

# Falls' (The Original) February Sale Begins on Saturday

Never have we made such preparations for a February Sale before — and we have prepared for a good many of them.

### ITEMS OF INTEREST

Here and There Throughout the Store  
February Clearance of Beautiful Fur Coats.

February Clearance of Fur Trimmed Winter Coats.

February Clearance of guaranteed Aluminum Ware.

February Clearance of Linoleum, 2, 3 and 4 yards wide; Printed and In-laid.

February Sale of Linoleum Rugs.

February Sale of Dinnerware.

February Sale of Corsets—Nemo, Gossard and C/C a la Grace.

February Sale of Dresses for Day, Street and Evening wear.

February Sale of Wool and Flannel-ette Blankets.

February Sale of Sheetings and Pillow Tubings.

February Sale of Fine Linen things.

### FROM IRELAND

A Case of Finest Table Linen "Mill Ends"

Run from 1 1/4 to 3 1/2 yards. Even THIS LINEN STORE seldom offers such values:

1 1/4 yard Lengths, Sale Price... **\$2.40**

2 yard Lengths, Sale Price... **\$2.74**

2 1/4 yard Lengths, Sale Price... **\$3.08**

2 1/2 yard Lengths, Sale Price... **\$3.42**

3 yard Lengths, Sale Price... **\$4.00**

3 1/2 yard Lengths, Sale Price... **\$4.90**

Exquisite Odd Linen Napkins, 24x24 in. at half price, dozen... **\$6.95**

### Men's Shirts \$1.25 and \$1.45 Each

Men's Percal and Corded Repp Shirts, neat stripes and fancies. Liberal cut; sizes to 17 1/2. February Sale each... **\$1.25**

Men's finer Shirts, patterns to please every man. Repps, Percals, Broadcloths and Madras; collars to match. February Sale each... **\$1.45**

### Special Purchase For the February Sale

Thousands of pairs of Men's Fine Cashmere and Silk and Wool Half Hose. All the wanted colors. A great array of them. Sale priced:

Two pairs for... **89c**

Two pairs for... **\$1.00**

Two pairs for... **\$1.15**

And Two pairs for... **\$1.25**

### English Bath Towels

Largest size—a towel that will absorb all the moisture given to it. A \$1.00 value. February Sale 2 for **\$1.50**



### FEBRUARY SALE OF HOSIERY

The Largest Purchase Ever Made by Our Associate Stores

Thousands of pairs. Really FINE Hosiery at the price of ordinary lines. Every pair perfect to the last detail. —Color shape and quality—very fine cashmere and silk and wool; all sizes. Extra salespeople to serve you promptly. Sale price pr. **57c, 65c, 89c and \$1.10.**

**THE H.S. FALLS CO.**

### COMFORTER BATS

Made of High-Grade Cotton

Half bleached and pure white; the size is 72x90"

No. 1—Pure Bleached, worth \$1.20. February Sale each... **95c**

No. 2—Half Bleached, worth 80c. February Sale each... **61c**

### The Longest Wearing Overalls Made, Pair \$1.95

"Something New." Brown stripe extra heavy quality men's overalls, double sewn; bib style; sizes to 46. During the February Sale, pair... **\$1.95**

### English Satin Quilts

Beautiful embroidered designs; large bed size. A quilt you will be pleased to own. Worth \$10.50. February Sale each... **\$8.25**

### Imported English Flannellette and Pyjama Cloths

Three outstanding numbers in pure white and many stripes in unusually attractive color combinations. All are double warp:

A—February Sale, yard... **29c**

B—February Sale, yard... **33c**

C—February Sale, yard... **44c**

### In the Downstairs Store

Dependable Graniteware in grey or white: Basins, Pudding Pans, Dippers, Bowls, Stew Pans, etc. Choice... **39c**

Laundry Soaps—P. & G. Comfort and Gold... **10 bars for 52c**

### White Krinklette

By the yard, 72" wide; soft fine finish. Does not require ironing. Many will make their own spreads and save. February Sale yard... **77c**



This is the home of the ORIGINAL FEBRUARY SALE—famous all over Norfolk and far beyond. It is one of the great events of our store-keeping. Our 1927 February Sale will be the most welcome. Prices and assortments will speak for themselves. The sale price tickets will all be placed Friday night. Saturday morning you are welcome to look through the many stocks in the entire building.

### \$1.25 Bathrobe Cloth For 89c Yard

Soft, serviceable and comfortable feeling. Choice designs; 36 in. wide. Worth \$1.25 yard. February Sale **89c**

### Market Baskets Less Than Half Price

Three very useful sizes in two-tone effect, enameled. Several shades to select from. Each **29c, 39c and 49c.** Half price.

### Girls' Soft Wool Sweaters

To fit girls 6 to 12 years. Fine knit. V-neck, in blue, sand, scarlet, Green and grey. A special February offering. Each... **\$1.97**

### All-Wool Dress Flannel, 69c Yard

English, French and Canadian Dress Flannels in smart colors of almond green, powder blue, garnet red, fawn, beaver, copenhagen, scarlet, tiger lily and navy. Falls' February Sale yd. **69c**

### Smart Sweaters For Women Much Underpriced

All are the newer styles and better quality sweaters. Brushed and Jersey knit. Coat and pullover sport models. Values to \$5.00. February Sale price, choice... **\$3.25**

### Sheets, Bridge Sets, Guest Towels

A glance will show the exceptional values:  
—Sheets 72x90", plain hem, English quality. Sale price each... **98c**  
—Real Irish Oyster Linen Bridge Sets, 36" cloth with 4 serviettes. Set complete... **\$2.15**  
—Guest Towels with colored borders; 15x23". Extra special... **2 for 64c**

### LINEN TOWELS

Three of the Best Offerings in the Store's History

Pure Linen Huck Towels, 18x30". Sale priced... **27c**

Fancy Linen Huck Towels, 18x34". Sale priced... **57c**

Wonderfully fine colored Bordered Huck Towels, 18x34". Sale priced **79c**

### Men's Pyjamas, Suit \$1.77

Made from double warp. Fancy "Awning" Stripe English Flannellette. Good style; good service; good bargain; size 34 to 44. February Sale, suit... **\$1.77**

### Men's Wolsey Winter Underwear

No question about the importance of this February Sale of "Wolsey" Unshrinkable Underwear; medium and heavy weights.

**\$3.50** will be the price on \$5.00 shirts and drawers.

**\$4.50** will be the price on \$6.00 shirts and drawers.

**\$7.50** will be the price on \$10.00 combinations.

—Falls' Men's Store.

### A RARE BLACK SILK

Programme is Headed by Duchess Satin at **\$1.69 a Yard.**

To begin with, it is French. Secondly, it is fashionably Black—a deep raven hue. Thirdly, it is fully a yard wide. Fourthly, it is of unusually heavy weight. In short, an excellent value at its every day price of \$2.00. So buy this Duchess in quantity if you require afternoon dresses, slips, draperies, comforter or cushion covers.

Dress Goods Section.



### Oddments in "Horrockses"

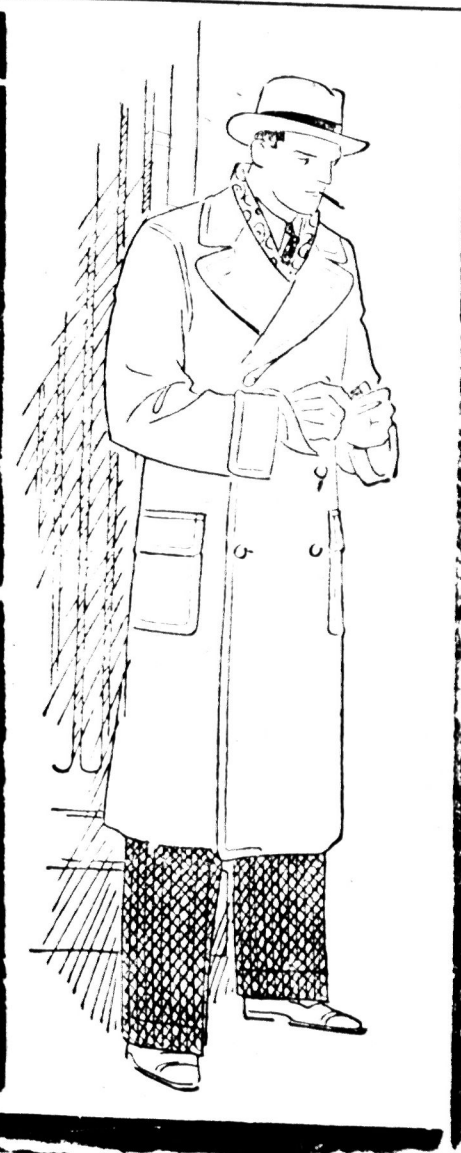
Cottons, Madapolams, Longcloths, and Nainsooks. Value 65c to 85c yd. All one price yard... **47c**

### Motor or Travelling Rugs, Each \$3.97

A very attractive bargain for our February Sale. Only fifty in the lot. Full regulation size; fine choice of pretty plaids; soft and serviceable. February Sale price each... **\$3.97**

### Morning Dresses, \$1.00

The material is worth double the price. Fancy striped cotton flannel. In tan shades; 3-4 sleeves; for misses or women. Less than half price, each... **\$1.00**



### Re-arrangement of Our Clothing Department

brings a February Sale of unsurpassed savings in Men's Overcoats and Men's Suits. Selling starts Saturday morning. Come early. Only two prices now in Overcoats.

**\$15 and \$29**

All are of the double-breasted ulster type, big all-weather coats that men like to snuggle into when it plays around zero.

All coats are quarter lined with quilted satin and interlined and sleeves are satin lined. Every coat is stylish and graceful of lines and guaranteed to give long service. In other good stores you will find just such coats at double the price or thereabout. Your size will be here Saturday, but it won't last long.

**THE H.S. FALLS CO.**