

FALLS' 1926 FEBRUARY SALE!

Brant, Haldimand, Elgin and Norfolk Counties haven't had one so good.

GOOD NEWS

For Men and Women Who Want the Best Underwear, Wolsey, Turnbull's and Harvey's

Wolsey Underwear for men; combinations, heavy, worth \$10.00. February Sale **\$7.00**
Combinations, light, worth \$10.00. February Sale **\$7.00**
Shirts and Drawers, heavy, worth \$5.50. February Sale **\$3.75**
Shirts and Drawers, light, worth \$4.50. February Sale **\$3.25**
Women's Fine Wool and Wool and Silk 2-piece underwear and combinations, at greatly lowered prices for the February Sale.

Finer Drapery Things Much Under-priced For the February Sale

—18 only Silk Panels, scalloped bottom with silk fringe; honey shade; 43 in. wide; 2½ yards long; worth \$6.50. February Sale price **\$4.73**
—9 only Silk and Cotton—Can be used for panels or in pairs; honey shade. Beautiful designs, worth \$7.00. February Sale **\$5.50**

A February Bargain in Comforters

Cotton filled, full size, chintz covering, heavy plain banding; value \$7.50. February Sale each **\$4.29**

400 Square Yards Floor Oil Cloth

Two yards wide, good heavy quality and good colorings. Regular 60c sq. yard. Falls' February Sale, sq. yd. **39c**

Flannelette Night Gowns, \$1.27

Made from good quality White Flannelette; long sleeves; liberally cut. Sale price each **\$1.27**

A Table of Women's Sweaters, Choice \$3.90

They are in white and colors; pull-over and coat styles; fine wool and wool and silk; value to \$6.50. Choice for **\$3.90**

Men's Heavy "Lumberjack" Winter Shirts

BIG shirts, well made, warm and serviceable; all sizes. February Sale price each **\$1.47**

Heavy Sateen Underskirts Each 97c

Unusually heavy Black Sateen Underskirts, pleated frills and dust frills. Less than half price. Sale price..... **97c**

Satinette Princess Slips, \$1.29

Fine quality mercerized satinette Princess Slips in white, sand, grey, navy and black; medium and large sizes. February Sale each..... **\$1.29**



Corsets in the February Sale

Once a year—February—we give marked reductions on NEMO, GOSSARD and C C A LA GRACE Corsets.



Sweeping Clearance of Men's Overcoats

Men's good Winter Overcoats that have a "belongs-to-you" look that you do not always find in a ready-to-wear garment. Overcoats that will fit with comfort, different from ordinary coats. **Real Overcoats from start to finish.** Large choice of colors, including Navy Blue. There's a saving of several dollars on every coat.

February Sale
Price
\$19.75

Simmons Bed Outfit

Bed, square steel posts in walnut finish; 90 coil spring; Layer Felt Mattress covered in heavy art ticking. This outfit in any size; regular \$35.00. Falls' February Sale, complete **\$24.50**

Sagless Bed Spring

Frame of heavy steel, well braced. Top of strong steel cable wire, closely laced. This spring is guaranteed 25 years. Made to fit all size beds. Regular \$9.75. February Sale..... **\$8.40**

Here and There Throughout the Store

"Lonelies," ones, twos and threes of this, that and the other, priced for a quick clearance. Goods will go on sale Friday morning:

2 only hand-made Leather Shopping Bags, leather lined, flower trimmed; value \$5.50. Sale **\$2.25**

3 only fancy leather hand-made Bags in blue, tan and black; value \$5.50. Sale price **\$2.25**

3 only fine Patent Leather Purses, in black, suede, gold and delph-blue. Value \$6.50. Sale **\$3.25**

1 only 8-piece Ivory Set—buffer, shoe horn, powder box, novelty box, scissors, file, cuticle knife and button hook; value \$4.75. Sale..... **\$2.37**

1 only pale Rose Silk Boudoir Cushion, oval shaped, with French bouquet centre; hand made; regular \$6.00. Sale **\$3.00**

1 only fancy Lace Bedspread, full size; value \$11.00. Sale price..... **\$5.50**

1 only fancy Lace Bedspread, full size; value \$7.50. Sale price..... **\$3.75**

2 only Baroda Bed Quilts—a rose and a blue; value \$16.50. Sale price each **\$8.25**

2 only Honeycomb Bedspreads—one pink and one blue; value \$3.00. Sale price **\$1.50**

1 only Rose Silkette Bedspread, 80 x 100; value \$10.00. Sale **\$9.50**

1 only Umbrella Stand, walnut finish; value \$9.00. Sale price..... **\$4.50**

3 only fancy Honeycomb Bedspreads—green yellow and gold; value \$4.50. Sale price **\$2.25**

1 only hand-made Cushion of plain old blue satin; made reversible; regular \$8.00. Sale **\$4.00**

1 only semi-circular Novelty Hat case or week-end Travelling Bag, patent finish; value \$5.00. Sale..... **\$2.50**

1 only odd China Cabinet, solid birch, walnut finish, large size, with double door; a fine piece of furniture and worth \$45.00. Sale priced at **\$27.50**

3 only Koralline Boudoir Electric Lamps; 2 with rose shades and one blue. Very attractive; value \$3.50. Sale **\$1.75**

3 pairs only all pure Linen H. S. Pillow Cases, standard 42 in. size; very fine quality; value \$2.50. Sale price each **\$1.25**

6 only Tea Plates, English china, neat floral patterns; gold edge; value \$1.00. Sale price **47c**

1 only 15-in. imported Orange Lustre Flower Jar; can be used to make electric lamp jars; value \$14.50. Sale price **\$6.50**

2 only imported Lustre 12-in. Jars—one orange, 1 blue; value \$9.50. Sale price **\$3.75**

1 only Man's Alaskan Beaver Coat, double fur collar; arm shields and woollen wristlets; warm fancy quilted lining, well reinforced buttons and points of strain; coat guaranteed; value \$55.00. Sale price..... **\$32.00**

1 only Saskatchewan Buffalo Robe, 54x72 in.; rubber interlined; heavy cardinal curl cloth lined; a guaranteed robe; value \$20.00. Sale price..... **\$14.75**

1 only fine English all-wool Motor Robe, in fawn and tan plaid, with fringed ends; full size; value \$15.00. Sale price **\$9.50**

1 only Indian Hand-hammered Brass Bowl or Jardiniere; 11 inches in diameter; value \$4.50. Sale price **\$2.25**

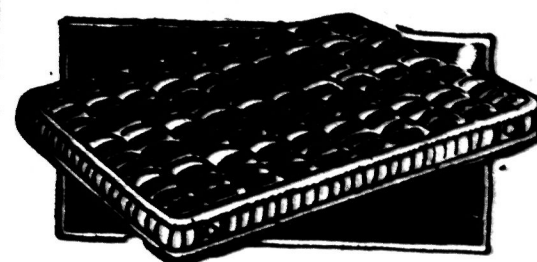
1 only Indian Hand-hammered Brass Bowl; 12 inches in diameter; value \$6.00. Sale price **\$3.00**

1 only Simmons Box Bed Spring, size single bed; fine ticking covered; regular \$37.50. Sale price..... **\$18.75**

1 only large Tapestry Chair, good quality tapestry covering; very comfortable; value \$24.50. Sale price **\$15.00**

1 only Rocker to match above at the same reduction. Sale price..... **\$15.00**

1 only Carving Set—3-piece set, best steel, English make; neatly boxed; value \$5.00. Sale **\$2.50**



Mattresses—A Remarkable Value

Two dozen only to offer of these blown Felt Mattresses. Good selection of coverings. All standard sizes. While they last, priced at each..... **\$5.95**

Marshall Mattresses

Standard Marshall Sanitary Spring Mattresses, covered in heavy striped ticking; in all sizes. During the February Sale this mattress priced at **\$25**, and a slip-cover free.

Men's Hose at About Half Price

The variety is extraordinary, all of it of Falls' goodness. Here are three groups that point out the February sale opportunities:

—Plain and Ribbed Cashmere.
—Fancy Fine Cashmere.
—English Ribbed Worsted.
\$1.00 and \$1.25 Half Hose, pair..... **83c**
75c and 85c Half Hose, pair..... **48c**
50c Half Hose pair **33c**

Colored Voile, 60c Quality, February Sale Yard 38c

Suitable for lingerie, dresses, curtains, etc.; 38 inches wide, in 16 colors—Fawn, Reseda, Pink, Grey, Cerise, Mole, Honeydew, Black, Sky, Tangerine, Navy, Brown, Mauve, Yellow, Orchid and White. Sale price yd. **38c**. (On sale in the Staple Department.)

Rag Rugs Each 77c

Heavy Rag Rugs, fringed, popular size; made with fancy border, in Blue, Tan and Green. February Sale price each **77c**

Men's Tweed Pants

In a variety of good serviceable cloths; well made with cuffs; all sizes. In the February Sale pair..... **\$1.97**

Boys' Good Bloomer Pants Each \$1.77

These are in sizes to fit boys up to 17. In brown corduroy, tweeds and navy Irish serge.

Women's Broadcloth Underskirts \$1.47

Made with hemstitched hem and pleated styles. In a variety of colors of plain English Broadcloth. February Sale half price **\$1.47**

Women's Black Sateen House Dresses \$1.47

Three dozen only of them; made in good quality black sateen with colored pipings; value \$2.75. Falls' February Sale each **\$1.47**



Men's Shirts Much Below Regular

The assortment is surprising and every man can be fitted from the lot. There are shirts of Woven Madras, of Percale, of English Broadcloth, in white or color; with or without collars. Every shirt made as men prefer. February Sale each **\$2.37** and **\$1.59**

THE H.S. FALLS CO. OF SIMCOE LIMITED