

WATT, RETTEW &amp; CLAY.

WATT, RETTEW &amp; CLAY.

Store Closes Promptly at 6 P. M.; Saturdays at 10.

WATT, RETTEW &amp; CLAY.

WATT, RETTEW &amp; CLAY.

The Winter Stocks  
are ready.

# "The Frost is on the Pumpkin."

The Newest Things  
are here.

## The Underwear Sale

—and what it means to you.

We're selling the Hodges Bros.' underwear in lots ranging from a single garment up to a half-dozen suits at a crack. It's the *worthy* sort of underwear. It looks good, feels good and is good. It's slightly, warm and serviceable. To match it you'd pay a quarter to a third more than we ask. In brief, this sale means high-grade underwear at cheap sorts prices.

It's the underwear event of the year!

### Men's Underwear.

Fine wool fleeced tan and gray Shirts and Drawers. Regular 75c. goods, at 50c.  
Cotton fleeced tan Shirts and Drawers. Regular 50c. goods, at 25c.  
Cotton fleeced gray and white Shirts and Drawers. Regular 50c. goods, at 25c.  
White and natural wool Shirts and Drawers. Regular \$1.25 goods, at \$1.  
Pure natural wool Shirts and Drawers. Shirts are double back and front. Regular \$1.25 goods, at \$1.  
PURE SILK FLEECE Shirts and Drawers. Magnificent garments—beautifully finished. Regular \$1.50 goods, at \$1.19.

### Women's Underwear.

Half-bleached fleeced ribbed Vests and Pants. Regular 75c. goods, at 25c.  
Fine unbleached fleeced Vests and Pants. Vests are silk taped—silk crocheted neck and front. Regular 50c. goods, at 25c.  
Half-wool Ribbed Vests and Pants—natural and white. Regular 60c. goods, at 30c.  
Three-quarter wool ribbed Vests and Pants—natural and white. Regular 87c. goods, at 75c.  
All-wool ribbed Vests and Pants—natural and white. Regular \$1.25 goods, at \$1.

Red flannel Vests and Pants. Regular \$1.25 goods, at \$1.  
Natural wool Flat Vests and Pants. Regular \$1.25 goods, at \$1.

### Children's Underwear.

Infants' All-wool Steam Shrink Wrappers. Size 1 to 6. Regular 60c. goods, at 40c.  
Infants' Cotton Wrappers—all sizes. Regular 25c. goods, at 15c.  
Boys' heavy fleeced lined gray and tan Shirts and Drawers—sizes 24 to 34. Regular 30c. goods, at 25c.  
Boys' natural wool Shirts and Drawers—sizes 24 to 34. Regular 60c. goods, at 40c.

### Neckwear.

Batwing Ties—stripes and figures. Regular 25c. goods, at 17c. 3 for 50c.

### Suspenders.

Imitation Gurot Suspenders—plain and fancy webs. Regular 35c. goods, at 25c.  
White Elastic Suspenders—mohair ends. Regular 15c. goods, at 10c.

### Sweaters.

Navy blue and garnet Sweaters—turtleneck. Regular 75c. goods, at 40c.

## A Stationery Sale.

We sell tons and tons of stationery—the newest and most fashionable shapes and colors—at prices far lower than asked in regular stationery stores. For instance:—

The "20th Century" Ink Tablets—oc-tave and commode—rough, Court and plain—smooth and linen finish. Regular 10c. tablets, at 5c.  
500 page Pencil Tablets—ruled—good paper—5c.  
24 sheets of cream laid paper and 21 envelopes—in a box—5c.  
Regular 12c. boxes of stationery at 8c.  
Children's Party Invitations—attractively gotten up—15c. a box.  
Mourning Stationery—ruled and plain—15c. 10c. and 5c.  
The "Albion"—ruled and plain—octave and 8. James sizes—10c. a box.  
Hurlbut's "Court of the Empire" royal purple and gray—with white edges—5c. a box.  
Hurlbut's Royal Arms—rich purple—30c. a box.

Hurlbut's Court of Russia—smooth, Court of the Empire—medium. St. James shape—25c. a box.  
Royal Belfast Linen—plain. Regular 25c. at 15c.  
Puritan Bond—48 sheets of paper, 48 envelopes—blue and white—crushed vellum—25c. a box.  
Medallion Initial Stationery—any initial—25c. a box.  
"Norfolk" Stationery—purple, blue and white—25c. a box.  
Hurlbut's Westminster Bond Parchment—Irish linen—25c. a pound, 50 sheets. Envelopes, 10c. a pack.  
Stafford's Ink—2c.  
Pen Holders—1c., 2c. and 5c.  
Pen Points—14 different styles—for 5c.  
Pencils—1c., 2c., 3c., 4c. and 5c.  
Erasers—1c. and 5c.

## Children's Sleeping Garments.

Made of heavy white cotton flannel—combination waist and drawers, *with feet*. For restless youngsters who kick the covers off. Sizes 2, 4, 6 and 8. 50c. Same as above without feet—37½c.

Infants' White Silk Caps—25c., 37½c., 50c., 75c., \$1, \$1.25 and \$1.50.  
Children's Hosiery—5c., \$1, \$1.25, \$1.50, \$1.75, \$2 and \$2.50.  
Infants' Knit Booties—5c., 12½c., 15c., 17c., 20c. and 25c.  
Infants' Wool Hose—white and black—10c., 12½c.; with silk heels and toes at 25c.  
Infants' Knit Socks—white, pink and blue—pretty trimmed—25c., 50c., 75c. and \$1.  
Eiderdown Coats—for children from six months to four years—cream, pink and blue—with capes—trimmed with ribbon, braid and angora fur—\$2, \$3, \$2.50 and \$1.  
Coats made of excellent cloth—red, navy, blue and green—deep capes—braid and applique trimmings—for children from one to six years—\$2.50, \$3.50 and \$5.

Nazareth Knit Undershirts—buttons all taped on—15c. and 25c.  
Short Skirts—ages 4 to 12 years—good muslin—hemstitched—cambrie bound—with three tiny tucks above—25c.  
Short Skirts—full umbrellas. Made of fine cambrie—extra full—double tucks—ages 4 to 12 years—50c.  
Short Skirts with waists attached—ages 4 to 6 years—25c., 30c., 50c. and up to \$1.25.  
Short Dresses—ages 1 to 6 years—25c., 30c., 50c. on up to \$2.  
Infants' Slips—15c. on up to \$2.  
Infants' Long Skirts—25c. on up to \$1.25.

## Sale of Furs.

Don't pay high prices for furs!

Electric seal, marten, mink, opossum, sable, bear, hare, astrachan, etc.  
Bought before the advance in prices, which means considerable to you.

Scarfs—\$1.25, \$1.50, \$2, \$2.25, \$2.75, \$3, \$4.50, \$5 on up to \$12.  
Collars—\$2.50, \$3, \$3.50, \$4, \$4.50, \$5, \$6, \$7, \$8 on up to \$13.50.  
Collarettes—\$3, \$4.50, \$5, \$7, \$8 and \$10.

## More \$6 Blankets at \$4.

Fifty pairs on sale to-morrow.

The famous "Orkney" California white Blankets. Guaranteed strictly all-pure-wool—warp and filling. Pink and blue borders. Bound with two-inch all-silk taffeta—double stitched. Exact size 75x82 inches. Exact weight 5 pounds, 5 ounces. These excellent blankets have long fluffy nap and are delightfully soft and pleasant feeling. Without exception *this is the best blanket bargain of the year.*

\$4 a pair, instead of \$6.  
Cotton filled comfortables at 75c., \$1, \$1.25, \$1.50, \$1.87½, \$2, \$2.50 and \$3.  
Magnificent eiderdown comfortables at \$5 and \$6.

Munsing Underwear  
for men, women and children.

## Store talk—interesting.

First of all this is *your* store.

Through you and your influence it has grown from what it was fifteen years ago, a small, unpretentious shop, to what it is to-day, "Norfolk's Greatest Store."

Through all these years your confidence in us has remained steadfast, unshaken. How much we deserve it you know best.

The keystone of our great success is *merit*. The understones are style, quality and price, fair treatment, liberal methods and promptness. On this strong foundation this store is built.

Four entire floors and a basement, covering an area of 32,500 square feet, are devoted solely (for no other purpose whatever) to the storage, display and sale of merchandise gathered from the best and most reputable makers in this and foreign countries.

We own the building! We have no rent to pay! A matter of saving to us of from ten to twelve thousand dollars annually. *This benefits YOU wonderfully!* The great importance of it is plainly discernable in our daily quoting of

absolutely the lowest prices possible  
for any Norfolk store to quote!

And we are still growing greater. Not adding to, but *improving*. The hammer and saw of the carpenter, and the brush of the painter and paper hanger are doing much to facilitate the proper handling of our constantly increasing business.

By holiday time you'll find this almost a new store. Great merchandising movements are now well under way. They'll culminate ere long. Details later.

You'll find to-day's news of new things worth your while reading. Read it carefully.

## \$17 Black Serge Suits, at \$12.

This and other good values will invigorate to-morrow's sale.

"Norfolk's Greatest Store" will place it's suit room another peg beyond the possibilities of competition to-morrow.

This bona-fide value (these \$17 suits, at \$12) represent suit selling such as commands the attention of every woman looking toward economy. Stop elsewhere, in every store in town, and if you can find that \$17 will buy a suit better than one of these at \$12 we've missed our guess.

These suits are made of all-wool black English serge. The jaunty double-breasted short jacket has the stylish bell sleeves and is lined throughout with excellent serge silk. The seven-gore flare skirt has the inverted pleat-back, is velveteen bound and percaline lined. Both the jacket and skirt have lapped seams tailor stitched. These are handsomely stylish suits, and they fit—we guarantee them to fit perfectly!

\$12½ SUITS AT \$10. Made of all-wool gray, brown and navy homespun. The double-breasted short coat has silk finished black Italian cloth lining—initial velvet collar—lapped seams. The five-gore flare skirt has inverted pleat-back—percaline lined—velveteen bound.

\$14 SUITS AT \$10. Made of black all-wool chevrot. The double-breasted short coat is lined with serge silk. The seven-gore flare skirt is lined with percaline and is velveteen bound. Both jacket and skirt have tailor stitched lapped seams. Beautifully finished throughout.

\$19 SUITS AT \$15. Made of blue and brown Venetian. The Russian blouse coats have tailor-stitched black Italian cloth lining—twisted silk lining. The five-gore full flare skirts have inverted pleat-back—percaline lined and velveteen bound.

\$19 SUITS AT \$15—brown, blue and black public chevrot. The double-breasted short coat is lined with heavy twisted silk—lapped seams—tailor stitched—bell shape sleeves. Seven-gore flare skirt, percaline lined—velveteen bound.

\$25 SUITS AT \$20—Black, blue and brown broadcloth. The Russian blouse jacket—buttons close to the throat and is lined throughout with heavy twisted silk. Both the seven-gore full flare skirt and the jacket are beautifully trimmed with rich taffeta toils.

\$25 SUITS AT \$20—Made of black, brown and castor broadcloth. Coats and skirts are overlaid with strips of tailor-stitched taffeta. The coats are lined with serge silk. The five-gore circular skirts have inverted pleat-backs—percaline lined and velveteen bound. Other Suits for as little as \$5, \$7, \$8 and \$10—full of style—remarkable values.

## Women's New Winter Coats.

AT \$1—Black Kersey—lined throughout with good Italian cloth. Double-breasted.

AT \$2—Black, tan and castor Kersey. Double-breasted—lined throughout with satin Romanine.

AT \$3—Black, tan and castor Kersey. Double-breasted—lined throughout with silk serge.

AT \$4—Black, tan and castor Kersey. Lined throughout with satin—guaranteed to wear two seasons—

bell sleeves—velvet, applique and plain collars.

AT \$12—Black, navy, tan and castor Kersey. Lined throughout with two seasons—strapped seams.

Others at \$10 and \$14.

AUTOMOBILES—Tan, castor, black and gray Kersey. Large pearl buttons—medium and long—\$15, \$15½ and \$20.

MISSER COATS—\$2.50, \$5, \$5, \$8, \$10 and \$12.

CHILDREN'S REEFERS—\$2.50, \$3.50, \$4 and \$5.

CHILDREN'S AUTOMOBILES—\$5 and \$8.

WOMEN'S MACKINTOSHES—Single and double capes—double texture waterproof fabric—\$2.50, \$3, \$3.50, \$4 and \$5.

CHILDREN'S MACKINTOSHES—\$1.25, \$1.75, \$2, \$2.25 and \$3.

## A Sale of Short Skirts.

AT \$2.50—Made of plaid-back twilled brown—lined chevrot—lapped seams—set on pocket—eight rows of stitching around the bottom.

AT \$2.75—Of diagonal chevrot—brown mixed—two side flaps—eight rows of stitching around bottom.

AT \$3.00—Of plaid-back gray chevrot—set in pockets—eight rows of stitching around bottom.

AT \$4.00—Of blue, brown and Oxford gray—plaid-back chevrot—side pocket—lined ruffle—nine rows of stitching around bottom.

AT \$4.50—Of plaid-back Oxford gray chevrot—two side flaps—lapped seams—six rows of stitching around bottom.

AT \$5.00—Of black, brown and Oxford gray—all-wool plaid-back homespun—lapped seams—eight rows of stitching around the bottom.

AT \$7.00—Of Oxford gray chevrot—two shades of gray—teat cloth lining—lapped seams—set on pointed piece around the bottom—plenty of stitching.

## A Sale of Undershirts.

Black Sateen Undershirts—deep bounce—three rows of cording. Regular 45c. skirts, at 30c.

Black Sateen Undershirts—12-inch accordion pleated ruffle. Regular \$1 skirts, at 50c.

Fine Black Sateen Undershirts—12-inch accordion pleated ruffle with extra set-in pinked ruffle. Regular \$1.25 skirts, at \$1.

Fine Black Sateen Undershirts—deep bounce with seven rows of cording—dust ruffle. Regular \$1.25 skirts, at \$1.

Extra quality Black Sateen Undershirts—deep bounce—double ruffle—heavily corded—dust ruffle. Regular \$1.75 skirts, at \$1.37½.

Undershirts of beautiful quality black taffeta—deep bounce—five rows of cording. Regular \$2.25 skirts, at \$1.50.

Undershirts of rich silk finished Italian cloth—deep bounce—three rows of cording. Regular \$2.50 skirts, at \$1.50.

Fine French Sateen Undershirts—look like silk—deep bounce—three set-on ruffles—dust ruffle—twenty rows of cording. Regular \$4 skirts, at \$2.

Magnificent Black Moroccan Undershirts—extra deep bounce—bound—fully corded—velveteen bound. Regular \$5 skirts, at \$4.

Handsome black, hunter's green, rose pink and dahlia taffeta Silk Undershirts—twelve rows of cording on the deep bounce—velveteen bound—\$5.

Other Undershirts of taffeta silk at \$5.50, \$8 and \$9.

New Knit Undershirts—plain and varicolored—stripes—beauties—so warm and comfortable—25c., \$1, \$1.25, \$1.50, \$1.75, \$2 and \$2.50.

Fine white stripe pink and blue Flannellette Undershirts—2-inch hems—50c.

Plain pink, blue and red teazledown Undershirts—deep yoke band—1-inch bounce—50c.

## Fine Toilet Articles.

Roger & Gallet's Almond Soap, 12½c.

The high character of the soaps and preparations that we sell is well known. To-day we give a detailing of what's here and quote prices that make it absurd for other stores to attempt to lower.

### PERFUMES, ETC.:—

Roger & Gallet's Best Perfumes—Peau d'Esquime, White Rose, Collet Blanc, Vera Violette, Violette—62½c. Violette de Parme—50c. Le Grand's Oriza Violette—42c. Colgate's Extracts—Musk, White Rose, Violet, White Violet, Lily of the Valley, Caprice—25c. Colgate's Cashmere Bouquet—33c. oz. Colgate's Violet Toilet Water—25c., 30c., 50c. and 75c. Colgate's Caprice Toilet Water—30c., 50c. and 75c. Colgate's Cashmere Bouquet Toilet Water—30c., 50c. and 75c. Colgate's Florida Water—30c. and 50c. Murray & Latham's Florida Water—30c. and 50c. Michelson's Bay Rum—33c. and 50c.

### TOILET SOAPS:—

Cosmo Butter milk Toilet Soap—19c. a box. Colgate's Palm and Turkish Bath Soap—5c. a cake—6 for 25c. Armour's Carbolic Soap—21c. a box. Roger & Gallet's Fine Soaps—all odors—42½c. a box. Colgate's Guest Room Soap—37½c. a box. Pear's Shaving Soap—19c. a stick. Pear's Soap—unscented—12½c. Scented—15c. Cuticura Soap—17c. Colgate's Toilet Soaps—Caprice, Ge-rosa, Bay Rum, Out call—25c. a box. Colgate's Cashmere Bouquet Soap—small, 15c.; large, 24c. Colgate's Vioris Soap—50c. a box. "411" White Rose Glycerine Soap—42c. a box.

ROYAL CUTICLE SOAP—Regular 10c. cakes—special, 3 cakes for 10c. Packer's Tur Soap—15c. La Parisienne Glycerine Soap—3 half-pound bars for 25c. Woodbury's Facial Soap—17c.

### POWDERS:—

Lyon's Tooth Powder—19c. Rubifair—18c. Sheffield's Tooth Paste—19c. Arnica Tooth Soap—19c. Sanitol Tooth Paste—22c. Powder, 22c. Wash, 45c. Colgate's Toilet Powder—violet, white rose, violet—19c. Mennen's Talcum Powder—12½c. Almond Meal—10c. Bailey's Talcum Powder—5c. a box—6 for 25c. Bradley's Woodland Violet Toilet Powder—15c. Roger & Gallet's Toilet Powder—Violette and White Rose—19c. Comfort Powder—22c.

### MISCELLANEOUS:—

SPECIAL—About 400 Tooth Brushes, worth 10c., 15c., 20c. and 25c.; at 5c. each. Babies' Brushes—Ivory back—the 20c. ones, 3c.; the 25c. ones, 12½c.; the 30c. ones, 15c. Toilet Paper—6 packages for 25c. Toilet Paper—3 large rolls for 25c. Yasseline—2c. Malvina Cream—30c. Camphor Ice—2c. Frostilla—19c.

## Couch Covers, \$4.

—and other things for the home.

Handsome Tapestry Couch Covers—fifty inches wide, three yards long—deep fringe all 'round—rich Turkish colorings. \$4.

Others at \$5 and \$6.50.

Fancy Fur Rugs—30x64 inches—padded and lined—look like real wild animal skins—\$4.50.  
Ruffled Muslin Curtains for bedrooms—\$1 and \$1.25 a pair.  
50-inch Vaselettes, by the yard—magnificent color combinations. 62½c., 75c., 87½c., \$1.25, \$1.50, \$2, \$2.50 and \$2.75.

Odd Bagdad, for heavy drapery—55c. the yard.  
Point Lace Bed Sets—shams and aprons—\$5, \$8.50, on up to \$22 the set.  
Smyrna Art Squares—6x9 feet—\$10.  
Beautiful line of Sofa Cushions. \$1.37½ and \$1.50.

## \$1 Peau de Soie, 87½c.

Peau de Soie is that soft, pleasant feeling and good wearing silk used so much for waists.

21 inches wide. New blue, gray, brown, hunters' red and white.

87½c., instead of \$1.

Heavy Taffeta—navy, old rose, light maize and purple—62½c.  
A splendid bargain in a heavy All-silk Black Taffeta—at 58c.  
56-inch extra heavy Black Beaver. The \$2 grade at \$1.37½. The \$2.50 grade at \$1.50. The \$3 grade at \$1.75.

56-inch dark gray Camels' Hair Home-spun—ready-made. For whole suits and short skirts. Regular \$1.25 grade, at 87½c.  
56-inch Heavy All-wool Diagonal Kersey—gray with a little touch of red. Regular \$1.75 grade, at \$1.25.  
56-inch Plaid-back Skirtings—very handsome—\$1.50, \$2, \$2.50 and \$3.50.

### \$4.50 Silk Waist, \$3.50.

All-silk taffeta.  
Light blue, helio, navy, black and old rose.  
Made entirely of tiny tucks.  
Lined throughout.  
\$3.50, instead of \$4.50.  
Others—black and colors—\$4.80 and \$5.

Flannelette waists—French flannel designs, bow knot, polka dot, etc.—red, old rose, blue and gray—lined throughout. Front of eight tucks. Plain back—no yoke. Pearl buttons. Flare cuffs. \$1.  
Flannel waists—new and stylish—\$1.50, \$2, \$2.50 and \$3.50.

### New Eiderdowns.

Soft and fleecy.  
27 inches wide.  
Cream, pink, blue, etc.  
28c. the yard.  
Fancy stripe and plaid—27 inches wide—37½c. and 50c.  
36-inch "Wavelet"—has a delightfully soft surface—gray, blue, pink, blue, etc.—58c.

### \$1.25 Spreads, \$1.

Extra heavy crochet bed spreads—full size for double beds—Marseilles patterns—pearl hemmed—ready for use.  
\$1, instead of \$1.25.

### We do sponging.

Here's good news!  
We'll steam-sponge dress goods and cloth of any sort and guarantee strictly first-class work, for

5c. a yard.

If in a hurry, we'll do it while you wait—in a jiffy.  
Leave orders at the dress goods or silk counters.

### "Nemo" Corsets.

The "Nemo" hip-spring corset keeps the too generous form in bounds and gives fullness to the slight figure.

This statement is worth testing, isn't it?

\$1.75—size 18 to 30 inches.  
The "Nemo" self-reducing corset is good for stout figures—does what its name says. \$2.50. Sizes 20 to 36 inches.

The "Nemo" straight-front corset gives one the military praise so much desired now-a-days. \$1 and \$1.50. All sizes.

The maker stands back of them—if the hip-spring corset breaks over the hips, a new corset is yours; if the bones and steels in any of them cut through the material—same thing—a new corset.

### Winter Fashions.

Beautifully illustrated and fully described in the November "Delineator," now here. 15c. a copy.  
Fashion sheets and catalogs free.

### Renaissance Work.

A full line of patterns, rings, threads and braids is here.

Bolero Jacket Pattern—half sleeves—25c.  
Sailor Collar and Cuffs—25c.  
Baby Cap—10c.  
Fancy Jacket Collar and Revers—10c.  
Stock Collar—5c.  
Kings—all sizes—5c. a dozen.  
Point Lace Braids—4c. yard—37½c. a dozen.  
Duchesse Braids—4c. yard—45c. a dozen.  
Hemion Braids—4c. yard—45c. a dozen.  
Thread—5c. to 40c.—5c.  
Thread—50 to 120—5c.

### Chatelaine Bags.

Of cut-steeled and jet-hand made—some lined with silk, some with unlined kid—\$2, \$2.50, \$3, \$3.25 and \$4.25.  
25c. Double Combination Pocket-books—all leather, at 25c.  
The 50c. Black Seal ones at 25c.  
The 75c. ones—black, brown, gray and tan—sterling silver, trimmed—at 50c.  
The \$1 ones—fine black seal—at 75c.

Stuttgarter Underwear  
for men, women and children.

WATT, RETTEW & CLAY.