

FOR WEEKS PEOPLE HAVE BEEN ASKING

When will your February Sale of Furniture, Rugs, Mattresses, Springs & Linoleums Begin?

February Sale of Furniture

Falls' February Sale of Furniture and Home Furnishings begins 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 savings of money than any other sale, now or at any other time. The goods have been coming in for weeks—the Furniture Department (Third Floor) is filled up, and the best preparations of all our career are being made to meet the great expectations of the people.

3 PIECE LIVING ROOM SUITE

Reversible cushions, with its graceful lines, high double stuffed backs, covered in imported mohair, taupe or brown shade. Cushion tops Jacquard and linen frieze. This suite will add to the beauty and enjoyment of your living room. Deep, soft springs in seats and backs, and well made throughout. A big saving on this suite.

February Sale Price\$173.00

CHESTERFIELD BED SUITE

Beautiful Living-room Furniture and an extra bedroom without added expense. A new style, comfortable Chesterfield Bed, with two large, restful chairs, upholstered in lustrous close velveteen mohair with linen frieze on reverse side of cushions. Chesterfield opens to provide a full-size restful bed, complete with mattress. 3 pieces

February Sale Price\$169.00

3 PIECE DAVENPORT SUITE

Davenport opens into full-size bed; covered in heavy tapestry, arms are finished in walnut. Chair and Rocker are finished to match. A real room full of furniture at a very small outlay. 3 pieces

February Sale Price\$89.00

FEBRUARY SALE SPECIAL

4 Only 3 Piece Chesterfield Suites

Covered in Mohair, with reversible cushions in figured silk damask and freizes. Nicely shaped frames, carved wood along base. Suite consists of Chesterfield, Fireside and Chesterfield Chairs. Only during our February Sale can you secure this gracefully designed suite at such a low price. Choice of coverings, 3 piece suite

February Sale\$129.00

3 PIECE TAPESTRY SUITE

With its graceful serpentine front Chesterfield and two comfortable chairs this suite is covered in heavy tapestry, wood colors that will tone in with any room. Priced very low for our February Sale. The Kroehler label on each piece is your assurance of the finest quality workmanship and materials. If you are interested in Living Room Furniture at a great saving be sure and see these suites, 3 pieces

February Sale\$96.00

FIGURED SILK

36 inches wide in Rose, Blue and Tan. Real nice for hangings.

Special69c

FRILLED CURTAINS

By pair, and Net Panels. Curtains 2 1/4 yards long, just a few pair of each.

Curtains79c pair

Net Panels79c each

CHOICE OF GROUP

Buying as we do in carload lots for spot cash we secure the lowest possible prices from the makers, and we pass on these savings to you. Here is an example: 6 sample suites, every frame different, every covering different, every cushion reversible and every suite guaranteed by Kroehler—your assurance of many years of satisfactory service. Come and select your suite early as they will not last long. 3 pieces

February Sale\$141.00

These Chesterfield Suites we have mentioned are just part of a large 2 carload shipment we bought especially for our February Sale. We have many more suites on the floor to show you, ranging from

\$350.00 to \$95.00

BEDROOM SUITES

Extra Special, 4-piece Walnut Bedroom Suite made from best grade figured Walnut, finished in Italian Brown shade. Suite consists of standard size double Bed, large 46-inch Dresser, Chest Drawers and Vanity Dresser with long mirror. A real snappy looking suite at a very low price. Any pieces can be purchased separately. 4-piece Suite

February Sale\$129.00

BEDROOM SUITES

Beautiful shaded lacquer finished suite in Ivory with Buff and Blue trim. A real snappy suite with Poster Bed, Dresser, Vanity Dresser, Chest of Drawers and Bench. A nice bright suite which possesses every characteristic to charm the feminine heart. 5-piece Suite

February Sale\$169.00

A number of other Walnut Suites, ranging from \$279.00 to \$100.00, all reduced for this big event.

BREAKFAST ROOM SUITES

Choice, shaded Apple Green or Robin's Egg Blue with Gold trim. Buffets good size with full dish cupboard, lined cutlery drawer and linen drawers. Drop-leaf table and four well braced low-back Chairs.

February Sale Special\$38.50

SPECIAL SALE LINO REMNANTS

About 50 real bargains in Lino Remnants, printed Linoleum and inlaid, all sizes, a great many room sizes, just

1/2 Price to clear

OUR DINING ROOM SUITE LEADER

9-piece Oak Suite, finished in antique old English Oak. Buffet 60 inches long with long linen drawer and full-size dish cupboard, lined cutlery drawer; large oblong Table; 40-inch China Cabinet with drawers, and six genuine leather-seated Chairs. Suite is in the Colonial style and looks extra good for such a low price. Construction and finish guaranteed. 9 pieces

February Sale\$114.00

PORCELAIN TOP TABLES

Snow-white Porcelain-topped Kitchen Tables, size 25"x42", white enamel base, with good sized drawer in centre. Very specially priced.

February Sale\$6.75

SPECIAL BED OUTFIT

These Bed Outfits consist of continuous round 2-inch steel posts, with centre panel of steel open cane design; a 90-coil spring that is comfortable and durable. Mattress is of good quality felt with art tick. Any size you wish.

Feb. Sale, Complete outfit\$17.90

SOLID WALNUT DINING ROOM SUITE

EXTRA SPECIAL in shade Walnut finish. Buffet is 64 inches long, with long linen drawer, two easy-access cupboard carriages to accommodate a full dinner set, together with three-deck cutlery carriage lined with plush; oblong Extension Table; large China Cabinet, and six genuine leather-seated Chairs. This is a special number and we are passing it on to you at a great saving

\$167.00

GIBBARD SOLID WALNUT DINING ROOM SUITE

Made from select Walnut, well-matched and finished with No-Mar process. Long Buffet, lined cutlery trays, dish cupboards and linen drawers; large China Cabinet; oblong Table and blue leather covered Chairs. This is one of the new Gibbard Suites we purchased at the January Furniture Exhibition. Nine-piece Suite

February Sale\$179.00

FEATHER PILLOWS

Good all feather Pillows, washed and sanitary, with good heavy art ticking. Good size, only 25 pair to offer.

Special\$1.25 pair

GAY AND COLORFUL CRETONNES

Many of them block prints, shadow cloths, printed linens, chintz and striped denims. Widths 31 inches to 50 inches. A manufacturer's clear-out. A very large and a very fine showing for many, many purposes. Values up to \$1.25

February Sale38c yard

MARQUISSETTES, NETS AND SCRIMS

One group Marquisette, Net and Scrim with colored border, 27" to 36" wide. A number of designs in each line.

Special19c yard

FELT MATTRESS \$5-95

Truck load Felt Mattresses made from clean Felted Cotton. This is encased in strong art ticking, evenly tufted. Sides and ends neatly stitched. To fit any bed.

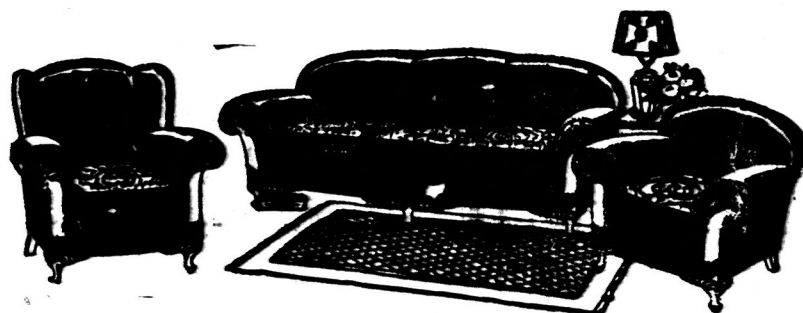
February Sale\$5.95

CHESTERFIELD BED SUITE

Even your most critical taste will find nothing lacking in the beautiful lines of this Chesterfield Bed Suite. One simple motion reveals the full-size comfortable bed concealed beneath the cushions. All three pieces upholstered in heavy Jacquard. A remarkable value for someone. Only one suite at this price. Be sure and see this one.

February Sale\$112.00

One feature of Falls' February Sale—the purchase and disposal of two carloads of Chesterfield Suites.



Never such a showing of Chesterfield Suites outside the larger cities—and never such values anywhere. Come and see them for yourself.

LINOLEUMS

Falls' February Sale brings great savings on high-grade Printed and Inlaid Linoleums. Well made and real snappy looking. Complete purchase from the Montreal factory. The printed 2, 3 and 4 yards wide. The inlaid are 2 yards wide, with patterns printed through to the back.

BRIDGE LAMP SPECIAL

Bridge Lamps complete. Good selection of shades and stands. Well made and real snappy looking. Complete

February Sale\$7.95

SLIDING COUCH BEDS

Well-made Sliding Couch, is quickly and easily changed by pulling out the under-spring and unfolding mattress, into a comfortable double bed. Strong steel frame with sanitary filled mattress covered in cretonne. Couch and mattress complete.

February Sale\$9.95

KITCHEN CABINETS

Standard-size Golden Oak Cabinet, lined White Enamel inside, sliding Porcelain top, metal-lined Bread-box, 25-lb. metal flour container, set 10 spice and sugar jars, roll curtain and plenty of drawer space.

February Sale\$34.50

FEBRUARY IS MARSHALL MONTH AT FALLS

With every Marshall Mattress, from \$25.00 to \$75.00, we give a good quality washable slip cover free. All other kinds of good mattresses are reduced for the sale.

You'll Find These Very Interesting February Sale Items Throughout the Store

Colored Border Linen Table Damask

64 in. wide with red, blue, green or gold border designs. \$1.00 value.

February Sale Price 89c Yard

Colored Border Table Cloths

50x50 in. hemmed pure Linen Damask Cloths in shades of gold, green and blue.

February Sale Price \$1.95 Each

Pillow Cottons

All our regular quality Pillow Cottons much reduced for the February Sale: 40 in. reg. 45c, Feb. Sale Price .37c yd. 48 in. reg. 50c, Feb. Sale Price 40c yd. 54 in. reg. 55c, Feb. Sale Price .45c yd.

Unbleached Cotton

250 yards of 40 in. finely woven unbleached Cotton; most useful quality; good value for 30c.

February Sale Price 25c Yard

Women's Dresses at February Prices

Group 1—Including our splendid range of dresses for women and misses, in this season's materials and styles and all the wanted shades. Grouping for this sale the stock marked as high as \$10.95. All at one price for sensational February dress clearance.

February Sale Price \$4.95

Group 2—Crepes, Satins, Serge, Crepe, Georgette, Jersey, etc. in newest shades and styles. Our regular to \$15 showing. February Sale Price \$9.95

Group 3—Consists of a splendid range of seasonable materials, newer patterns and well tailored styles; regular to \$20. February Sale Price \$13.95

Group 4—Every dress in this splendid showing features the utmost in design and quality, and from standard blacks to any desired color; every size; women's and misses. Our regular \$25.00 range. February Sale Price \$18.95

Group 5—One can scarcely imagine the values that are to be found in this unique display of women's and misses' dresses. Every dress different as to style, shade and trim, and all the newest materials. From \$30.00 to \$37.50 dresses grouped for our February Sale. February Sale Price \$25.00

Black Duchess Satin

We offer two unusual values in Black Duchess during the February Sale: A—Medium weight, ribbon edge Black Duchess.

February Sale Price 97c Yard

B—Extra quality Black Duchess, February Sale Price \$1.25 Yard

Blankets at February Prices

A—Checked Bed Blankets in fancy plaids. Blue, gold and mauve; size 70x90. February Sale Price \$2.95 pair

B—Fancy Check Wool and Cotton Blankets; 7 pairs only; satin bound edges; large bed size. February Sale Price \$4.95 pair

C—English all-wool Blankets, pure white; for single, three-quarter 'or double beds. Feb. Sale Prices \$8.75, \$9.75, \$10.95

Table Cloths and Napkins

These are slightly imperfect, but not sufficient to impair the wearing qualities. Seconds, 2x2 1/4\$4.95 each

Seconds, Napkins 22x22\$5.95 dozen

Note the Special February Prices

Kenwood Blankets

All pure long fibre wool. You know the quality. Note the very special February reductions:

64x84 in. February Sale Price \$3.65 each

72x84 in. February Sale Price \$9.50 each

64x84 in. February Sale Price \$9.95 each

SLUMBER THROWS

60x72 in. February Sale Price \$6.49 each

Cotton Bedspreads

Two extraordinary February values in fancy striped, scalloped edge Bedspreads, size 80x105 in; in rose, blue or gold.

A—February Sale Price\$2.39 each

B—February Sale Price\$3.39 each

Table Damask Remnants

70 in. Irish Linen Table Damask, in lengths of 1 1/4, 2, 2 1/4, 3, 3 1/4 and 4 yards. And all are specially priced for the February Sale.

Unbleached Linen Damask

72 in. unbleached Linen in floral design. A splendid \$1.25 value.

February Sale Price 89c Yard

Cotton Damask Table Cloths

Heavy quality Cloths suitable for hotel or restaurant use.

54x54 in. February Sale Price .98c each

62x66 in. February Sale Price \$1.69 each

Flax Towelling

Pure Linen (made in Ireland) Towelling, 17 in. wide, in grey or grey and white stripe, or white with colored border.

23c quality, Feb. Sale Price22c yard

40c quality, Feb. Sale Price33c yard

Falls' Department Store
Simcoe, Ont.