

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

**Kroehler Chesterfield Bed Suites**—Chesterfield opens out into a full-sized bed, with new style covered box spring construction and separate Felt Mattress. Large wing chair and chesterfield chair. The very best sanitary springs used, covered in heavy plain brown mohair with pretty figured jacquard on one side of cushions. A chesterfield suite that will save the expense of furnishing an extra bedroom. Worth \$228.50.  
**Falls' February Sale \$198.00**

**Semi-Bilt Chesterfield Suites**—Covered in heavy imported jacquard, good size chesterfield, fireside chair and chesterfield chair. Has Marshall spring cushions and is guaranteed moth-proof. Worth \$179.00.  
**Falls' February Sale \$154.00**

**Kroehler Chesterfield Suites**—Solid walnut hand carved wood frame, covered in Lister's imported mohair, taupe shade with rose cast. Spring-filled cushions covered on both sides. Good size chesterfield and two chesterfield chairs. This is a beautiful suite. Show wood frames give grace and dignity to full length chesterfields. Worth \$243.00.  
**Falls' February Sale \$212.00**

**3-Piece Chesterfield Suites**—Chesterfield, wing chair and arm chair, all filled with loose Marshall spring cushions of full web construction. Deeply upholstered and covered in English mohair in walnut brown shade, with reversible cushions, figured tops, show wood frame finished walnut. Worth \$210.00.  
**Falls' February Sale \$183.00**

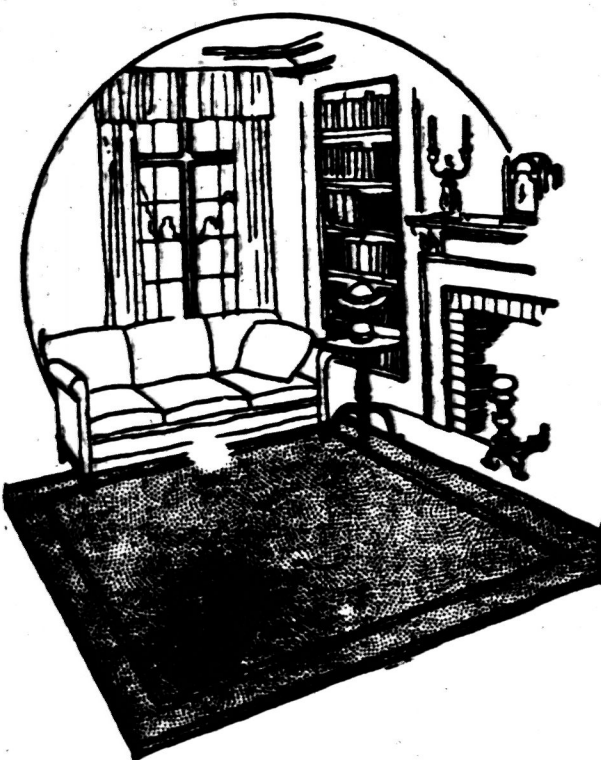
**Tapestry Chesterfield Suites**—83" Chesterfield, loose spring cushions, reversible; large fireside chair and chesterfield chair; covered in heavy tapestry, dark shades. These are very comfortable suites and a bargain at the regular price of \$135.00.  
**Falls' February Sale \$109.00**

**Choice of Tapestry Chesterfields, \$129.00**—All are 3-piece suites, consisting of 88" double stuffed Chesterfield, fireside chair and chesterfield chair. They are sample suites from the best Canadian makers. Choice of coverings. Worth \$160 to \$175. Your choice for any suite in  
**Falls' February Sale \$129.00**

## ANNOUNCING

### The Greatest of All Our Famous February Sales of Rugs

Greatest because the assortment of sizes, styles and patterns is more abundant than ever. Every rug represents the highest excellence of workmanship, being full standard quality of its particular weave. Many exclusive and distinctive designs and colorings. Every size in demand; and the extraordinary money-saving price reductions all combine to make a sale of magnificence. Important to homemakers and housefurnishers. Sale on Third Floor.

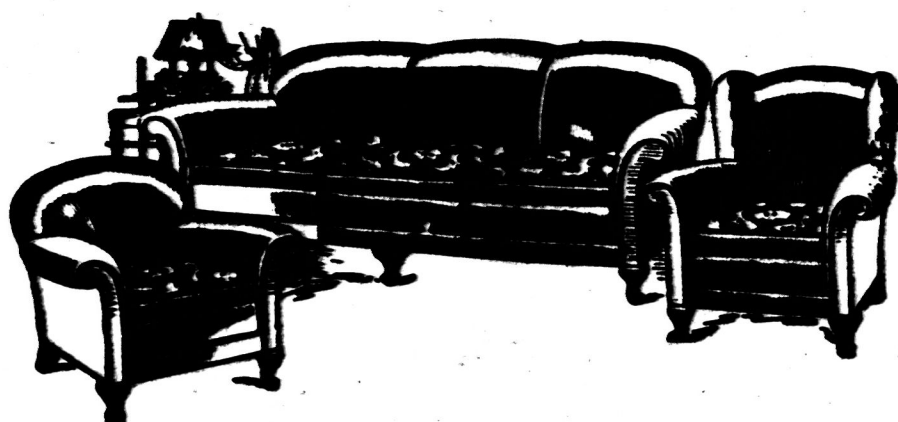


The Falls Co.

# February Sale of FURNITURE

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

## One Feature of Falls' February Furniture Sale—the Purchase and the Disposal of a Carload of Chesterfield Suites



Never such a showing of Chesterfield Suites outside the larger cities — and never such values anywhere — Here are some sample values — Come and see them.

**Kroehler 3-Piece Livingroom Suites**—Standard size chesterfield, fireside chair and chesterfield chair. Covered in walnut brown or taupe mohair; good quality, imported black silk figured cushion tops; also jacquard tops. Show wood frame, oblong base, centre leg support. These suites are unusual value at \$180.00.  
**Falls' February Sale \$159.00**

**3-Piece Solid Walnut Diningroom Suites**—Finished in antique walnut effect; dull rubbed colonial design. Buffet 66" long, sliding dish carriers in dish cupboards; lined cutlery drawer and long linen drawer; large size china cabinet; standard size oblong table, and 6 genuine leather-seated chairs. Worth \$200.00.  
**Falls' February Sale \$173.00**

**Solid Birch Diningroom Suites**—Handsomely finished in Vandyke brown walnut; neat 66" buffet, china cabinet, oblong extension table, and a set of six chairs which have slip seats of real leather.  
**Falls' February Sale \$127.00**

**Diningroom Suites**—Well constructed, pleasing suites of oak in the popular old English finish; good size buffet, china cabinet, extension table and six chairs with slip seats of leather. One of the best bargains on our floor. The most pronounced value we have ever known. Worth \$135.00.  
**Falls' February Sale \$98.00**

**5-Piece Bedroom Suites**—Matched walnut is effectively used in the construction of this suite, including large dresser, vanity dresser with six drawers, chiffonette, bench and full sized bow-foot bed. Exceptional value at \$189.00.  
**Falls' February Sale \$165.00**

**Remarkable Value is This Diningroom Suite**—With walnut fronts, tops and ends; buffet 60" long, china cabinet, oblong extension table with six legs and heavy under construction; 6 chairs with seats of brown leather. Worth \$179.00.  
**Falls' February Sale \$155.00**

**Charming Livingroom Suites**—Good size chesterfield, fireside and chesterfield chairs; good strong construction; fitted with loose, reversible spring cushions; covered with good quality figured jacquard; show wood base. Several sample suites from our best makers. Worth \$165.00.  
**Falls' February Sale \$144.00**

**Sagless Bed Spring**—Heavy steel frame, with closely laced cable top. Guaranteed for 25 years.  
**Falls' February Sale \$8.45**

**L-I-N-O-L-E-U-M**  
February is a Good Time to Buy Linoleum  
More and better patterns in Printed and Inlaid Linoleums will be in this February Sale than any previous one; and that is saying a good deal. All are thoroughly seasoned and will give long wear. The Printed Linoleums are 2 1/2, 3 and 4 yards wide. The Inlaid are all 2 yards wide. This is the only width "Inlaid" Linoleums are made in. Two sample February Sale prices:  
—Heavy Printed Linoleum, 4 yards wide; square yard..... 79c  
—Inlaid Linoleum, the color goes all the way through. Best quality. Choice of excellent patterns. Sq. yard... \$1.29

Furniture delivered to any home in Brant, Haldimand and Norfolk Counties, placed and polished by careful men who know how to handle furniture.  
**Falls' Department Store, Simcoe.**

**5-Piece Bedroom Suites**—Beautiful suites of walnut with carefully matched wood of lovely shading in the famous "No-Mar" finish. Good sized dresser, vanity dresser, chiffonette, double bed with bow-foot and bench. Worth \$218.00.  
**Falls' February Sale \$193.00**

**Beautiful 5-Piece Bedroom Suites**—Colonial design; well matched woods of lovely finish in the dull, rubbed satin effect. Dresser, vanity dresser, chiffonette, double bow-foot bed and bench. A leader in value at \$167.00.  
**Falls' February Sale \$147.00**

**Steel Bed Outfits**—In walnut finish. These bed outfits consist of continuous round steel tube posts, bed with steel panel in woven cane pattern. Choice of coil, link or cable spring. Mattress is of good quality felt encased in art ticking; all sizes. Standard \$27.00 value.  
**Falls' February Sale \$22.50**

**50 Felt Mattresses** will go on sale Saturday. Made from clean felted cotton. This is encased in strong art ticking; evenly tufted; sides and ends neatly stitched; to fit any bed.  
**Falls' February Sale \$5.95**

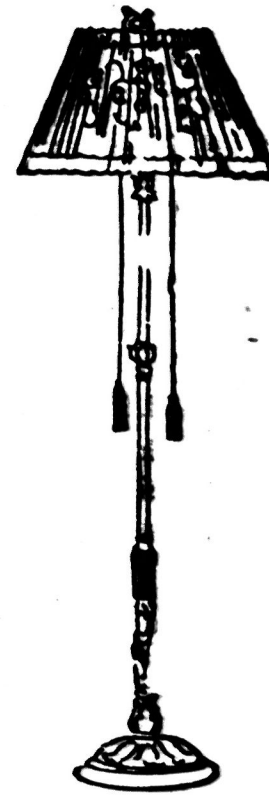
**Marshall Sanitary "Spring-Filled" Mattresses**—With every Marshall Mattress from \$22.50 to \$75.00 during the February Sale only we give a slip cover FREE.

**Couch Beds**—Well made sliding couch; is quickly and easily changed by pulling out the underspring and unfolding mattress into a comfortable double bed. Strong steel frame with sanitary filled mattress. Covered with heavy cretonne.  
**Falls' February Sale \$10.50**

**Smart Fibre Sunroom Suite**—Made on sturdy frames, covered with closely woven fibre in fancy shaded finish. Fitted with loose automobile spring seats. Covered with good quality Verdun tapestry. Settee, armchair, rocker and table. Complete worth \$65.00.  
**Falls' February Sale for Suite \$52**

**Card Tables**—Standard size 30x36". Oak or walnut finished frame. Tops covered with heavy green felt.  
**Falls' February Sale \$2.95**

**Do Not Miss This February Sale Lamp Bargain**  
One Junior Floor Lamp, double socket and chain pull; silk lamp shades in good designs; silk tassels for pulls.  
One Bridge Lamp to match.  
One Table Lamp to match.  
Large choice of styles and colors to choose from. The complete set of 3 Lamps,  
**February Sale Priced \$27.00**



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