
fuELISHED dAILY AND WEEKLY. M. TERMS OF THE virginian.
 Dank mix manthw - tircs monn т THE NORFOLK VIRGINIAN.


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 EIGHT PAGES. $\underset{\substack{\text { That } \\ \text { unt } \\ \text { in th }}}{ }$
One steadfast Purpose clinches its tireless efforts upon the lever of the Big Store's enterprise, and that purpose is to continually put into circulation in this community the best class of Men's and Boys' Wearables of the World's Markets at the Lowest Possible Prices that immense quantity Spor Cash Figuring can control.
From the makers to the consumers direct the goods pass without Middilemen's Profits
This business actually contains Four Separate Stores crowded into one. Every Department practically a store within itself, all consolidated in the two buildings under one manage ment, jointly conducted under a systematic, conservative and economic basis.
Practical Economists fully appreciate the great savings and reiiability of the merchandise.

## Nothing But the Plain Truth!

## $\$ 10$

Men's Suis of mate rials that will give strictly first-class ser vice, thoroughly shrurk en, siylishly cut, ap propriateiy trimmed and correctly made. Tail ored in our own Union Work Shops, under our own personal supervision, and are wamanted far superior in fit, shapeliness, a ppear ance, durability and general service to any class of Ready-Made Clothing usually offeret on sale.

As a matter of course there are lots of Cheaper Suits a! Lowar Prices. and Rafls of Finer Suits at Higher Prices, but the $\$ 10$ Suits are the Big Leaders and command the Heavy Busi ness.

FACIAL HUMOURS

"SELE-PRESERYRTION Is the First Law of Matire!

$\$ 2.00$
$\$ 2.50$
83.00

500

206

## $\$ 10$

Men's overcoats made from materials of various hefis, colors, shades, lengths and styles, jusi such Overcoats that would cosi exactly double to have them measure made. and nof have them cut. made and trimmed, nor it anythiog like so well.

There are plenty of Good Overcoats in the stock at smaller prices, and plemy of Finer and Costifer Overcoats at Higher Priges, inoluding the Finest Imponed Beavers, Helions, Kerseys, Ghmmhillas, Diagonals and Cheviots silk and satin lined, and are beyond a shadow of doubt the best Over coals ever shown in the history of the house. All stylesare representad


