

# Falls' Annual February Sale Begins on Saturday

Brant, Haldimand and Norfolk Counties haven't had one so good. The Sale Price Tickets will all be placed Friday night. Saturday morning you are welcome to look through the stocks.

## 100 Women's Gingham House Dresses, Each \$1.93

A special purchase of 100 pretty Gingham House Dresses. Good quality of gingham, combined with plain chambray, organdie trimmed and finished with pearl buttons; sizes to 44. February Sale each .....**\$1.93**

ALSO—Three dozen only travellers' samples of good looking Girls' Plaid Gingham Dresses to fit girls 8 to 14 years. Choice each .....**\$1.47**

## Two Good Specials

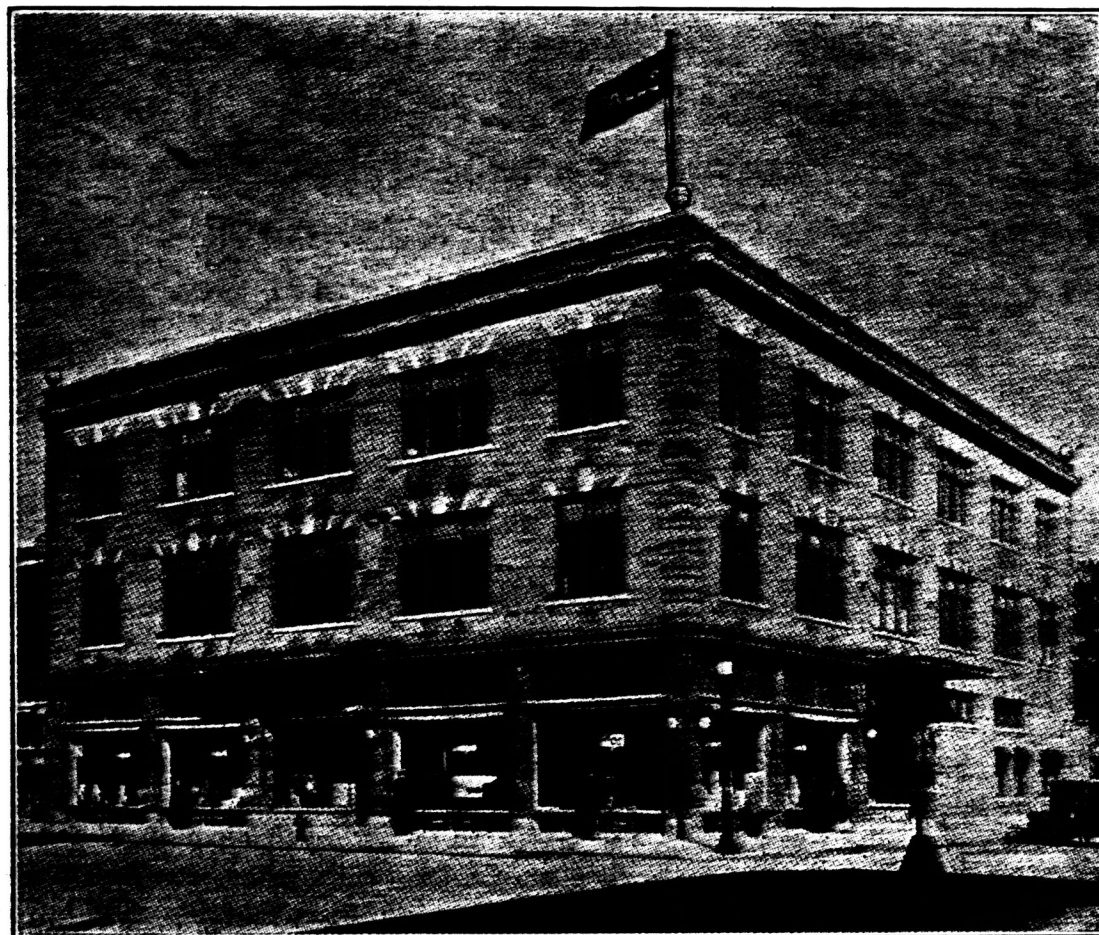
"Ladies' Underarm Bags" and "Knitting Bags" Worsted

1000 Balls Worsted Wool; twenty-five shades; 4-ply; fine, heavy quality. 1 oz. balls. February Sale, **2 balls 27c**

Four dozen Underarm Bags—the newest idea in bags; patent and fancy leather, with cord and tassel; nicely lined and small mirror. February Sale each .....**\$1.57**

It may and it may not interest you to know that ALL FEBRUARY SALES are based upon the FALLS' SALE; but it is surely to your interest to know that Falls' Sale still leads.

- Leads in Magnitude.
- Leads in Economy.
- Leads in Quality.
- Leads in all advantages to the customer.



This is the home of the original February Sale—famous all over Norfolk and far beyond. It is one of the great events of our storekeeping. Our 1925 February Sale will be the most welcome—Prices and Assortments will speak for themselves.



## A February Sale of French Gowns

New fashions. New colors. New charm. No two dresses alike. Can't describe the garments. Can't foresee which will be carried off first. All are so beautiful. Grouped in four lots:

- Group 1—Here are \$27.50, \$32.50 and \$35.00 gowns. February Sale, choice .....**\$24.00**
- Group 2—Here are \$38.50, \$40.00 and \$42.50 gowns. February Sale, choice .....**\$31.00**
- Group 3—Here are \$45.00, \$47.50 and \$48.50 gowns. February Sale, choice .....**\$37.00**
- Group 4—Here are \$60.00 and \$65.00 gowns. February Sale choice.....**\$43.00**

## These Household Supplies

Will Be Found in the Basement Store  
Soaps—P. and G., Sea Foam, Gold, Comfort, Surprise and Sunlight—7 bars for 41c.  
Castile Cakes ..... **9 for 25c**  
Castile Bars, large..... **2 for 29c**  
Palmolive ..... **2 for 21c**  
and 1 for luck.  
Toilet Paper, largest size, **3 rolls 21c**  
O'Cedar Mops, Feb. Sale each..**\$1.57**

A great purchase of mattresses and springs are on the way for the February Sale. The purchase of a mattress or spring is an important matter. See the price tickets on the goods when the sale opens Saturday. All the good kinds.

## High Grade 1/2 Hose, Pair 93c

Fine quality wool and silk Half Hose. Seamless; newest colors; all sizes. A \$1.25 item. February Sale pair .....**93c**

## Men's Winter Top Shirts, \$1.15

Nine dozen men's heavy Flannelette Top Shirts, in dark grey and khaki; sizes to 17. February Sale each **\$1.15**

## Pretty Cotton Broadcloth Dresses For the Sale

Women's and Juniors' Broadcloth Dresses in plain, striped and plaid; long straight lines, with or without belts; trimmed in contrasting pipings; sizes 16 to 44. February Sale each .....**\$4.78**

## Linen Towels and Bedspreads

Of course prices on the above are greatly reduced for the February Sale, and that is a big thing to begin with. But it means still more when we realize the quality of the goods.

- J. S. Brown Pure Linen Fancy Huck Towels; hemstitched; size 20 x 36 in. A special at each, \$1.25. February Sale each .....**93c**
- J. S. Brown Fine Linen Towels, 18 by 32 in.; fancy border and hemstitched. A special at each 85c. February Sale .....**67c**
- A fine quality Honeycomb Bed Spreads, 72 by 84 in. Several patterns. A special at each \$3.00. February Sale .....**\$2.43**

## Attractive Offerings in Laces

Fine all-over Laces in attractive patterns, suitable for boudoir caps and dress trimmings; colors black, cream and white. Regular \$1.00 to \$1.25. Sale prices..... **33c, 43c, 53c**  
Silk Radium all-over Laces and Flouncing, suitable for dress trimming. Colors: jade, Tangerine, mauve, cream and black. Regular \$4.00 yard. Sale price .....**\$1.50**

## White Terry Cloth and Turkey Chint

16-in. White Terry Towelling, soft and weighty. February Sale yard. **27c**  
18-in. White Terry Towelling, good absorbent quality. Feb. Sale yard **41c**  
36-in. Fancy Turkey Chintz in good patterns. The best quilt covering on the market. February Sale yard..**24c**

## Great Stocks

Will Be Ready Saturday Morning Of  
Sheetings, Prints, Pillow Cottons, Flannelettes, Gingham, Towellings. Not in years and years have prices on the above goods been so favorable.

## Separate Shirts

In many materials, will be on sale at half and less than half price. Each .....**\$3.97, \$5.97 and \$6.97**

## Silver Grey Wool Blankets

Soft, fine quality, in the light silver grey; sizes 60x80. February Sale pair .....**\$6.95**

## Prices Are Specialised on Women's Winter Hosiery

Women's all-wool Hose in fancy ribs and plain; reinforced heel and sole. Colors: fawn, brown and black. Sizes 8 1/2, 9, 9 1/2, 10. Regular \$1.25. Sale price pair .....**97c**  
Women's fine Cashmere Heather Hose, with embroidered clox; sizes 8 1/2 to 10. Reg. \$1.75. Sale price **\$1.19**  
Women's full-fashioned Silk and Wool Hose, widened top and of extra good quality. Colors: brown and white mixture, black, grey and sand. Regular \$2.00. Sale price.....**\$1.19**

## Women's Nightgowns of Flannelette, 98c

Soft, good wearing flannelette in several most attractive Mother Hubbard styles. These are nicely finished with embroidered yokes, frills or fancy stitching. They have V, round or high, close-fitting neck, long sleeves and button down the front. Sizes 36 to 40. A special sale value **98c**

## Brass Toddy Kettles and Table Damask

A limited number of Brass "Toddy Kettles"—the mere mention of it will make some of our Scotch friends "smack their lips"—1-quart size, amber handles, each .....**\$3.57**  
60-in. Table Damask, yard.....**72c**  
70-in. Table Damask, yard.....**97c**

## Pure Linen Huck Towels

Hotels, boarding houses and private families will be interested in this all pure Linen Huck Towel with fancy damask border. Size 18x35. Sale price pair .....**93c**

## Fine Cashmere 1/2 Hose, Pair 47c

25 dozen in the lot. English make. Entirely seamless. Colors are coating, navy, grey, black, brown; all sizes. It is an offering we cannot duplicate. February Sale pair .....**47c**

Store blinds will be drawn all day Friday (store NOT closed). Men will be dressing windows. See surprises in Show Windows Friday night.



## Interesting February Sale of Women's Frocks

In Crepe, Poret Twill, Tricotine, Satin and Flannel

All \$35.00 and \$40.00 Dresses will be priced .....**\$25.00**  
All \$22.00 to \$29.00 Dresses will be priced .....**\$18.50**  
All \$15.00 to \$20.00 Dresses will be priced .....**\$9.87**  
A large shipment of pretty Flannel Dresses will be included in the sale at each .....**\$5.95**

**The H.S. FALLS Co.**

Falls' Department Store Simcoe—A City Store in a Town, but not City Prices.