

WATT, RETTEW & CLAY.

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Store Closes Pr mptly at 6 P. M.; Saturdays, 10.

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Men's Newest Neckwear. A Praise-worthy Gathering.

The display cases are aglow with unusually swell conceptions in Men's Neckwear. Magnificent Silks, rich and heavy, have been made up into the season's most fashionable shapes—puffs, tecks, imperials, and ascots. They are not what some stores would term "dollar goods," even though they do closely resemble the best dollar Scarfs shown hereabouts, and we price them 50c each.

Men's and Ladies' New Club Ties (string ties), made of excellent quality silks in a wide range of superb designs. These are positive 25c. ties. We price them special 2 for 25c.

Men's Shield Bows—newest shape—not more than twenty dozen in the lot—wish we had more. Stripes, checks and figures; excellent quality silks. Instead of 25c, we price them 15c. each.

Men's White Shirts, 39c. Seventy-five-cent Nightshirts, 50c.

Men's Unlaundered White Shirts, reinforced back and front, split-cushion neckband, excellent muslin, exceptionally good value. All sizes, 39c. each.

Men's Night Shirts, made of best Utica Muslin, fast color, silk trimmings, pearl buttons. The regular 75c. grade at 50c. each.

The New Spring Fashions and the Butterick Patterns.

The very newest fashion thoughts find outlet in the best patterns made—the Butterick.

The five-gored sheath flare skirt, having the back-gores extended in a fan sweep—known as the "Lily Bell" skirt—and lots of other new effects are shown in the March number Butterick fashion sheets, which are given free at the counter.

The Spring Catalogues are ready—free, at the counter. "The Delineator," 15c. "Glass of Fashion," 7c.

Turkish Towels.

Two hundred and ten dozen extra heavy, finely woven, unbleached Turkish Bath Towels, are on sale now at

2 FOR 25c.

They measure full 23 inches wide, by 50 inches long. None better in town under 17c.

New Lace Curtains.

Magnificent Nottingham Lace Curtains have just come to us. Look very much like Point d'Esprit—fine, evenly woven net with graceful set-figure and floral designs.

These Curtains measure full 2 1/2 yards long and, at the prices we ask, are decidedly reasonable. \$1.50, \$2.50 and \$3.50 a pair. Full line of new heavy plaited Silk Cords for sofa cushions—all the newest color combinations, 17c. the yard.

Silk Waists.

New Black China Silk Waists—beautiful bias corded full front, yoke back, with pleats. Corded, detachable collars. Lined throughout, \$2.50.

Colored Taffeta Waists—magnificently corded front and back. Exceptionally good quality, 55c.

Figured Black Mohair Skirts—The \$1 grade at 82c.

Figured Black Silk Skirts—The \$10 grade at 35c.

The Coat Sale.

Half-prices on all the Jackets. Every Jacket in the store has had exactly half its former price clipped off.

\$5 Jackets now \$2.50.

\$8 Jackets now \$4.00.

\$10 Jackets now \$5.00.

So on up to the \$20 ones which are now \$10.

Some Dependable Information Regarding the New Fashions.

This business of ours is unique. By being always alive to the needs of the hour, by our unequalled merchandising facilities, by our constant purpose to make ourselves valuable to our customers, by giving the most faithful service for the smallest as well as the largest wants, by making our wares in every respect the most reliable—these are some of the means by which we have made our position an unique one in the dry goods business.

In evidence that we purpose to make this store valuable to our customers, we quote the following trustworthy information from the latest edition of the most reliable fashion guide, "The Dry Goods Economist."

The vogue of pique seems assured for the coming summer. Pique dresses will be freely worn, especially such as are trimmed with insertion let into the goods. This in the skirts will take the form of the Spanish flounce effect, or may be in the shape of diagonal bands crossing each other down the front. Plain piques will take the lead for dresses, but many fancy piques will be used for waists.

Wash fabrics are distinctly favored for this Spring season. Domestic producers are behind in their orders, and even woolen dress goods houses are going into the converting of cotton fabrics. In the present time of elaboration, this liberal use of cotton fabrics means the free consumption of laces, narrow ribbon and other delicate trimmings.

Cotton Stuffs Get Best Showing Here.

No waiting for balmy days—as soon as goods come they go on sale. The Piques are here in goodly number—narrow, medium and wide cords and stripes, 12 1/2, 20 and 25c. the yard. Blue, pink, helio and black stripe and plaid Piques, 27 inches wide, 12 1/2c. the yard. New.

2 000 yards of Best Percales at 8c. a yard.

No better Percales made. 36 inches wide. Sell always, everywhere, at 12 1/2c. This lot is in lengths that vary from 2 to 9 yards. That's how we came to get them at a price little enough to enable us to sell them at 8c. Newest stripes, checks, plaids and figures, in the best colorings.

Here's another good cotton goods item. The very best 12 1/2c. Dress Ginghams in a splendid showing of stripes, plaids and checks. Any quantity you want, at 5c. the yard.

Cashmere Gloves, 10c.

Odds and ends of Ladies' All-Wool Cashmere Gloves that were priced 20c., go to-morrow at 10c. a pair.

Ladies' Dressed Kid Gauntlets for driving—newest—was 45c. a pair. The undressed ones are 65c.

Stamped Linens.

Fine quality linen with twenty magnificent floral designs.

On the waste edge of each piece is printed the numbers of the different colors of silk to be used in working the design. This is a splendid idea—you'll appreciate it.

CENTRE PIECES—

Size 6 1/2 inches—2c. each.

Size 8 1/2 inches—3c. each.

Size 10 1/2 inches—4c. each.

Size 12 1/2 inches—5c. each.

Size 14 1/2 inches—6c. each.

Size 16 1/2 inches—7c. each.

Size 18 1/2 inches—8c. each.

Size 20 1/2 inches—9c. each.

Size 22 1/2 inches—10c. each.

Perfection in Corsets.

"American Lady" corsets represent perfection in corset making.

We can't say more than this of them. We would if we could.

Let us show them to you. Let us show you why wearers of "American Lady" corsets have that graceful contour so much desired by good dressers everywhere.



Four styles—long waist, short waist, bicycle and French gored. Any style, \$1.00.

Embroideries. Laces.

New Swiss, Nainsook, and Cambric Inserting—1 to 4 inches wide—the newest effects for shirt waist and skirt trimming. 5c. on up to 25c. the yard.

The new Applique Eru Insertings are here, too, in splendid assortment. The very choicest patterns in every desirable width, 5c. on up to 25c. the yard.

Fancy All-over Chiffon and Liberty Silk, plain, figured, corded and appliqued effects. Beautiful Corded White Taffeta and other stylish concepts for fancy waists and fronts.

Apronettes.

The new Apronettes are on sale. We show a dozen strikingly handsome styles, rich satin stripe borders with five-inch hem.

We price them 10 and 12 1/2c. the yard.

Things Theatrical at Home and Abroad.

"A MILK WHITE FLAG."

Hoyt's "A Milk White Flag," with its dazzling spectacular effects, gold braided brass buttons, showy uniforms and attractive girls, comes to the Academy of Music to-morrow night for one performance only.

There is plenty of "go" and life and sparkle in this popular comedy, and the satire on the militia is of so good natured a character that it is appreciated by the most enthusiastic of our citizen soldiery. The piece is enlivened by spicy dialogue and plenty of ludicrous situations, and the specialty features



SOLDIERS IN HOYT'S A MILK WHITE FLAG.

are now novel and entertaining. The scenic equipment and all costuming is entirely new this season, and a brand new musical program is introduced. Mary Marble impersonates "The Orphan" and the supporting company includes fifty prominent entertainers. Prices, 25c., 50c., 75c. and \$1.00. "THE GEISHA" AND "THE CIRCUS GIRL."

"The Geisha," under the management of Augustine Daly, will be presented on Tuesday evening and Wednesday matinee. Its run of two years in London and nearly 300 nights in New York City, at Daly's Theatre, is sufficient



evidence of its popularity. The story of "The Geisha" is one of charming simplicity, the costumes, scenery and music very pleasing to both the eye and ear, and the management promise that it will be a theatrical treat. The principal parts are in the hands of clever comedians and comedienne, while the chorus cannot be excelled for its fresh and pretty voices from a bevy of bright young ladies.

On Wednesday evening "The Circus Girl," another of Daly's successes, will be offered. The piece is a musical play of the gaily sort with a dash of French vivacity, but absolutely no vulgarity in its fun, and with any amount of catchy music, including several charming solos and rattling choruses. It is wonderfully clever in itself, and largely dependent upon the life and spirit with which it is carried through. The company presenting both here are said to give them with admirable snap and sparkle, and the organization has the advantage of all the costly and gorgeous scenery and accessories employed in the original American productions at Daly's Theatre. Prices, \$1.50, \$1.00, 50c. and 25c. Matinee, 25c., 50c., 75c. and \$1.00.

HOYT'S "A STRANGER IN NEW YORK."

An unusual thing in theatrical circles is the appearance of two of Hoyt's companies during the coming week. At the Academy of Music on



Friday evening "A Stranger in New York," which created such a favorable impression when last presented here, will return fresh from its triumphant visit to London, England, where it was presented at the Duke of York's Theatre. Since the "Stranger" was last presented here Mr. Hoyt has added a lot of new scenes, much catchy music, novel and sensational vaudeville features, stunning costumes and elaborate stage accessories. The company is headed by John D. Gilbert, and among the ladies are Miss Alice Holbrook, Amy Muller, Charlotte Stable, Annie Martel, Gracie Gray, Catherine Queen and others. Seat sale opens Wednesday morning. Prices, 25c., 50c., 75c. and \$1.00.

NOTES. Henry Miller in "Heartsease," "The Lady of Quality," "Sowing the Wind," Primrose and Dockstader's Minstrels,

Hoyt's "A Texas Steer," "Frohman's 'Under the Red Robe,'" Dorothy Morton's Comic Opera Company and McLean's Tyler & Hartford combination are early bookings at the Academy.

(Communicated.) THE POET AND THE POEM.

Henry W. Battle, D. D.

In that wonderful book called the Bible we are reminded that God "scendeth his rain on the just and on the unjust." An American poet has told us, "into each life some rain must fall." The Bible speaks of literal rain. Mr. Longfellow, asserting poetic prerogative, endows "hard literalism" with a soul which appeals to the answering souls in man. Such is the high mission of the Poet. He is pre-eminently the gift of God to his age—that men may hear with acuter sense, running like a silver thread through the tumult of Niagara's waters as they turn the spindles and feed the dynamos, an ever-present and melodious testimony to the invisible and the eternal.

The Poet cannot but obey, for into him an angel has whispered, "go speak in the temple to the people all the words of this life." They are beautiful words; they are blessed words; filling the night with stars and weaving an iris of hope with warp of rain-drop and woof of sunshine.

The lines which follow wear the unmistakable impress of poetic genius. The Poet is evidently giving the denied hearts a message of hope and courage out of the experience of one who, having himself once fought with the phantoms of the night, now wears on his burnished helmet the flush of the morning.

That the tender and beautiful Evangel may go far to comfort drooping hearts and strengthen enfeebled hands, the writer, with many who read, shall confidently hope and devoutly pray.

SUNSHINE THRO' THE RAIN.

Come, lift your head, those pretty eyes should not be dimmed with tears. This world is not all cruel and cold, Nor life all trials and fears.

Let me, my loved one, bear thy cross And share the every pain. Then soon you'll see the bright warm sun.

Come shining thro' the rain, "For every cloud is silver lined," And when the storm has passed Our lives look brighter through the gloom—

The tempest's shadows cast. Your star of hope will soon appear; The dark sky clear again, And then you'll see the bright warm sun.

Come shining thro' the rain, The fairest flowers that bloom in Spring.

With Winter, fade and die; There is no joy without its grief, No smile without its sigh. So let us look beyond the clouds And cling to hope again, Until we see the bright warm sun Come shining thro' the rain.

—Arthur G. Lewis.

To Mardi Gras by Southern Railway.

The public of Norfolk, especially those contemplating attending the MARDI GRAS CARNIVAL, will be pleased to know that the SOUTHERN RAILWAY will, from the seventh to the fourteenth instant, sell round trip tickets to New Orleans, Mobile and Birmingham at rate of one fare for the round trip.

See Dr. Weck about your eyes. Examination free. 310 Main street.

Blanket Bargain!

Regular \$5 Blankets

at \$4 a Pair!!

These Blankets measure full eleven-quarter—large enough to "tuck in" at the sides and foot of bed. They are every thread pure white wool. Have red, yellow, pink, and blue borders—carefully bound with silk.

These are the softest, warmest, and most comfortable Blankets that you'll find in a day's shopping. They are positively worth \$5. We only have but thirty-seven pair and, in order to sell them Monday morning, we price them \$4 a pair.

Other Blanket prices are—WHITE BLANKETS, 87 1/2c, \$1, \$1.25, \$2.00, \$2.50, \$3.50 on up to \$10 a pair. GREY BLANKETS, 50c, 75c, \$1.00, \$1.25, on up to \$3.50 a pair. RED BLANKETS, \$2, \$2 1/2 and \$3 1/2 a pair.

WATT, RETTEW & CLAY.

Ames, Brownley & Hornthal MONTICELLO CORNER

The active interest manifested in our clearing sale last week of Cloaks, Blankets, Wool, Cotton and elderdown Quilts, indicate the reality of our advertisement and a keen appreciation of unusual values.

THIS IS YOUR OPPORTUNITY.

Silk Corded Wool Health Quilts, former price \$10.00, now \$5.98  
Silk Corded Elderdown Quilts, former price \$12.50, now \$7.98  
11-4 All Wool Blankets, former price \$5.00, now \$3.98  
12-4 All Wool Blankets, former price \$6.00, now \$4.25  
11-4 All Wool Extra Weight and finish, former price \$7.50, now \$5.75

Lower Grades Proportionately as Cheap.

Special attention has been given our housekeeping department.

Full Size Extra Weight Marseilles Quilts, \$2.50.

Table Linens, Napkins, Doilies, Towels, Sheets, Pillow and Bolster Cases, Wash Stand and Bureau Scarfs offer special attractions.

A visit to our Suit Department will give you new ideas and a very handsome suit at a moderate price. The superior finish and select style are the attractive features.

Dress Goods Dress Goods

BLACK AND COLORED.

The latest season's novelties. We only ask that you see our stock before buying elsewhere.

OLD PHONE NO. 457.

NEW PHONE NO. 523.



CREDIT

FOR

Carpets, Mattings, Druggets, Rugs, Furniture or Any Household Articles

AT THE

LOWEST PRICES!

CASH OR CREDIT.

All Carpets made, lined and laid without extra charge.

John B. Loughran,

PIONEER INSTALLMENT HOUSE,

319 and 321 Church Street.

RUBBER BOOTS and TRUNKS

AT COST

Men's and Boys Rubber Boots, Men's Trunks at cost and below to close them. We will keep no more.

Extra value is offered in Men's Underwear, Over Shoes, Soft and Stiff Hats, Macintoshes, Shirts, etc.

If there is another place so good at which to buy Men's Wear, few have found it.

S. HIRSH & SON,

332 MAIN.

RHEUMATISM.

RHEUMATISM

CURED

IN ALL ITS FORMS BY

KIMBALL'S

Anti-Rheumatic RING.

You buy of us Rings of all kinds—Engagement, Birthday, Wedding, Infants' Misses' and Boys' Rings—and that boon to rheumatic sufferers, Kimball's wonderful "Anti-Rheumatic Rings." The genuine article is the "Kimball." Buy no other. For the best in Jewelry lines call on us. For best work on Watches, Jewelry-engraving we not only have the best guns but the men that know how to stand behind them. We are continuing our clearance sale.

READ FACTS AND USE YOUR OWN JUDGMENT. C. F. Greenwood & Bro. 318 MAIN STREET.