

ANNOUNCING THE OPENING OF RICHMOND'S GREATEST SALE

The Fehr-Haven's BANKRUPT SALE

*Prices Blown to Atoms in a
Great Merchandise Sale*

Fehr's
Style Shop 903 Main

*Bargains Worth Coming Miles
to Get! Be Here Early*

BURSON
SILK HOSE
Values up to \$2.95
95c

Sale to Start
Thursday
Feb. 2

Newest and
Best Styles
in Women's **SKIRTS**

Choice of all \$7.50 values
in Plaid and Pleated—

\$2.95 **\$4.95**

All Wool Prunella Skirts,
stripes or pleated plaids,
regular \$12.50 sellers—

SUITS

LADIES! This is the
greatest collection of
values-giving Suits ever
heard of—this lot of
Tricotines, French Serge
and Fancy Mixtures. A
lot of beautiful models;
some plain tailored, others
fur trimmed. This
entire lot, values up to
\$35, going in one great
smash for—

Regular \$35
Value

\$9 75

10 Suits that sold up
to \$45.00, your
choice at

\$15 95



SATEEN
PETTIBOCKERS
and Petticoats

69c

Silk Camisole

Silk Camisoles, values up
to \$1.50— **49c**

Better grade of Cami-
soles, navy and flesh;
values up to \$3.00—
98c

You Can Start
a Bank Account with
the Money You Save Here!

This forced sale forces us to extend all possible efforts to have you remember it. For this reason we are taking a tremendous loss! YOU GET ALL THE PROFITS—and some of the cost! It's the golden opportunity the ladies of Richmond and surrounding towns have been waiting for. Tell your friends. Tell your neighbors. Tell everybody. This SALE of LADIES' READY-TO-WEAR is a perfect Godsend to the buying public. Everything marked in plain figures. When you count the many dollars you save on every garment you buy, you will appreciate it very much. Allow nothing to keep you away from this forced sale, which opens Thursday morning, Feb. 2. A demonstration of VALUE greatness and exhibition of styles and fashions of Ladies' finest models of Winter Coats, Suits, Dresses, Skirts, Shirt Waists, Silk Underwear, Hosiery, etc. Our entire stock of Ladies' Ready-to-Wear goes on public sale starting Thursday morning at 9:30 o'clock, rain or shine. We are going to give the ladies all of the profits and some of the cost. Prepare for it.

Be one of the first to get here THURSDAY MORNING!
Every garment in the store will be on sale and marked in plain figures. Look for sale prices.
Shop for the BARGAINS not advertised.

Sale Starts Tomorrow
February 2nd, at 9:30 A. M.

DRESSES

All Dresses divided into three startling low-priced groups for quick selling. Tricotines, Canton Crepes, Taffetas, etc., are all included. You must SEE these to appreciate the bargains.

All \$15.00 **All \$20.00** **All \$30.00**
Dresses Dresses Dresses

\$3 95 **\$6 95** **\$8 95**

Wait! Be Here When Doors Open

Hundreds of
Wonderful
Values in **WAISTS**

Crepe and Georgette
Waists, worth up to
\$5.00—

All Waists that have
sold at \$7.50 now to
go at—

Canton Crepe Waists
in the finer grades,
worth up to \$10—

\$1 45 **\$2 45** **\$3 45**

COATS



Coats that represent the
finest makes of leading
makers are all included
at prices less than the
actual cost of the goods.
This is your greatest
opportunity to buy a high-
grade Coat that will be
good all next winter at
the sensationally LOW
price we are asking.

*All \$20.00
Coats*

\$7 95

\$30 Values . . . \$10.95
\$45 Values . . . \$14.95

**WOMEN'S
HOSE**

All Wool Hose—
all sizes **89c**

Silk Hose, all good
colors and all sizes . . . **59c**

Better grade of Silk Hose in
black or brown, sold up to \$1.49

One Lot
WINTER COATS
Worth to \$20

\$5 00

Fehr's
Style Shop 903 Main