

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

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Extra!  
VOILE WASH  
WAISTS

49c  
Worth up to \$2.25

Newest and  
Best Styles  
in Women's

## SKIRTS

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

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

\$2.95

\$4.95

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.

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

## 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

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 Dresses    All \$20.00 Dresses    All \$30.00 Dresses

\$3.95    \$6.95    \$8.95

Wait! Be Here When Doors Open

## 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

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

**Fehr's**  
STYLE SHOP 903 MAIN

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 \$4.95... \$1.49

One Lot  
WINTER COATS  
Worth to \$20

\$5.00