

Falls' (The Original) February Sale Begins Saturday

The sale you have been waiting for begins Saturday. FALLS' ANNUAL FEBRUARY SALE—It is the original February Sale, famous all over Norfolk and adjacent Counties. Falls' February Sale goes deep into preparations not only as to the right kind of goods, at greatly reduced prices, but plenty of them. And the scope of this also includes the complete chain of related facts that make for the satisfaction of every customer—from our store to your home.

Our 1929 Sale will be the most welcome—a bigger February Sale than any of its predecessors. The values speak for themselves. They also speak for Falls' Department Store.



House Dresses
The smartest style and best made house dresses procurable, and everyone worth the regular price, \$1.00 and \$1.25. Included in this showing are Gingham, Prints, Chambrays, etc. in a wide range of good patterns.
February Sale Price 60c Each

Ladies' Combinations
Pure Cotton with silk stripe, heavy winter weight cotton combinations for women, sizes 36 to 40. Four styles—Duchess neck, long sleeve, ankle length. V-neck, half sleeve, ankle length. Short sleeve, low neck, knee length. Low neck, no sleeve, knee length.
February Sale Price \$1.00

Baby Blankets
Heavy white flannelette crib blankets, blue stripe border; size 42x60, \$1.40 pair. Also fancy Bunny Blankets in pink only; size 36x54 in.
February Sale Price \$1.40 Each

Ladies' Bloomers
Finest quality all-wool bloomers. Turn-bull make; sizes 34 to 44, in shades of mauve, sand, pink and cream. Our \$2.50 quality.
February Sale Price \$1.00

Ladies' Fleece Lined Drawers
Winter weight, well cut drawers in all sizes, either open or closed styles; good value at \$1.25.
February Sale Price 60c Pair

Middies
An opportunity that comes seldom to buy middies at this price. White Jene Cloth with convertible flannel collar and cuffs, either with or without yoke. Also open blue middies with white braid trim, and a line of navy, scarlet, or open blue flannel middies with braid trim; sizes from 6 to 20 years. Values to \$3.50.
February Sale Price \$1.95 Each

Ladies' Cotton Bloomers
Heavy comb. cotton winter weight bloomers in sizes 34 to 44. Grey, sand, pink, cream and peach.
February Sale Price 60c Pair

Ladies' Wool Bloomers
Penman's all-wool bloomers with button-hole for replacing the elastics. Darker shades only—blue, rose, mauve, sand also black.
February Sale Price \$1.20 Pair

Teddy Bear Suits
Four pieces, including jacket, pullover, cap and mittens, for the 3 to 6-year kiddies. Colors sand or open only.
February Sale Price \$2.95 Set

Children's Coat Sweaters
Four to 14-year size sweaters in sand, scarlet, open, navy or coral; in medium weight all-wool; \$2.50 value.
February Sale Price \$1.00

Children's Sleepers
Good weight white flannelette sleeper, made with drop seat, long sleeves and high neck; 2 to 6 years.
February Sale Price 60c Each

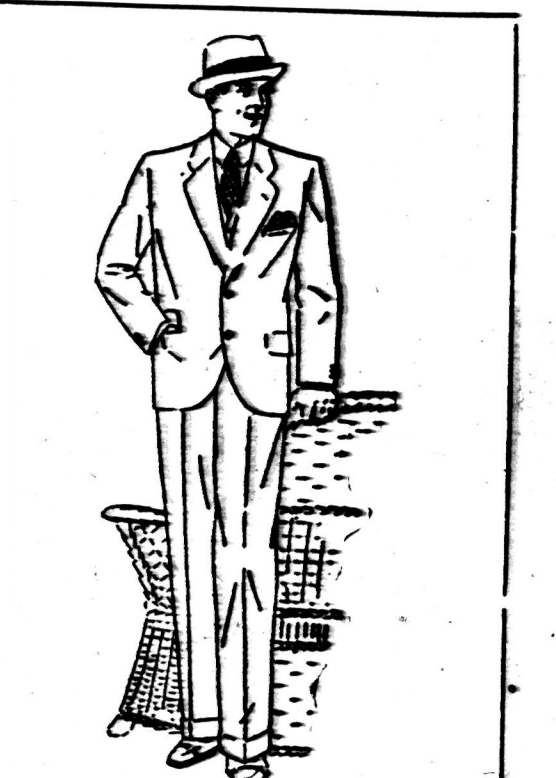
Children's Vests and Drawers
Turnbull's natural unshrinkable wool vests with long sleeves and duchess neck. Also drawers to match. Value to \$1.35.
February Sale Price 95c Garment

Children's Vests and Drawers
Silk and wool also Coetee guaranteed unshrinkable vests with long sleeve, duchess neck or short sleeve and low neck.
Drawers in quality to match.
Also Coetee Wool Vests with long sleeve and duchess neck. Drawers to match. \$1.75 value.
February Sale Price \$1.10 Garment

Children's Winter Coats
Becoming fur-collared coats for the junior miss of 7 to 14 years. All lined and interlined or with reversible blends or heavy blanket cloths. Splendid styles, in values regular to \$11.00.
February Sale Price \$6.95

Silk Underwear Classics
An assortment of Silk Slips made with opera top and frilled bottom, and shadow-proof. Four most popular shades. Also Combinations with either opera top or braisiere top; plain finish or lace trim. Also a range of Silk Bloomers, Harvey quality, pleated side, all sizes, even the extra large size; all the wanted shades (a discontinued number). Your choice of any of the above, \$3.00 values.
February Sale Price \$2.19 Each

Children's Combinations
A-Children's all-wool combinations in natural wool, rib wool, or silk and wool. Drop seat ankle length, long sleeve, duchess neck. Value to \$2.25.
February Sale Price \$1.50
B-Children's combinations in all-wool or silk and wool; either low neck, short sleeve, knee length; or duchess neck, long sleeve and ankle length; 8 to 14 years. Regular \$3.00.
February Sale Price \$1.97



Men's Suits
Men's fine English Worsted Suits in grey only; well tailored in conservative three-button style, regular vest and trousers; sizes 34-46. Our \$35.00 suit.
February Sale Price \$29.00
Young Men's English Serge, Worsted and Tweed Suits in double breast or single models; also two- and three-button single styles; all sizes. The garments are smartly and correctly tailored.
February Sale Price \$21.00

Bath Robes For Children
Heavy fancy cotton elderdown bath-robies in either coat or shawl collar style; 6 to 14 year sizes. All the newer colorings with fancy cord or satin contrast trim. Regular price \$4.50.
February Sale Price \$2.75

Children's Vests and Drawers
Winter weight natural cotton garments, also a very few white ones; sizes 2 to 14 years. Vests with long sleeves. Regular 85c.
February Sale Price 50c Garment

Silk Bloomers and Vests
Bobette and regular style silk knit bloomers, having wide gusset. Shades—Peach, apricot, and Nile.
Vests to match, made with opera top and special tape strap.
February Sale Price 95c Garment

Children's Dresses
Cotton Flannel Dresses—in small check patterns or smart stripe effects; made with long sleeve; two pockets; belted models; sizes 8 to 14 years.
February Sale Price \$1.19
Children's Dresses—An assortment of splendid value school dresses in a variety of real smart styles, including gingham, figured broadcloth, English prints and cotton flannels; light, medium and dark shades (smaller dresses with bloomers). Values to \$1.25.
February Sale Price 70c

Underwear Specials
Drawers and Vests—Natural colored drawers, open or closed styles.
Natural colored vests, high neck and long sleeves.
Heavy union line; sizes 40 to 44 only. \$1.25 value.
February Sale Price 70c Garment
Drawers—Heavy comb. cotton drawers in either knee or ankle length; open or closed styles; all sizes up to 44.
February Sale Price 70c Garment

Women's Sweaters
Jaeger Sweaters—An odd line of ladies' sweaters, genuine pure wool, in a number of pleasing shades and good patterns. Originally marked \$10 and \$12.50. Odd sizes.
February Sale Price \$5.00

Ladies' Pullovers—Either round or V-neck style pullovers in plain or fancy colorings; shades of Nile, cardinal, sea-green, rose, brown and gold.
February Sale Price \$3.29
Ladies' Sweaters—Silk and wool, fine weaves, coat style or pullover style; either plain or small fancy pattern. \$5.00 value.
Also a line of very fine Knit Coat Sweaters, in rose, sand, green, black, cocoa and fawn. \$6.50 value.
February Sale Price \$4.29

Timely Underwear Bargains
Ladies' Combinations—Our full range of ladies' pure wool and silk and wool combinations, including the Coetee brand has been grouped for our February Sale into two special groups, enabling you to purchase these seasonable garments at practically cost prices. All sizes in both groups.
A—Values marked at \$4.50
February Sale Price \$3.30
B—Values marked to \$6.50.
February Sale Price \$4.00

February Basement News
Water Jugs—Wide optic and crackled glass tinted shape water jugs. February Sale price.....30c
Scales—24-lb. spring scales, enameled sea-green, top plate, double platform supports. February Sale price.....\$1.98 each
Creme Paper Napkins—Pure white, folded in quarters; 100 in a bundle, wrapped. February Sale price.....15c bundle
Tin Pails—2-quart tin pail swaged body, double seamed bottom, with stamped cover. February Sale price.....15c
Kitchen Set—6 piece enameled green kitchen set of transparent glass—Food container and cover; butter jar and cover; 1-qt. pitcher and reamer; 7 1/2 in. mixing bowl; 8 1/2 in. mixing bowl.
February Sale Price \$1.50 set

Dinnerware
Falls' February Dinnerware Sale is always one of unusual value-giving.
97-piece Myott's English Porcelain Dinner Sets, octagon shapes, with either floral or conventional designs; value to \$35.00. One price for special February Sale.
February Sale Price \$24.50 set
We offer during the February Sale 3 only exquisite French Dinner Sets of 97 pieces. One in rose and gold, one in blue and gold, and one in yellow and ivory.
A—Reg. \$59.00. Feb. Sale Price.....\$50.00
B—Reg. \$37.00. Feb. Sale Price.....\$28.00
C—Reg. \$100. Feb. Sale Price.....\$85.00

Glass Mixing Bowls
4-piece deep shape, clear crystal, smooth edge mixing bowls.
February Sale Price 60c Set

Tea Sets
23-piece Japanese China Tea Sets in 3 dainty painted designs.
February Sale Price \$2.00 Set

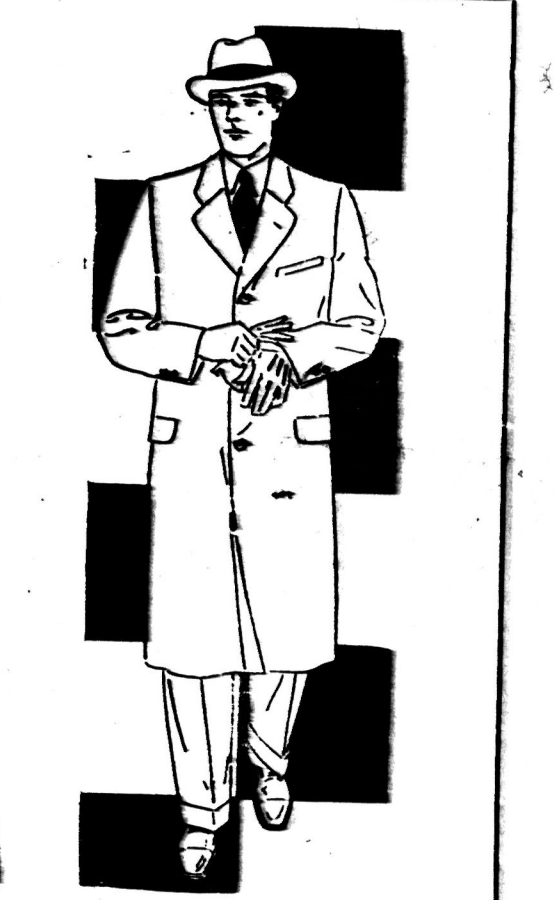
Aluminum Sauce Pans
Straight 3-quart saucepan with cover and handle; \$1.25 value.
February Sale Price 70c Each

Pitchers
Color is still vogue with china pieces, and this February Sale offers some very unusual colorings and patterns in pitchers. 24-lb. green and blue predominates, with most beautiful floral trims.
Reg. 50c. 5 1/2 in. Pitchers.....30c
Reg. 70c. 6 1/2 in. Pitchers.....50c
Reg. 70c. 8 in. Pitchers.....50c
Reg. \$1.00. 5 in. Pitchers.....70c
Reg. \$1.00. 7 in. Pitchers.....70c

Downstairs Items of Vital Interest to Every Household
1—Heavy Cut Glass Fruit Bowls.....40c
2—Finer Cut Glass Fruit Bowls and 6 serv-ers, each.....40c
3—Heavy Cut Water Jugs, each.....40c
4—Cream, Sugar, Spoon Holder and covered Butter Dish, set.....40c
5—Colonial Cut Glass Tumblers, nice clear glass, dozen.....\$1.95
6—6-qt. Tin Pail, bright finish.....27c
7—Grape design Goblets, clear glass, dozen.....\$3.00
8—Wine and Cocktail Glasses, either crystal or rose, dozen.....\$4.00

Tea Pots
Arranged for convenient selection into three prices for February Sale. Best quality imported Fancy Tea Pots. February Sale prices
80c, \$1.19 and \$1.60 Each

Flannelette
A—A splendid value 24 in. pure White Flannelette suitable for kiddies' garments. February Sale Price,
10 Yards For \$1.50
B—Good heavy quality pure White English Flannelette in two widths; 30c and 35c values—
31 in. February Sale Price.....25c yard
36 in. February Sale Price.....25c yard



Men's Overcoat Clearance
Every coat in this group tailored with a standard of excellence, and Falls' February Sale offers them to you at manufacturer's prices. Choose from all-wool Chinchillas, Plaid backs, Meltons and English Overcoats. Any coat in the group from \$25.00 up.
February Sale Price \$19.00
Overcoats well tailored from heavy overcoatings of all new or standard design, made in the popular ulster style or dressier type; sizes 37-42. And our \$20.00 range.
February Sale Price \$14.95

Card Table Covers
Black imitation leather, tape edges in contrast; elastic corners to fit table; floral and stencil designs. Very attractive.
February Sale Price 60c Each

P. and G. Soap
February Sale Price
10 Bars For 30c
(Basement Store)

Pillow Slips
Very fine quality Irish Linen Pillow Slips; 42 inches wide. Note the price.
February Sale Price \$1.30 Pair

Shirtings
Heavy quality every-day shirtings in both light and dark stripes; 28 in. wide.
February Sale Price 22c Yard

Sweaters For Men
February sweater values for men, giving quality at an almost unheard of price. Plain and fancy weaves made from all wool yarns; well woven and in good patterns. Pullover and coat style; 36-44 sizes. Values to \$2.50.
February Sale Price \$2.20

Fine Linen Table Cloths
This timely offering in Table Linens should meet the approval of every thrifty housewife.
70x70 in. February Sale Price \$2.40 each
70x90 in. February Sale Price \$2.50 each
70x70 in. February Sale Price \$2.50 each

Pillow Cases
Made from fine English Staple Cotton, even weave and good wearing quality. (Note price).
February Sale Price 50c Pair

Men's Fine Shirts
Fine quality broadcloth shirts in a variety of pleasing patterns and new color effects; sizes 14 to 17.
February Sale Price 95c

Men's Heavy Mackinaws
Norfolk style Mackinaw Coats in dark colors and snappy plaids. Ideal for the outdoor workman; sizes 36 to 44.
February Sale Price \$29.95

Boys' Reefers
Navy Chinchilla Reefers, the preference of the 6 to 10-year-old lad. Real value at \$6.50.
February Sale Price \$4.95

Junior Suits
The newest style junior suit with straight knee length pants. Sturdy tweeds and navy serges. Suits to fit boys 6 to 10 years.
February Sale Price \$4.00

Men's Leather Jackets
Good length, double seam sewn leatherette jackets with two large pockets; sizes 36 to 46. Regular \$6.75.
February Sale Price \$4.95

Boys' Sweaters
A whole table of boys' sweaters in pullover and coat styles. Snappy patterns and all good colors. These will fit boys 7 to 15 years.
February Sale Price \$1.75 Choice

Boys' Suits
There's Rarely a Bargain Like This! Boys' one and two bloomer school suits in tweeds and navy serge. Please note the sizes—31-36 only. These suits sold at \$10, \$12, \$15 and \$18. Here's your chance during our early February Sale to procure a real bargain.
February Sale Price \$4.75 Choice

Men's Half Hose
All wool and silk and wool mixtures, fancy patterns or plain colors; all sizes.
February Sale Price 40c Pair

Men's Pyjamas
Made from quality flannelette, neatly trimmed with frog and featuring quietest stripe effect. Sizes 36 to 44.
February Sale Price \$1.50

Shirts and Drawers
Heavy ribbed all-wool shirts and drawers; sizes 34 to 46. This is remarkable value.
February Sale Price \$2.20 Garment

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