

LINENS

From far and near Falls' Store is known as a good Linen Store. We are not recommending haste or hurry in anything, especially in selecting linens, but there will be on sale Friday morning when the sale begins, thousands of yards of linens and thousands of pieces of lovely linen things at most reasonable cost, that are not replaceable at the price this year or for several years, at this store or any other store. REMEMBER THAT. They include:

Pure linen bleached and Table Damask, 60, 66 and 72 inches wide.

Unbleached all Linen Damask, 60 and 72 inches wide.

Pure Linen Table Cloths, 2x2 to 2 1/2 x 3 1/2 yards. 200 pure linen Table Cloths, slightly imperfect; sizes 2x2 1/2 and 2x3 yds; reg. \$4.50 to \$10; This sale, each \$2.98 to \$6.48

Hundreds of dozens of all linen Table Napkins, sizes 20x20 to 27x27 inches; 30 dozen all linen Napkins, size 21x21; This sale, the dozen, \$2.75

Hundreds of pure linen Towels at 30c to each \$2.00

50 dozen good quality linen Towels, 17x33 inches; Sale price, 2 for 35c

WOMEN'S WINTER COATS

Coats of mostly all kinds, all sizes and all the good materials that make good coats this season: coats of Cheviot, Velour, Bureau Cloth, English Tweeds and Broadcloth; all are made in attractive styles.

At \$9.00—Your choice of coats reg. up to \$15.

At \$12.00—Your choice of coats reg. up to \$17.

At \$14.50—Your choice of coats reg. up to \$20.

At \$19.50—Your choice of coats reg. up to \$30.

A RENDEZVOUS FOR HOME LOVERS

People who love their homes and like to fill them with pretty Rugs, Art Pictures, Odd Pieces of Imported Furniture, dainty China, correct Curtains and Rugs, will be interested in the reduced prices for these goods during the February Sale.

AFTER ALL IT IS THE FURNITURE THAT MAKES A FURNITURE SALE

The test of the sale, like the test of the furniture, is—standard. Please note that the space occupied by furniture alone is 8,400 square feet. One of the finest Furniture Stores between Toronto and Detroit.

Perfect fitting White Chamisettes, Gloves, two dome fasteners, good quality; Falls' February Sale, per pair 58c

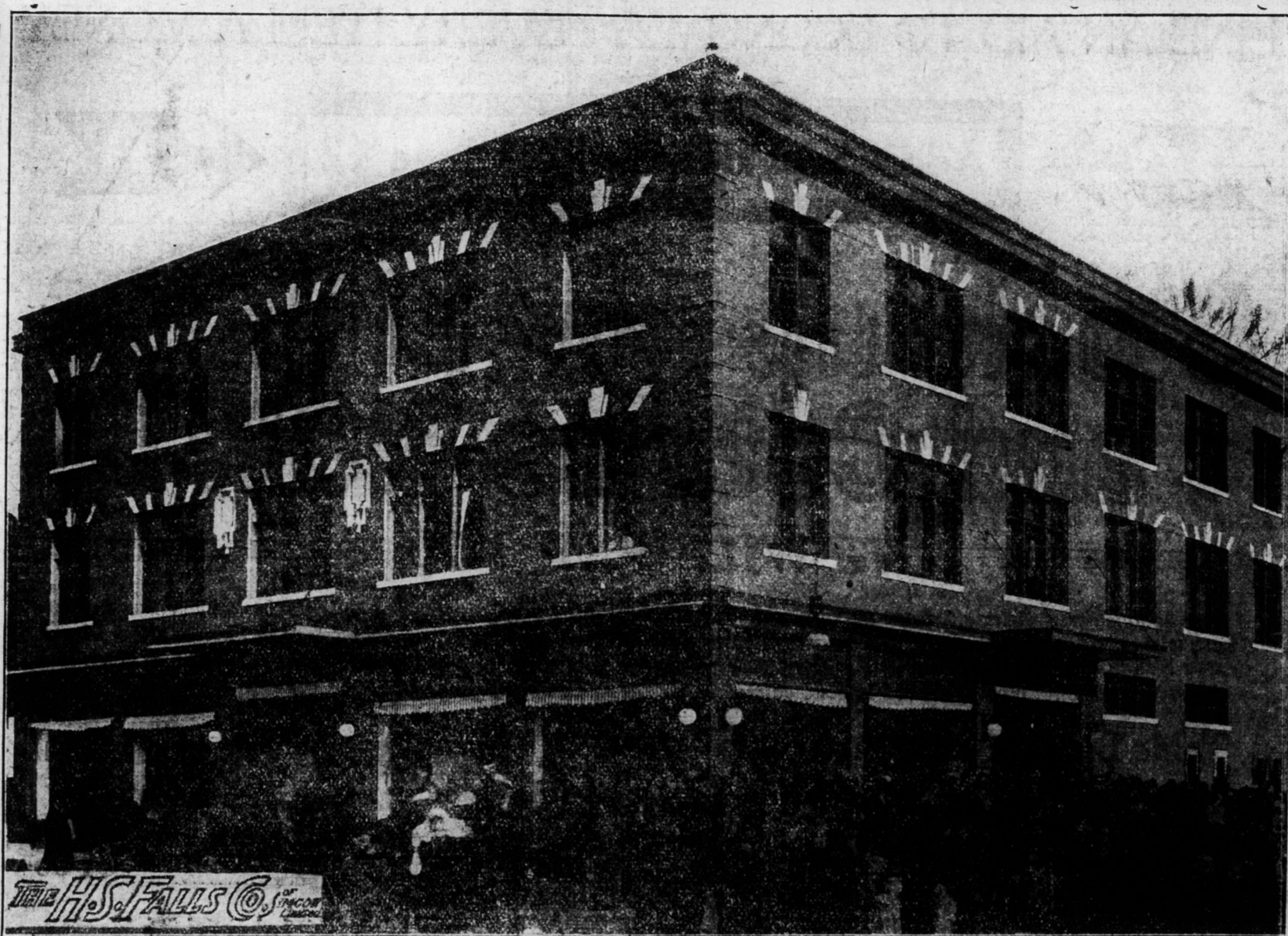
FALLS' FEBRUARY SALE

More than ever before since we originated the annual sale, 30 years ago, our 1918 sale will be the most welcome, a Bigger and Better February Sale than any of its predecessors.

Many stores will hold "February Sales"—some are real—occasions prepared for with more or less thoroughness and scope, according to the ability of them—others are not real

sales. The borrowed Lion's Skin does not change the bray or hide the hoofs—comparison is your only safeguard.

FALLS' FEBRUARY SALE goes deep into preparations, not only to right kinds of goods but plenty of them, and the scope of this sale also includes the complete chain of related acts that make for the entire satisfaction of every customer from our store to your home.



The Store That is Appreciated

We have been told this is the largest, most convenient, most sanitary, best built and best conducted store on the continent—perhaps the world—to be found in a town the size of Simcoe. Somebody, some day, will build a better store in a town—we would like to help do it ourselves, right here in Simcoe. This we can do anyway: We can keep abreast of the times and hold the store up to the people's highest needs, that it may serve its day and generation. The big merchandising going on here the past twelve months shall be surpassed the next twelve months, if possible.

THE STOCKS IN THE BUILDING INCLUDE:

- A Complete China and Glassware Store.
- A Complete Luggage Store.
- A Complete Furniture Store.
- A Complete Men's and Boys' Store with everything for them to wear.
- A Complete Dress Goods and Silks Store.
- A Complete Linen and Staple Goods Store.
- A Complete Hosiery, Corset and Glove Store.
- A Complete Whitewear and Underwear Store.
- A Complete Home Furnishing Store—Rugs, Carpets, etc.
- A Complete Millinery Store.
- A Complete Notion and Novelty Store.
- A Complete Fur Store.
- A Complete Women's Garment Store.
- A Complete Berlin Wool and Fancy Goods Store.

AND THERE IS NOT A DOLLAR'S WORTH OF DOUBTFUL MERCHANDISE IN THE BUILDING—ONE OF THE BEST STORES IN ONTARIO.

Underpriced Items Throughout The Store

MEN'S SUITS AND OVERCOATS

Desirable in every way and worth up to \$18.00. Falls' February Sale, choice \$12.90

The danger signal for next season's prices for Overcoats and Suits are set. Better get in on these February reductions now. When the old lady stood in the centre of the track and asked where she "could get the next car," the officer said, "I would hate to tell you." It takes a bump to make some people understand even the most obvious things. If conditions make it impossible to produce these Suits and Overcoats to-day at their original cost to us, what is it going to do to next season's prices, and to you?

IF A WOMAN WANTS ANYTHING IN FURS, NOW IS THE TIME TO GET THEM

Furs at this store have struck bottom; it will be a good while before there is another opportunity to buy fine, dependable Fur Sets and Fur Coats at the prices they will be offered at during the sale

BLANKETS, SHEETS, BEDSPREADS, PILLOW CASES AND DOWN COMFORTERS

It is almost as difficult to get the above goods at reduced prices as it is to break into a bank. Yet Falls' February Sale offers these goods at prices that are possible only once a year. When you attend the sale see the tables and counters heaped high with snowy white sheets, blankets, pillow cases and bedspreads.

25 bat filled Comforters, full size, fancy chintz covering, a special at \$3.00; This sale, each \$2.47

Fancy Silkline covered bat Comforters, plain silkline border; colors of sky, yellow, mauve and pink; worth \$6.00; Falls' February Sale, \$4.89

Down Comforters, fancy sateen covering, satin border; guaranteed down proof; worth \$16; for \$13.68

THE SALE OF WHITEWEAR

The tables are heaped high with snowy Underwear—Corset Covers, Skirts, Drawers, Gowns, Princess Slips, Braizers, Camisoles, Silk Bloomers and Silk Underwear. Stocks will be fine and full when the sale opens. We simply cannot get more of certain things at the same price. "Take your share of the February Whitewear Bargains while you can," is the moral.

20 DOZEN MEN'S SHIRTS IN AN EXTRA-ORDINARY FEBRUARY SALE AT 97 CENTS EACH

There hasn't been as good a Shirt Sale as this in Simcoe for a mighty long time, and a long time coming before such another. Soft and stiff bosoms; sizes to 17-12; values up to \$1.50; This sale, each 97c

FURTHER MONEY SAVERS

9 only pure wool Skating Coats, worth \$5.00, for \$3.25
39 only, Men's Sweater Coats, assorted colors, \$2.75 value, for \$1.68
House Dresses, in a variety of desirable colors and styles; regular \$1.25 and \$1.50; Sale price, 98c
Brushed Wool Skating Scarfs, \$1 and \$1.25; Sale at 79c
Boys' Extra Heavy Striped Cottonade Overalls, Sale 95c pr.
Men's Extra Heavy Wool Ribbed Socks, weight 5-1-2 oz; regular 75c, for 47c
Shoe Laces, full width and length, 3 pair for 10c
Lead Pencils, two specials, 6 for 5c and 3 for 5c
Embroidery Remnants, 2 to 20 in. wide, selling at 8c to 29c yd
Bleached Bath Towels, fine soft quality, each 9c
Terry Face Cloths, only 5c each
Curtain Scrims, plain centres with fancy borders, 20c value, for 15c yard
30-inch pure Table Linen Centres, worth 75c for 88c
Pure Linen Tray Cloths, 85c value, for 65c

BOYS' SUITS THAT YOU WOULD NEVER HOPE TO BUY FOR \$4.40

Boys' solid, serviceable Tweed Suits, made in smart styles, to fit boys to 16 years; good \$6.00 suits; Falls' February Sale, \$4.40

Fluffy White Flannelette Blankets with fancy borders for kiddies' coats, the pair \$63c

Japanese Bondol Slippers, in quilted satin tops, assorted colors; a \$1.00 value; Sale price, per pair 68c

Infants' Leather Shoes, patent leather and fancy tops, to fit children 1 to 3 yrs; 2 styles, per pair, 39c and 49c

Two specials in women's white winter weight Combinations, \$1.28 and per pair \$1.90

A table of odd Fur Neck Pieces that sold up to \$12.00; Sale price \$5.00

When you visit this sale be sure and see the Bargain Table in the basement, at 11c, 18c, 28c, 48c and 68c

The February Sale of Kitchen Brushes, Soap and Household Supplies will interest every woman.

Men's extra heavy odd Vests, made from overcoatings; Sale price \$1.15

Hundreds of yards of Valenciennes and Torchon Laces and Insertions, various widths, 12 yards for 48c

Knitted Wool Hoods, assorted colors, half price, each 25c

Handy School Cases, three sizes, made with brass fittings 25c

Odd pieces in Booth's Dinner Sets, patterns that are discontinued, at half price.

Good quality of imported plaid knitted Motor Rugs, \$3.87

Boys' Winter Gloves, warmly lined, curl cloth backs, 37c pr.

Window Shades, medium green only, real oil shade 53c

Bungalow Curtain Nets, special at 19c and per yard 23c

30.00 Clothes Baskets selling for, each \$1.95

Soiled Linen Hamper, reg. \$4.75 and \$5.00; for \$2.50

Fire Screen, solid oak frames, half price; reg. \$1.25 for 68c

6 rolls of Toilet Paper for \$25c

EVERY WOMAN LIKES PRETTY BLOUSES

Here's a sale of them that is wonderful:

1—Women's blouses in Jap silk, made with new "Fixed collars," in white, mile, rose, can and blue. A real \$3.00 value;

February Sale, each \$1.98

2—A table of raw silk crepe de chine and Jap Silk Blouses, in desirable colors and styles; Regular up to \$4.00 value; Sale \$2.48

3—Women's Voile Blouses, in stripes and plain materials, pretty styles; worth up to \$1.48

\$2.00; Sale price \$1.48

4—20 dozen Voile Blouses, with nearly as many pretty styles; most of them trimmed with lace and pearl buttons; every blouse as fresh as a spring morning. Regular up to \$1.75 value; This sale, each 97c

WOMEN WILL BUY SILKS RIGHT AND LEFT

BEGINNING FRIDAY MORNING all our best silks, as well as the more popular lines, will go on sale, including black and colored Paillettes, Satins, Charmeuse, Messaline, Duchess Satins, Taffetas, etc.

Two Sample Values

English Ideal Silks, choice of 18 desirable colors, a special at 50c a yard; Falls' February Sale, the yard 33c

Soft Paillettes and Taffetas—large variety of desirable colors, a fine value at 75c a yard; Falls' February Sale, 48c

GREAT SAVINGS ON COTTONS

In connection with our February Sale, it is proper that we should call attention to our abundant stocks of Cottons, all bought nearly a year ago. Our prices on the following will interest every woman:

UNBLEACHED SHEETING
PILLOW COTTONS
FLANNELETTES
WHITE COTTONS
FACTORY COTTONS
PRETTY GINGHAMS
WASH GOODS

WHY THIS FEBRUARY SALE OF LUGGAGE IS BIGGER AND BETTER THAN USUAL

The reductions, besides being substantial in themselves, are on prices that were lower than regular before these reductions were made. The result is that February low prices are decidedly less than luggage of similar quality can be had for elsewhere:

Trunks \$4.00 to \$17.00
Steamer Trunks \$4.50 to \$12.00
Suit Cases \$1.25 to \$18.00
Club Bags \$1.50 to \$17.50
Hat Trunks \$6.50 to \$16.50

OUR EXTENSIVE CHINA STORE OFFERS SAVINGS

We invite you to one of the finest China Departments between Toronto and Detroit. Naturally we do not buy things as one orders a pound of tea or soap. We buy direct from the best makers in large quantities. Falls' February display of china will delight your eyes. Very special prices will be quoted on French and English Dinner Sets and Colport China, Cut Glass, Tea Pots, Casseroles, Water Sets, Tumblers and odd pieces of China, etc.

A DEMONSTRATION AND CORSET SALE

Every pair of corsets in our extensive stock will be reduced for the sale. All the good makes, such as "Nemo," "Smart Set," and C. C. la Grace Corsets that are famous for comfort and style. A thorough corset specialist will be in charge to superintend the fitting of corsets a \$1.50 a pair and up. Corset prices range to \$7.50 a pair. Every pair reduced during February.

Sale of Shantung Silks Begins on Friday

Hundreds of yards of natural Shantung Silks to be sold at greatly reduced prices; values like these cannot be had later. Natural soft finest Shantung Silk, 32 inches wide; a 43c 65c value; Falls' February Sale, the yard 43c

Save One Dollar in Men's Fine Soft Felt Hats

Ten dozen only Men's fine quality Soft Felt Hats, the coming season's newest blocks and colors; a real \$3.00 value; This sale, only, each \$1.98

FALLS' FEBRUARY FURNITURE SALE

We rest our case on our Furniture—it's good, true, honest. It is furniture with no concealment. We like you to open the doors, pull out drawers, inspect joints, the cabinet work has nothing to be ashamed of. A reduction in price from 10 to 50 per cent. may mean much or little. Let the Furniture and Home Furnishing Goods speak for themselves. Our February Home Furnishing Sale offers all kinds of good furniture and for all kinds of home needs. Please note the plainness, richness, solidity, improved styles and absence of tawdriness in every piece of furniture offered during the sale.

People motoring or driving from a distance to Falls' Store will find a comfortable fire place in the Comfort Room—Second Floor.

THE H.S. FALLS CO. OF SIMCOE