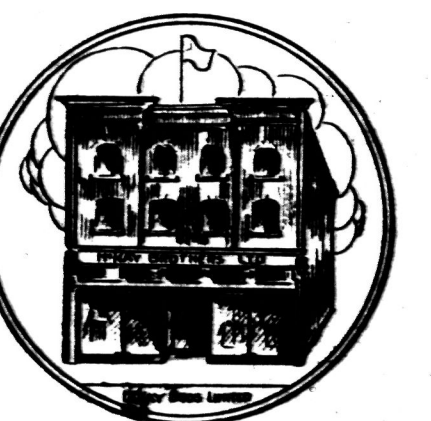


There's only one way to keep from going behind—
that's to go ahead. We are doing it.

Our customers will be pleased with this announcement.
A put on the pocketbook is worth two on the back.

Falls' (the Original) February Sale Begins on Saturday

SOME OF THE STORES



Never have we made such preparations for a February Sale before—and we have prepared for a good many of them. Our 1926 February Sale has a new significance. We have joined the

FEDERATED STORES

An association of thirty aggressive, forward-moving department stores which will bring big benefits to every customer of this store. In order to obtain the best results in buying merchandise at the lowest possible prices, this store has joined with a group of other stores, whose combined turnover will exceed ten million dollars, and with whom we will maintain offices in every buying centre in Canada, the United States and Europe. The organization NOW comprises thirty stores, in most cases the largest stores, in practically all the cities and larger towns in Ontario.

While we conduct our respective stores as the SEPARATE INSTITUTIONS THEY ARE, we exchange confidences and share valuable knowledge. We purchase staple standard lines direct from mills and manufacturers at prices lower than we could singly. Through this same thirty-store power we control for Canada several exclusive lines of fine merchandise; through our foreign offices we will import in quantities that reduce transportation charges as well as lower the original costs of the articles themselves. Individualism, backed by the knowledge, experience and power of thirty stores, will affect economies that you will do well to watch for.

We consider this one of the most important and valuable steps in our history—an opportunity to give Norfolk and adjoining counties the combined benefits and knowledge of this immense mercantile association banded together with the whole purpose of serving you more intelligently and economically, and because of the magnitude of our purchases and plans for spring will make it necessary for us to at once rearrange our stocks and departments.

The sale price tickets will all be placed Friday night. Saturday morning you are welcome to look through the many stocks in the entire building.

Very Lovely New Dress Flannels at Prices That Are Easy to Pay

New Bordered Flannels—Soft, fine finish, 54 in. wide; in Empire Blue, Pinegrove, International, Hop, Chukker Brown and Kashmir. A special cloth at \$2.50 yard. Falls' February Sale yard.....\$1.77

New Striped Flannels—In shades of Meerschaum, Old Lilac, Metallic Grey, Burnt Almond, Pervenche and Jalapa; worth \$1.25 yard. Falls' February Sale, yard.....98c

New Small Broken Check—In shades of Pervenche, Jalapa, Palmetto, Wood Rose, Italian Blue and Fontainebleau; worth \$1.25. February Sale yard.....98c

New Rayon Silk-finish Homespun—In shades of Frost Grey, Nattier, Jalapa, Torrapin and Old Lilac; worth \$1.25. February Sale yard.....98c

Men's Pajamas

In good patterns of English Flannelette. Extra well made and finished. Sizes to 44. February Sale suit.....\$1.77

HOUSE DRESSES

Each \$1.19—A Remarkable Value

300 only in the offering. Neat check, fine Ginghams in many colors. Plain Chambrays neatly applied in pretty shades. Pretty Plaids, nicely finished. All sizes in the lot. Ready Saturday morning. Choice each.....\$1.19

Boys' Sweaters 98c

Boys' medium weight pure wool Sweaters, high button necks; all shades; sizes to 30. About half price. February Sale each.....98c

Men's Half Hose

Extra heavy fine Black Cashmere Sox in sizes 10 to 10½ only. An 85c value. February Sale pair.....48c

Odd Luxurious Linen Cloths and Napkins

That do NOT match—that's the reason for this outstanding offering. OLD BLEACH—new cloths and napkins. The cloths are 2x2 yds. and 2x2½ yds.; the napkins are all 22 in.

—Cloths are worth \$15.50 to \$18.50. Falls' February Sale, choice each.....\$10.00

—Napkins are worth \$15.00 to \$16.50. Falls' February Sale choice, dozen.....\$10.00

Come early for these, as values like the above do not go by begging.

Black Duchess Satin

36 in. wide, sken-dyed, heavy weight. Bright finish. Wear guaranteed. Worth \$1.75 yard. Falls' February Sale yard \$1.43



FASHION DISPLAY

Friday and Saturday of This Week

Mr. Pope, assisted by his mannequin, will make a wonderful display of Women's Apparel—Suits and Coats—for spring. The display will include many of the finest productions that will be shown anywhere in Canada. If convenient for you to favor us with a call, we believe you will find the display most interesting and worth while. It is understood there is no obligation.

A large section of the Second Floor, with a seating capacity for about 200, will be made very attractive and comfortable. Come and enjoy it. Do not forget the dates—Friday and Saturday of this week.

Falls' Department Store, Simcoe.



An Example of "Federated" Buying

\$20,000 Worth of Curtain Materials For \$15,000—The Savings Go to YOU.

Marquiesette
Cotton Madras
Silk Panels
Curtain Nets
Cretonnes
Tuscan Panels
Curtains
Chintz
Sateens

"We"—we refer to the thirty members of the "Federated," took—AT A PRICE—there was some "bargaining," we will admit—a manufacturer's surplus stock of the above materials. Every yard of it is desirable. Our portion will be ready for selling Saturday. One of the best bargains we ever presented.....20c to \$2.25 yard

Women's Winter Hose Half Price

A—Women's fine pure wool ribbed Cashmere Hose, English make, in Black, Cement, Fawn and Coating; all sizes; worth \$1.00. Falls' February Sale, pair.....48c

B—Women's fine plain Cashmere Hose in Black, Brown and Cream. In sizes 8½ and 9 only; worth \$1.00 pair. February Sale, pair.....48c

C—Women's imported silk and wool ribbed Hose in Camel, Rust and White, Bobolink and White, Tan, Heather Green, Black and White, Coating and White, Camel and White, and all Black; sizes 8½ to 10. Worth \$1.25 pair. Falls' February Sale pair.....77c

D—Women's imported ribbed fine Wool Hose, "Two Steeples" quality, in dark Lovat, Ripple and Bran. Very lovely hose. Sizes 8½, 9 and 9½. February Sale price pair.....\$1.57

Items of Special Interest

Here and There Throughout the Store During the February Sale

- February Clearance of beautiful Fur Coats.
- February Clearance of Fur Trimmed Cloth Coats.
- February Sale of guaranteed Aluminum Ware.
- February Sale of guaranteed Granite Ware.
- February Sale of Linoleums.
- February Sale of Linoleum and Congoleum Rugs.
- February Sale of Dinner Sets.
- February Sale of Bridge and Floor Lamps.
- February Sale of Corsets—Nemo, Gosard and C/C a la Grace.
- February Sale of Dresses for Day, Street and Evening Wear.
- February Sale of Wool and Flannelette Blankets.
- February Sale of Overcoats and Suits for men and boys.
- February Sale of Sheetings and Pillow Tubings.
- February Sale of fine Linen things.

Boys' Smart Navy Irish Serge Suits

Will be Ready For the February Sale, \$10.75 Suits "he" will be proud to wear—from very serviceable fast dye. Navy Irish Serge. TWO pairs of bloomers with each suit, to fit boys 8 to 16 years. Falls' February Sale, suit.....\$10.75

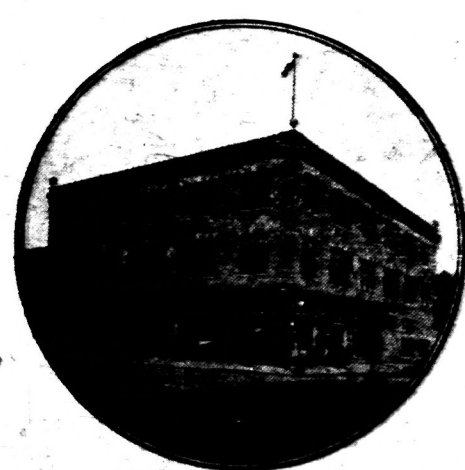
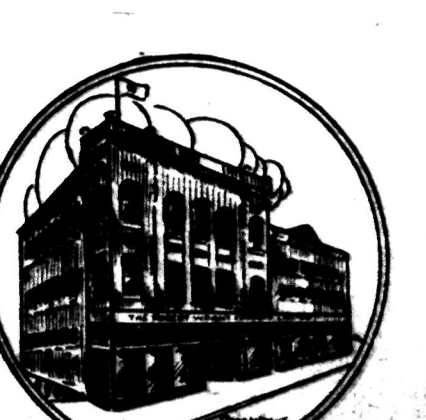
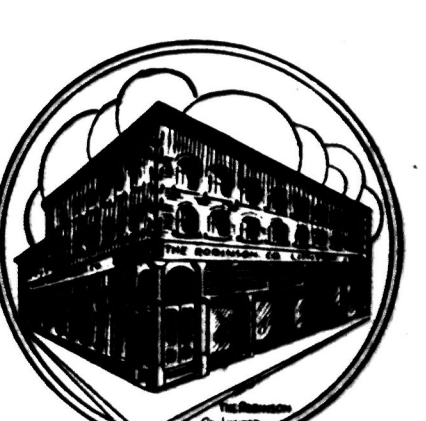
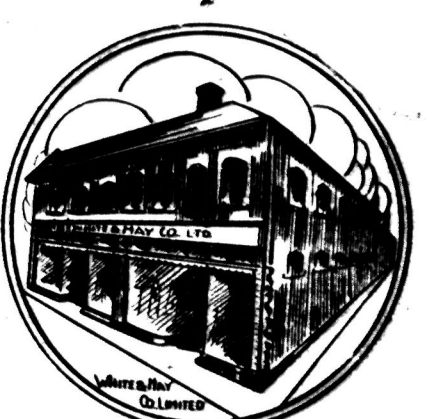
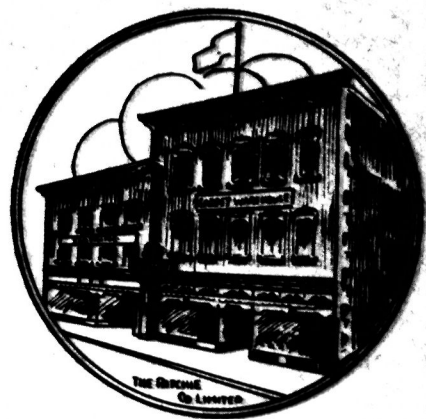
Falls' February Sale

is known all over Western Ontario. It is the original February Sale, of course. It brings out in bold relief the fact that one sale stands out as unmistakably today as it has always done, probably more so—FALLS FEBRUARY SALE.

Down Comforters

Covered with pretty patterned fine English Chintz, with plain satin bandings. In good colors; large size. A \$10.50 value. February Sale each.....\$7.75

SOME OF THE STORES



The Falls Department Store, Simcoe

