

For Weeks People Have Been Asking "When Will Your February Sale of Furniture, Rugs, Mattresses, Springs and Linoleum Begin?"

Extra—A Gibbard's Sample Solid Walnut Diningroom Suite, Queen Anne design; 66 in. buffet with long linen drawer and lined cutlery drawer; panel-end china cabinet; oblong table; six leather seated chairs, and an asbestos table mat. Regular \$345 value, A Wonderful Feb. Item, \$248.00

9-Piece Diningroom Suite in solid walnut, Adam design, consisting of 66 in. buffet; 8 ft. oblong table; a massive size china cabinet, and six chairs covered in genuine blue leather. This is another "sample" suite. Regular \$300.00. Note the real saving.

February Sale \$197.00

Large Gibbard Diningroom Suite—Solid walnut; 72 in. buffet; panel-end china cabinet; 6 ft. oblong table; 6 real leather seated chairs. This suite is in William and Mary design and in a dull walnut finish. This also is a "sample" suite. Regular Price \$325.00. A clear saving of \$100.00.

Falls' February Sale, \$225.00

Walnut Diningroom Suite—Italian Renaissance design, displaying wonderful hand carving and cabinet work. Consisting of buffet 60 in. long; panel-end china cabinet; 6 ft. oblong table; 6 genuine leather upholstered chairs. Regular price \$250.00.

Falls' February Sale, \$159.00

Quarter-cut Oak Diningroom Suite. Old English wax finish; good design; 66 in. buffet with lined cutlery drawer; large china cabinet with wood ends; oblong tables that extends to 6 feet; and six genuine leather seated chairs. Regular \$183.00.

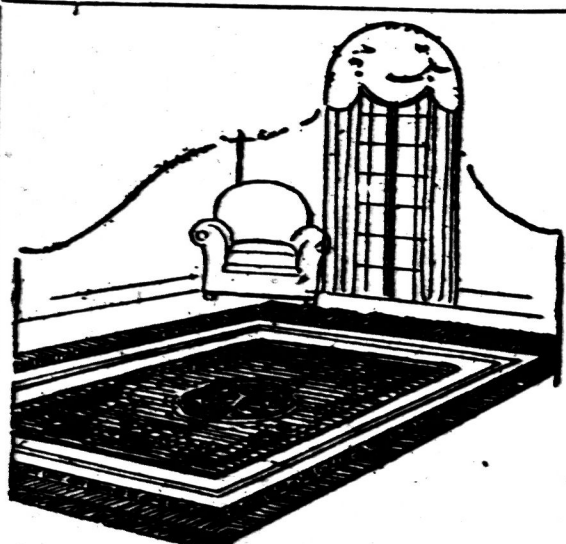
February Sale, \$159.00

Solid Birch Suite, finished in walnut, Colonial design; 72 in. buffet with lined cutlery drawer; large china cabinet with cupboard space in base; large oblong table that extends to 6 feet; three-seated chairs. This is a sample suite and a very handsome one. Regular \$188.00.

Falls' February Sale, \$155.00

Old English Diningroom Suite with panels of genuine walnut. Suite consists of 60 in. buffet; panel-end china cabinet; oblong table and six genuine leather-seated chairs. 9 pieces complete. Regular \$146.00.

February Sale, \$129.00



ANNOUNCING

The Greatest of All Our Famous February Sales of Rugs

Greatest because the assortment of sizes and styles of discontinued patterns just in from the mills, is more abundant than ever. Every rug represents the highest excellence of workmanship, being full standard quality of its particular weave. Many distinctive designs and colorings. Every size in demand—and the extraordinary money-saving price reductions all combine to make a sale of magnificent importance to home-makers and house-furnishers. Sale on the Third Floor.

Falls Department Store, Simcoe.

The Falls Co.

Falls' February Sale of Furniture and Home-furnishings begins Saturday of this week. It will be much the largest and most important Furniture Sale we ever held. It will bring more and better Furniture and larger savings of money than any other sale, now, or at any other time. The goods have been coming in for weeks, the Furniture Floor (3rd Floor) is filled up and the best preparations of all our career are being made to meet the great expectations of the people.



Large Walnut Bedroom Suite, Colonial design, consisting of extra large vanity with full length centre mirror; 45 in. dresser; large chiffrone with 4 large drawers and 5 smaller ones; full size bow-foot bed and one bench. The material, construction and Duro-Mar finish are fully guaranteed. Regular price complete, \$297.00.

February Sale, \$272.00

Gibbard Solid Walnut Bedroom Suite, inlaid with black walnut, Colonial design, consisting of bow-foot bed; large vanity dresser with full size triple mirrors; chiffrone with 3 sliding trays; large dresser; also bench and rocker to match. Very fine construction and finish. Regular price \$275.00. This "sample" suite.

February Sale Priced \$192.00

Quarter-cut Oak Bedroom Suite in old English finish, Colonial design; trimmed with solid walnut panels; consists of bed, dresser, large vanity with separate hand mirrors; chiffrone with trays, bench and rocker to match. A very attractive suite, and will give wonderful service. Regular \$230.00.

Falls' February Sale, \$148.00

Queen Anne Walnut Bedroom Suite with popular bow-foot bed; extra large vanity dresser and bench; also good size dresser. This is a great value for someone. Regular price, 4 pieces, \$195.00.

February Sale, \$119.50

Walnut Bedroom Suite, Colonial design, in new French walnut finish. Suite consists of large full size vanity; chiffrone with sliding trays; large dresser; bow-foot bed and bench. This is a well-made suite and is very good looking. Five pieces complete. Regular \$175.00.

Falls' February Sale, \$147.00

Ivory or Grey Bedroom Suite, in Queen Anne design; large vanity dresser with triple mirrors; chiffrone; dresser and bowfoot bed. Here is a splendid value. Regular \$165.00.

February Sale, \$121.00

Massive Size Chesterfield Suite, covered in beautiful plain mohair with rose cast; cut mohair on one side of cushion and back of chesterfield; trimmed with silk tassels. Large 84-inch chesterfield with guaranteed spring in seat, arms and back. All hair filling; reversible cushions; large wing back chair and chesterfield chair. This suite is guaranteed mothproof and made a big hit at the recent Furniture Show. Regular \$287.00.

February Sale, \$248.00

3-Piece Chesterfield Suite—83-inch Chesterfield with Marshall cushions; roll spring arms and edge; wing-back fireside chair and comfortable chesterfield chair. This suite is covered in good quality diamond cut mohair; cushions reversible, with French brocatelle on one side. Suite also has silk tassels to match. Regular \$227.00.

February Sale, \$193.00

Large Sani-Built Chesterfield Suite—Chesterfield has Marshall spring, arms, back and cushions. Two large spring arm chairs to match. Suite is covered in plain taupe mohair and is guaranteed mothproof. Regular \$215.

Falls' February Sale, \$183.00

3-Piece Chesterfield Suite—Good size moth-proof chesterfield, large fireside chair and comfortable chesterfield chair. Suite covered in best quality English plain taupe mohair; cushions reversible, one side covered in cut mohair. An extra well made suite and very comfortable. Regular \$229.00.

February Sale, \$197.00

Sani-Bilt Chesterfield Suite—Heavy imported mohair in dark taupe shades with figured mohair on seats and back. Good size chesterfield, fireside chair and chesterfield chair. Has Marshall cushions and is guaranteed mothproof. Regular price \$197.00.

February Sale, \$173.00

3-Piece Tapestry Chesterfield Suite—Large 84 in. chesterfield, fireside wing-back chair, large comfortable chesterfield chair; covered in good quality imported tapestry with dark background. Suite is trimmed with front panels of brown mohair and silk tassels. Regular price \$139.00.

February Sale, \$119.00

Tapestry Chesterfield Suite—Good size chesterfield with spring arm; 2 large comfortable chairs; covering of good quality tapestry, silk finish, good colorings. This is a sample suite, well made and very comfortable. Regular \$143.00.

Falls' February Sale, \$124.00

Double Steel Sliding Couches—The frame is made of heavy steel, well-braced. Top of closely woven wire, opens into double bed with felt mattress covered in attractive art cretonne. Complete, regular \$12.50.

February Sale, \$9.77

Golden Oak Kitchen Cabinet—They save hundreds of steps with their many new features. Complete with glass fixtures; good size lowering flour bin; removable roll curtains; nickle trimmings. Come in and let us show you this cabinet. Regular price \$50.00.

February Sale, \$39.50

Wicker Chairs and Rockers—Good quality wicker in dark brown finish; removable spring cushions covered in heavy tapestry. These are very comfortable and wonderful value. Choice, chair or rocker, regular \$13.50.

February Sale, \$11.40

Window Shades—In plain green, white and cream; good quality; standard size, 36 in. x 9 ft. long. Complete with brackets and nickle pulls.

Falls' February Sale Each, 79c

90-Coil Bed Spring—Well made, heavy steel frame. A spring made to fit all standard size beds.

February Sale, \$4.79

White Layer Felt Mattress—Covered in attractive art ticking. Imperial roll edge. In all sizes.

February Sale, \$9.75

The Falls Co.



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Mrs. F. Ross, Jarvis.

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Jarvis. Kindl

WANTED—A young g
Albert Pettit, Simcoe
Jarvis.

FOR SALE—Little pig
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Jarvis, Phone 14-27.

FOR SALE—Stove wood
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at the bush.

FOR SALE—Gas range
and 2-burner gas heater, l
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R-5—Five Tube

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