

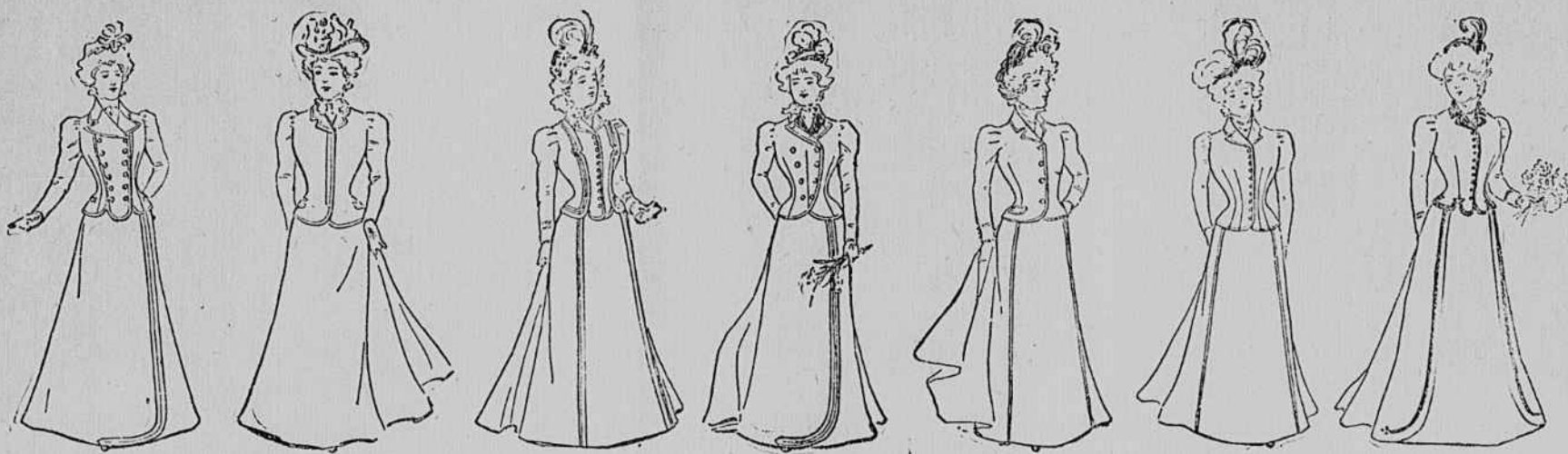
MILLER, RHOADS & CO., NORFOLK'S BUSY STORE, OPEN UNTIL 6 O'CLOCK.

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NORFOLK'S BEST DRESSED LADIES are a living testimony and a glowing tribute to Miller, Rhoads & Co.'s styles. The artistic skill, the individual exclusiveness and consummate workmanship are features that have made our Tailor-Made Suits the recognized fashions of the day among all correct dressers who follow the dictates of Dame Fashion.

Miller, Rhoads & Co.

DEFENDABLE MERCHANDISE and economical prices have made this the fastest growing store in this vicinity. Our growing business is conducted along the lines of modern methods—the giving of honest, generous values upon which a lasting trade can be built and maintained—the best values possible for the money, consistent with high-class merchandise.



CORRECT DRESSERS—Always prefer the particularly pretty productions from Miller, Rhoads & Co. They are not selected at random; they are bought with care and must possess a style merit that meets the requirements of "Norfolk's Busy Store." Compare our suit values with those offered elsewhere; parallel our styles with those offered by other houses—the workmanship, finish and general detail of style—and you will realize why we do the largest suit business in Norfolk; you will no longer speculate why the best American manufacturers confine their output to our store. It is such prices as we quote to-day that make this the busiest suit and coat department in Norfolk.

\$7.50 Buys Black and Navy Blue All-wool Serge Suits with fly front jacket and percaline lined skirt.

\$10.00 Buys Black and Navy Blue Cheviots, in tight fitting and fly front jackets, satin lined, and percaline lined skirts.

\$10.00 Buys Misses' Suits—14 and 16 years—in checks, plain colors and mixed cloths; jackets satin lined.

\$12.50 Buys Ladies' Tight Fitting and Fly Front Suits, in Tan and Light Grey Cheviots and Venetian Cloths, jacket satin lined, skirt percaline lined.

\$15.00 Buys Ladies' Tight Fitting and Fly Front Suits, with jacket silk lined and velvet collar, skirt percaline lined.

\$15.00 Buys Ladies' Tight Fitting Braided Suits, with satin lined jacket, made of Light Grey and Tan Cheviots and Venetian Cloths.

\$15.00 Buys Black and Navy Blue Cheviots, with silk lined jacket and skirt. A wonder at the price.

\$16.50 and \$17.00 Buys Venetian and Herring Bone Cloths, with jacket silk lined, skirts percaline lined.

\$18.50 Buys an All-wool Black Cheviot, jacket and skirt lined with Black Taffeta Silk. Will compare with anything shown at \$22.50.

\$19.00 Buys a Black and Navy Blue Cheviot, silk lined jacket and skirt.

\$19.00 Buys Braided Venetian Cloth Suits, with jacket Silk lined, skirt percaline lined.

\$18.50 Buys Fly Front Tight Fitting Suit, with jacket silk lined and skirt percaline lined.

\$20.00 Buys Suits made of Herring Bone Cloths, with jacket silk lined, and Suits made of Meltonett Cloths, with jacket satin lined, skirt percaline lined.

\$21.00 Buys the popular Oxford Cloths, with jacket silk lined and percaline lined skirt.

\$22.50 We show six different style Suits in all the new cloths, with jacket silk lined.

\$25.00 We show twenty different styles Suits, no two alike, some with jacket and skirt silk lined throughout and some with jacket only silk lined. They are made in all the popular cloths and all the new shape jackets and skirts. More styles shown at this price (\$25.00) in this assortment than you will find in any stock in the city, including all grades.

\$27.50 Buys a heavy Covert Cloth Suit, with jacket silk and skirt percaline lined. Silk lined throughout, \$35.00.

\$30.00 Buys Black Cheviot and Brown Broadcloth Suit, with silk lined skirt and jacket.

\$32.50 Buys Fine Black Cheviot and Herring Bone Cloth Suits, silk lined throughout.

New Black Crepons.

BLACK CREPONS—The kind that created such a furore last week—another shipment acquired at a price that permits us to offer still greater bargains than last week—you know what this means. It means that Black Crepons, the highly aristocratic kind, will go on sale at prices which ought to fill the aisles in our Black Good Department; comparison of price and the quality offered will tell why our Black Dress Goods Department has enjoyed such a remarkable growth.

DRESS GOODS—That Easter Dress, of course you are going to have this all-important gown, and now is the time to select it before our stock is broken in assortment and the choice things sold. Be it the tailor-made or otherwise, we are prepared to furnish you the correct shade and material.

VENETIAN—In a full range of very desirable colors, Grey, which is the leading shade this season, Tan, French and Navy Blue, 54-inch, \$1.00.

BROADCLOTH—There is no question about it, we are selling the best in the city for the money. The colorings are handsome and the quality and finish merit your confidence. We have it in Greys, Tans, French and Navy Blue, Brown, Red, Dark Green and Cardinal. They are full 52-in wide and in two qualities, 75c and \$1.00.

ENGLISH CHEVIOTS—In solid colors, piece dyed. This favorite material comes in all the new Spring shades, is 54 inches wide, and price is 75c.

VIGIERAUX—In fifteen mixtures. A most desirable Spring fabric. They come in Tan, Grey, two shades of Brown, Light, Medium and Dark Green and three shades of Blue, 44-in wide, 75c.

WHITCORDS—Have you seen the one we are selling at a price. Width, finish, quality are there, all the desirable shades, 44-in., 59c.

SHARKSKIN—For style, finish and wear, this is one of the desirable weaves, colorings are Grey, Panthean, Brown, Navy, Dark Brown, 44-in., 75c.

CHEVIOT SERGE—One that is sponged, beautiful black, 54-in., 75c.

VENETIAN COVERTS—Here is an opportunity for you to get an extremely good thing at a small cost. Only four pieces and in handsome colors. A handsome Cardinal and Black, Green and Golden Brown, Green and Purple, and White and Purple. The price was \$1.25, and a good value, but Monday morning they will be sold at 89c.

SILKS—This is a feature of our store. We are showing a greater variety, selling more than ever, and also adding new things every week.

"Konachi," Japanese Wash Silks; none but the "Japs" can make this economical and delightful fabric. Nothing but the very best stock is used in this brand. Soft and handsome shades and corded, the colorings are Blue and White, and Grey and White, 19½-in., 39c.

PLAIN WASH SILK—In stripes, soft, light, cool and serviceable, for the little ones dresses, Pink and White, Blue and White, Lavender and White, and Grey and White, 19 in., 29c.

WHITE WASH SILK—Which will be of interest to every lady. The demand for white Japs, for underwear, is increasing rapidly. Just as cheap as a fine cotton, when elegance, wear and satisfaction are taken into consideration. We have the right thing in three numbers—20-in., at 29c; 22-in., 39c; and 26-in., at 50c.

POPLIN DE SOIE—An elegant and beautiful fabric for dresses, waists and trimmings. Turquoise, Lilac, Light Blue, Cream, Cerise, Purple, \$1.00.

BLACK TAFFETA—Here is one of the correct things for separate skirts and just at present is having the call. Three specially good ones, at 75c to \$1.00.

VELVETS—In many cases nothing gives the required finish to a gown but velvet. We have them in staple and high colors—Turquoise, Grey, Emerald, Pink, White, Cerise, Lavender, Water Green, Canary, Coquelicot, Purple, Fawn. Prices ranging from 75c to \$3.00.

Silk Petticoats.



SILK PETTICOATS that are right in every respect—made from the very best silks—suits that bear inspection—suits that are ticked with care—suits that are dependable. Not cheap Petticoats at cheap prices. They may only cost you a dollar more on the start, but the wearing qualities, the style, etc., will fully repay you for the extra. We are not selling \$10.00 for \$4.40, but we are selling the best \$5.00 Silk Petticoat ever offered in this section, and we will leave it to you to decide. Silk Petticoats, the latest assortment in Norfolk, \$22.50 down to..... **\$5.00**

Spring Gloves.

We have received our full Spring importation of Kid Gloves, and are now showing the finest and most complete lines in Norfolk. Every wanted shade is here—the new Greens, Blues, Oaks, Reds, Tans, Modes, some have black stitching, some have white and some the same color as the glove, 2 and 3 hand-size classes, 75c, \$1.00, \$1.25 and \$1.75. Special mention is made of the new

Spring Gloves.

Mocha Skin Gloves, a perfect fitting glove, fully guaranteed, \$1.50 pair. Kid Gloves for Children, Tans, Reds and Modes, 75c, 85c and \$1.00, 2 clasp and 4 hook.

NOTICE!

We ask you to have your gloves fitted at the counter, thereby getting a perfect fit and satisfaction.

Snap Shots.

Bustles of all kinds, wire and mohair, every size, 25c, 39c and 50c.

Hip Pads, made of good quality mohair, and the satteen ones filled with hair, 25c up to 69c.

Chatafaines, in Black, Alligator, and all the popular colors, several sizes and styles to select from, 25c, 50c, 75c and on up to \$8.00 each.

Shopping Bags for the old ladies, they like them and we can supply their wants, some all seal and some seal with silk tops.

Ladies' Collars, all the new styles are here, about 50 new ones to select from, round corners, straight standing, turn over and lots of others. A splendid collar for 10c; an all-Linen Collar for 12½c.

Nazareth Waists for Children, 12½c and 25c.

Ferris Waists for Ladies, Misses and Young Ladies, 50c, 75c and \$1.00.

Hosiery.

Good honest values. Our Hosiery Department is stocked with the very best stockings made in this and foreign manufactures. That's why we sell so many.

Too much cannot be said of our Ladies' Black 25c Hose, double soles,

Hosiery.

high spliced heel, elastic tops, cotton or lisle thread.

Special! 15 dozen Ladies' Black Imported Hose with plaid boots that sold for 50c will be closed out Monday 25c pair.

Ladies' Fancy Hosiery. Hundreds of styles, all kinds of stripes, in all colors, black ground, blue with red and yellow stripes, plaids, polka dots, checks in every shade, colored tops with colored stripes around top and lots of others, 25c up to \$2.50 pair.

Ladies' Black Lace Hose in several new patterns, shell, scroll, fancy stripes and many others at all prices.

Children's Black Ribbed Hose, a good one for 10c; one with double knees and double heels at 12½c and a fine heavy one 25c, also Lisle Thread at 25c pair.

Novelties.

Our supply of Novelties in Belt Buckles, Hat Pins, Belts, Fan Chains, Gold and Silver Waist Pins, Cuff Buttons, and Waists Sets is unsurpassed by any in the South.

Cut Steel, Gun Metal, Gold and Jeweled Belt Buckles, also Black ones, 25c.

Cut Steel and Gold Buckles, 50c, 59c and \$1.00.

Cyrano Bead Chains, in white and colors, 25c, 59c, 89c, \$1.19 up to \$1.50.

Beautiful Fan Chains, 19c, Gold and Silver.

Sterling silver Fan Chains, 75c.

Sterling Silver Waist Pins, 19c, 39c up to \$2.19 set.

Gold Waist Pins, 2 for 5c.

Jeweled Waist Pins, 10c each, or 3 for 25c.

Novelties.

Sterling Silver Hat Pins, 25c.

Handsome line of Side Combs, all shapes, 10c, 15c, 25c up to \$1.78 pair.

Braid Pins, 6 different styles, 10c and 15c.

Large Bone Shell Hair Pins, the newest thing, 25c each.

Ribbons.

We have a beautiful line of Fancy Ribbons, 35c, 39c, 49c, 50c, 69c and 75c yard in every pattern and color you could wish for. These Ribbons are being extensively used for collars and belts also hat bands.

We have a full line of Double faced Satin Ribbons from No. 5 to No. 100, every color of the rainbow.

Morie and Plain Taffeta Ribbons are here in great abundance at unusually low prices.

Narrow Ribbons, with fringed edges and cord center to gather it, several colors are here to select from.

Fancy Ribbon Belts, 59c and 98c.

Velvet Belts, 25c, 59c up to \$2.25.

Fancy and Black Leather Belts, with cut steel trimmings, \$1.00 and \$1.89.

Black and Colored Leather Belts at 25c and 50c.

Notions and Toilet Requisites

3 yards Good Bone Casing, all shades, 5c.

Dress Bones, Black and Blonde, 5c dozen.

Dress Shields Stockinet, 3c pair.

Inside Belting, all colors, 5c yard.

Black and Colored Silk Dress Laces, 2½ and 4 yards long, 5c.

Silk Cord Laces, all colors, 4 and 5 yards long, 25c.

Notions and Toilet Requisites

Cocoa Soap, 3c cake or 25c dozen.

Roger & Gallet's Violet, Heliotrope, Cytosia, Gillus and Oeillet Mignardise Toilet Soap, 23c cake, 62½c box of 3 cakes.

Roger & Gallet's Violet, Heliotrope and White Rose Toilet Powders, White and Pink, 20c package.

Roger & Gallet's Violette De-Parme Toilet Water, 89c.

Roger & Gallet's Verra Violette Perfume, 62½c ounce.

Legrand's Oriza Violet-Du-Czar, 69c ounce.

Colgate's La-France-Rose Extract, 25c ounce.

Bailey's 5-Ounce Bottle Vaseline, 5c.

Bailey's Flesh and White Face Powder, nicely perfumed, a piece of face cream in each box, 10c special.

Lady's Head Talcum Powder, highly perfumed, put up in metal sprinkler top boxes, 5c each.

Bailey's Standard Talcum Powder, guaranteed as good as the best made, 10c box, 3 for 25c.

Colgate's Vioris Soap, large size, 15c, small size, 5c.

Jurgens' Stick Shaving Soap, 5c and 15c.

Prophylactic Tooth Brushes are here, 33c and 35c each.

Men's Soft Front Shirt.

First of the season and its full grown bargain. We place on sale Monday morning one case Men's and Boys' Blue and White Percale Shirts, good quality and excellent patterns, soft front, detached collars with round corners, turn down collars; you would expect it to be about \$1. We make a get-a-

Men's Soft Front Shirts.

quainted price, 50c. Don't forget Boys as well as Men.

\$1.69 AND 75c SHIRTS FOR 69c.

All men have a pair in this sale of Fancy Laundry Shirts, some with cuffs, some with two collars and pair cuffs, which is scheduled to open at 9 o'clock Monday morning, but the big fellow has a little the best of it, all sizes, but an excess of 16½, 17 and 17½. This is the appointed time for clearing up all the Shirts which do not belong to Spring receipts, some eighteen dozen in this lot, all colors and white bodies with fancy fronts, Percales and Madras, chiefly, all open front and back, Men's \$1.69 and 75c, now 69c.

A LUCKY FIND FOR MEN—Just as a gold miner finds nuggets, we came upon a little lot of Men's Fancy Hair Shirts, for less than real value.

These Shirts are made from the finest grade imported cotton and lisle thread, in a very handsome range of stripes and plaids, only 6 pairs to a customer, divided into two lots. This is the story, 25c Socks now 12½c; 50c Socks, now 25c.

The New Shirt Waists.

The Shirt Waist Department is stocked to overflowing with bright new goods, the styles are up to date, the workmanship the very best and the fitting guaranteed perfect.

At 50c—Several good styles at this price—Stripes, Plaids and Small Checks. These have the high standing collar with round corners, 2 rows of insertion across front, good pearl buttons, 50c each.

Black Shirt Waists, with straight standing collars, lisle cuffs, 3 rows of tucking across front, a serviceable waist and wonderfully cheap, 75c each.

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The New Shirt Waists.

At \$1.00—This price contains some of the richest designs we have—wide stripes, narrow stripes and the ever popular white stripes, tucked yoke, bias cut and the new turn over collar makes the waist at this price in great demand. \$1.00 each.

Solendid quality White Pique with all color polka dots, high standing collar, good pearl buttons, shirred yokes. This is one of the handiest waists we have, \$1.25 each.

White Pique Waists will be in great demand so we have laid in a supply. We mention one just received. A perfectly plain, stylish waist made out of excellent quality piques, \$2.00 each.

Misses' Shirt Waists in a large range of patterns, strong durable quality, well made, 50c each.

Embroidery Department.

Swiss All Over Embroideries from 50c to \$3.96 a yard.

Swiss and All Over Embroideries, with Valenciennes, at \$1.39, \$2.25 to \$3.75.

Swiss All Over, with Val Insertion and Reversing, at \$1.59.

Nainsook All Over Embroidery from 50c to \$3.75.

Cambrie All Over Embroidery at 50c, 75c and \$1.00.

Nainsook Reversing, with pink, light blue and black dots, at 75c a yard.

All Over Val Lace at \$2.95 a yard.

Black and White Corded Taffeta at \$3.00.

Black and White Taffeta, Chenille, embroidered in black and white, at \$2.75.

Black Jettied Net at 98c, \$1.50 to \$3.95.

Black Jettied Net, with spangles, \$1.95 and \$3.25.

Black Ruffs from 49c to \$4.50.

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IN SOCIETY'S REALM

Interesting columns of society news are expected each Sunday morning, and what is the abuse of the poor reporter, whose lot it is to gather up these happenings, when the letter is dull and prozy? Is it his fault that the people will not entertain? Lent is not such a good excuse, for there are other denominations, besides the Catholics and Episcopalians, who do not observe that feast, and judging from the congregations at church and the social affairs of last week, even those who are supposed to take some notice of the season are not so conscientiously giving up the pleasures of the world, after all. So lay the fault at your own door, and as a Sunday morning exercise, do try yourself