, 36 in. wide. Save a dollar a yard. February Sale per yard **\$3.75**

Women's Skirts

Box and Knife Pleats, made in Homespun, Flannel, Serge and Tricotine. All shades and sizes. Regular \$7.00. Selling for **\$4.77**

Women's Heavy Sport Sweaters

In Paddy, Scarlet, Copen, Yellow and Mauve; roll collar and button down front. Regular \$7.50 for. **\$4.75**

Table Oilcloths

The popular width, 1 1/4 yards. In White, Marble and a large choice of new designs. All perfect goods. During the sale, yard **42c**

Hair Nets and Wash Cloths—Self-Threading Needles

—Cap Hair Nets—Sanitary and durable **3 for 9c**

—Wash Cloths—Rough on both sides **2 for 18c**

—Self-Threading Needles—All the popular sizes. Package **7c**

THE BEST BARGAINS

Of the Year in Black Satin Duchesse and Black Satin de Chene

—Black Satin de Chene—Bright, soft finish and good weight; thoroughly reliable; 36 in. wide. Specialised the yard **\$1.57**

—Black Satin Duchesse—Heavy weight and very bright finish; wear guaranteed; 36 in. wide. February Sale price **\$1.93**



Men's Overcoats and Suits

A most unusual and thoroughly out of the ordinary February Sale of Men's Overcoats and Suits. You must see these wonderful goods.

Overcoats, \$9.75—A lot of men require a good warm serviceable overcoat, and they don't want to pay much for it. Here's their chance. Men's big heavy Brown Frieze Ulsters; belted back; large storm collars; extra length; well lined; sizes to 44. Falls' February Sale. **\$9.75**

Overcoats, \$19.00—Not every size in every style; but all sizes in the lot. Plaid backs; 3-way belts. Real overcoats. February Sale **\$19.00**

Overcoats, \$25.00—In this lot we have bunched all our high price coats. Big, lofty overcoats for men and young men. Newest models and newest cloths. There's a wonderful coat here for any man, and priced at **\$25.00**. Meant to be \$35.00 and \$40.00.

Men's Suits, \$15.00—These ARE NOT fifteen dollar suits. We're closing up the number of prices carried in men's suits. Where we formerly had eight or ten prices, hereafter we shall have but three. Most of these suits were in the \$20 class, many of them were \$25. All one price when the sale opens **\$15.00**

Young Men's Suits, \$20.00—These also ARE NOT \$20 suits. They belong to the \$25 and \$30 class, and will be sold at **\$20.00**

Several new spring models in the lot. **Men's Suits, \$25.00**—And these ARE NOT \$25 suits. Here you will find high-class navys and plain greys; fancy woolsens and fine tweeds; suits that were made to sell for \$30 and \$35. For **\$25.00**

Six unusual groups of Bath Towels in the February Sale at each **25c, 33c, 47c, 57c, 72c and 77c.**

H.S. FALLS

H.S. FALLS

DR. PAUL'S
VEN. ARCHDE
Services at 11
Monday, 4.30 p
Tuesday, 2.30 p
All are cordially
these services.
KNOX PRES
Rev. W. T. BR
Services at 11 a.m.
day.
Y. P. S., Thursd
You are invited
Choir practice, T
WESLEY ME
REV. G. SMITH
Services at 11 a.m.
GARNET ME
1.30 p.m.—Sunday
2.30 p.m.—Church
Epworth League
ing on Friday even
PROFESSIONA
PHYSIC
I. J. Leather
OFFICE H
10 to 12 a.m.
7 to 9 p
JARVIS
DENT
Dr. R. G.
DENTIS
Office Hours: 9 to
5.30 p.m.
Office next D. N. Al
Phone 1
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DR. LILLIAN A. SH
CHIROPRA
At American Ho
Tuesdays and
8 to 10 a.
Fixed adjustmen
Office—21 Robinson
Phone 60
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Sun Life Bldg.
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Harrison Arrell,
County Crown A
S. Cameron A
Kelly, Porter &
Barristers, Solicitors,
W.E. Kelly, K.C.
Crown Attorney
DAVID E. KE
Solicitors for Norfolk C
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