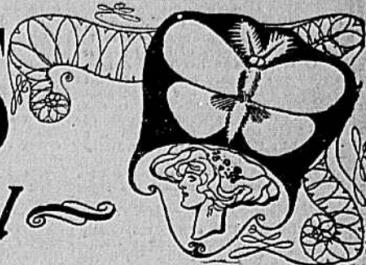




WHITE GOODS ON SPECIAL SALE NOW



AGAIN WE ANNOUNCE OUR ANNUAL SALE OF HIGH QUALITY WHITE GOODS. IT WILL PAY YOU TO BUY WHITE GOODS NOW, BECAUSE THE MILLS IN ORDER TO KEEP BUSY DURING WHAT WOULD OTHERWISE HAVE BEEN AN IDLE PERIOD, HAVE MADE US VERY LOW PRICES TO INDUCE US TO BUY. ALWAYS ON THE LOOKOUT TO GET GOOD VALUES FOR OUR PATRONS WHO CONFIDE IN US, AND KNOWING THAT WE HELP OURSELVES BY HELPING OUR CUSTOMERS, WE BOUGHT HEAVILY IN WHITE GOODS. WE ADVISE THAT YOU BUY WHITE GOODS NOW AND SAVE MONEY.

Last Cut on Ladies' and Misses' Suits and Coats

We've determined that every one of these well-tailored, stylish garments must be sold this month, so, without hesitation and regardless of cost, we offer them to you tomorrow at a genuine reduction of 1-3 to 1-2 less than regular price. By all means take advantage of this rare opportunity to buy your suit or coat just when you need it at this Remarkable Reduction Sale.

Suits at Half-Price

\$12.50 Suits, including cloths and fancy worsteds, now **\$7.50**
 \$17.50 Suits of homespuns, worsteds and cloth, now **\$10.00**
 \$35.00 and \$25.00 Suits, including novelty broadcloths and diagonals, greatest values offered this season, now **\$15.00**
 \$50.00 and \$60.00 Suits, including handsome models in all shades, now **\$25.00**
 \$75.00 Suits, including handsome three-piece models, now **\$37.50**

One-Third Off on Coats

\$10.00 Long Coats, black and colors, now **\$7.50**
 \$15.00 Long Coats, in black and colors, now **\$10.00**
 \$20.00 Coats, in stylish models, now **\$12.50**
 \$25.00 Coats, fine tailored styles, now **\$15.00**
 New Chiffon Waist, in navy, gray, black and green; made over white and tucked with plaited ruffles; extra value for **\$5.00**

Serge and Cloth Dresses

\$15.00 Dress, in serge and cloth, now **\$7.50**
 \$20.00 Dresses, in silk moire, Jerseys and taffetas, now **\$10.98**
 \$25.00 Dresses, in fancy braided Jersey, prunellas and poplins, now **\$14.98**
 \$40.00 Dresses of fine cloth and imported poplins, now **\$25.00**
 \$50.00 Crepe Meteor Evening Gown now **\$35.00**
 \$75.00 Evening Gowns of crepe meteor now **\$50.00**

Fine Swiss Flouncings

Less Than Half Price

Beautiful 18-inch 50c Embroidered Flouncings, all pretty new designs; White Sale price, per yard, 25c and 29c	Elegant 27-inch Swiss Embroidered Flouncings, worth 75c per yard; White Sale price 39c	\$1.00 and \$1.25 Extra Fine Quality of Swiss Embroidered Flouncings, full 27 inches wide; White Sale price, per yard, 50c and 59c
Wide 18-inch Fine Cambric Flouncings, beautifully embroidered, worth 50c and 60c per yard; White Sale price, per yard, 25c and 29c	Beautifully Worked Fine Cambric Flouncings, full 18 inches wide; this is shown in all the new patterns; worth 75c per yard; White Sale price, 35c and 39c	Exceptionally Pretty Cambric Flouncing, worth \$1.00 per yard and 18 inches wide; shown in many pretty patterns; White Sale price 50c

All Over Embroideries at Irresistible Prices

Dainty designs in Beautiful All-over Embroideries, worth \$1.00 per yard; White Sale price, 50c, 59c and **69c**
 Swell All-over Embroidery, in many new and pretty patterns, worth \$1.25 and \$1.50; White Sale price, 75c, 89c and **98c**
 Exceptionally Fine All-over Embroidery, shown in forty of the newest styles, worth \$2.50 per yard; White Sale price, \$1.25, \$1.50 and **\$1.98**

Wide Swiss Inserting at Bargain Prices

Fine Swiss Insertion, 5 inches wide, in many new and pretty designs, worth 39c per yard; White Sale price, 25c and **29c**
 Elegant 9-inch Fine Swiss Insertion, in the newest and daintiest patterns, worth 75c per yard; White Sale price, 39c, 45c and **50c**
 Pretty Cambric Insertings dozens of the newest designs to select from, worth 15c per yard; White Sale price, 10c and **12c**

Remarkable Sale of Superb Embroideries for Shirtwaist Fronts

These Beautiful Wide Shirtwaist Embroideries are well worth 75c to \$1 per yard. We place them on sale to-morrow at 39c, 50c and 59c	Handsome Shirtwaist Embroidery, in the newest and wanted designs, worth \$1.25 and \$1.50 per yard; White Sale price, 69c, 75c and 89c	Exquisite Shirtwaist Embroidery, tucked and lace between; this Embroidery is well worth \$2.50 and \$3.00 per yard; White Sale price to-morrow, \$1.25, \$1.50 and \$1.98	Ribbon Beading Worth 17c per yard; dozens of new patterns to select from; White Sale price, 10c and 12c
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New Venise Bands Less than Half Price

Beautiful Venise Bands; this is the newest and most popular lace shown this season. We place 25 of the prettiest styles on sale to-morrow at less than half price. They are worth at the least 25c, 35c and 75c per yard; sale price, 12½c, 15c and 19c.

Beautiful Edgings Much Under Price

Pretty New 7-inch Edging, in all the newest patterns; worth 15c to 17c per yard; White Sale price, 8c and 10c per yard.
 Fine Swiss and Cambric Edging, 13 inches wide; worth 25c per yard; White Sale price, 12½c, 15c and 17c.

Great Sale of White Bed Spreads

Full Size White Bed Spreads, good weight, that sold for \$1.00; White Sale price 85c	Prize Medal Extra 12-4 Size White Quilts; these Quilts are good heavy quality and worth \$2.50 each; White Sale price \$2.00
Extra Quality Full Size Sheldon White Bed Spreads, worth \$1.25; White Sale price \$1.00	White Satin Marseilles Quilts, full size and beautiful quality, worth \$2.50; White Sale price \$2.00
The Hanover White Quilts, full size and extra quality, \$1.50 value; White Sale price \$1.25	Finest Quality White Satin Marseilles Quilts, all the newest designs, worth \$5.00; White Sale price, \$3.50

January Sale of Ladies' Muslin Underwear

All the Garments embraced in the following lots are new, liberally cut, well made and in keeping with the accepted and most favored styles and models of the season. The prices are exceptionally low. Ladies' muslinwear section second floor.

Gowns Low Priced

Slipover style of Nainsook Gown, lace insertion and ribbon beading, neatly made and well cut, elbow length sleeve; Gown cut wide and full length; our special Midwinter Sale **75c**
 Our Special Gown is our \$1.00 garment. This is the most popular price, and comprises more variety in styles than any other number we carry. The High and V-Neck Gowns are made of fine cambric, with yokes of popular compass style of embroidery—popular for its pretty appearance and good wearing qualities; Midwinter Sale price **\$1.00**
 White Nainsook Gowns, in the Empire style, so very becoming to most women. The upper part of the gown is made of rows of Val. insertion and the short puff sleeve of same; also, a variety of Slipover Gowns, made of fine nainsook and dainty fish-eye insertion and edge, and very fine Swiss insertions, all finished with French beading and baby ribbon; **\$1.00**
 Made of finest white nainsook, slipover style, yoke composed of five dainty embroidered medallions set in Val. insertion, finished with German Val. insertion and ribbon beading, ruffle of same lace; sleeves mere caps, with rows of insertion and edge; Midwinter Sale **\$1.50**

Dainty Corset Cover

Nainsook, round neck, lace insertion and ribbon beading, Val. edge; Midwinter Sale price **39c**
 Nainsook, low neck, embroidery yoke, ribbon beading and lace edge; Midwinter Sale price **49c**
 Nainsook, yoke of two rows Val. insertion and ribbon beading, lace edge; Midwinter Sale price **49c**
 Nainsook, elaborately trimmed with lace and medallions, ribbon beading; Midwinter Sale price **69c**
 Nainsook, of fine quality, a dainty affair, insertions of Val. lace and embroidery medallions, Val. edge and ribbon beading; Midwinter Sale price **89c**
 All of our \$2.25 and \$1.98 Corset Covers reduced for our Midwinter Sale; **\$1.25**

Drawers Well Made

Cambric, deep ruffle of same, hemstitched tucks; Midwinter Sale **25c**
 Isabella style, nainsook, umbrella shaped, lawn ruffle, eyelet embroidery; Midwinter Sale **50c**
 Cambric, top deep ruffle of openwork embroidery and band of insertion; Midwinter Sale **45c**
 Nainsook, circular flounce of fine lawn, lace edge, French band; Midwinter Sale **50c**
 Nainsook, lawn ruffle, open on side, medallions, lace insertion and edging **\$1.00**
 Nainsook, extra size, deep embroidery flounce; Midwinter Sale price **\$1.00**
 Cambric, extra size, deep cambric ruffle, cluster tucks; Midwinter Sale price **33c**

Fine Cambric Skirts

Cambric, deep hemstitched, tucked flounce, wide and full; Midwinter Sale price **50c**
 Cambric, deep embroidery flounce, cluster tucks; Midwinter Sale price **75c**
 Cambric, lawn flounce, cluster pin tucks and deep embroidery ruffle, extra dust ruffle; Midwinter Sale price **\$1.00**
 Cambric, deep flounce formed of Val. insertion and Val. edge, with tucks above; Midwinter Sale price **\$1.00**
 Cambric, of fine quality, 13-inch ruffle of exquisite Swiss embroidery in an entirely new openwork and raised design, headed by cluster of pin tucks; Midwinter Sale price **\$1.50**
 Cambric, fine soft material, deep lawn ruffle, with three rows of Val. and Cluny insertion, with ruffle of same on edge; Midwinter Sale price **\$1.50**

White Goods Sale

French Lawn, fine and sheer, 45-inches wide, limited quantity; while they last they go **12c**
 Striped and Checked Madras, extra weight, a good madras value, 32 inches wide, **12c**
 40-inch Lawn, a good one; sale price **8c**
 Also, a nice one, 36 inches wide, at \$1.45 piece of 12 yards.
 Longcloth.—We have a line that will please any one. Prices from the lowest on up to the best. Our specials are \$1.50 piece and \$1.65 piece of 12 yards each. Our best at \$2.00 piece are fine and soft finished.

Important Linen News

Sheets and Pillow Cases

Sheets, in cotton material and in all sizes from 2½ yards in width to 1½ yards, all being of same length—2½ yards—and consisting of Utica, both hemstitched and plain; New York Mills, Pepperell, Glenwood, Pearl, etc., etc.
 Also in linen, 2½ yards wide and 2¾ yards long, at \$5.00 and \$6.00 per pair.

A Superior Line of Towels

In Damask, Huck and Turkish Bath. These goods have advanced in consequence of the general advance of everything in this line, but we were fortunate in supplying our stock early enough to get in ahead of the rise.

Bleached Table Linen

We carry the cotton also, but this concerns linen only.
 The Best Table Damask at the following low prices: 49c, 59c, 69c, 75c, 79c, 89c and 98c. All full width and as high as \$4.00 per yard.

Linen Pillow-Cases

45 inches in width and one yard in length; prices, each, 50c, 60c and **85c**
 Cotton Pillow Cases (plain and hemstitched) from, each, 12½c to **33c**



We Sell More Ready-to-Wear Garments Than Any Other Store in Richmond