

OUR ANNUAL July Clearance Sale!

Half Railroad Fare Refunded on a Purchase of \$10 or more in A Radius of 50 Miles

This is the sale that you have been looking for. Yes everybody has been looking for this great shopping event. Well, it is here at last, and it will be a week of startling values. We have been preparing for this great sale for a long time and every department in this immense store has given up its best bargains for this price cutting festival. Remember that this sale comes only once every year, so don't let this opportunity pass.

Out Goes Every SUIT

All Cloth Suits Including WHITE SERGES HALF-PRICE

\$7.00 LADIES' LINEN SUITS, \$3.95

We will close out this charming lot of Linen Suits at sacrifice prices. These suits are made of the best quality material, in the latest styles. They were made to sell at \$7.00. Our special price for this sale.....\$3.95

\$8.00, \$10.00, and \$12.00 Ladies' Linen Suits, special at half the regular price.

ONE LOT OF SIX LINEN SUITS, \$1.98

These are White Linen Suits of best quality material, made to sell at \$5 to \$10. Last season's style Special.....\$1.98

No Alterations or Memorandum at These Prices

Odds and Ends From Every Department

7c. CALICO, 4 1-2c.

As a special leader during this sale we will close out this entire lot of Calicoes. We have 500 yards of this high-grade Calico in a variety of light colors. Special while it lasts, yd. 41-2c

19c. SERPENTINE CREPE, 11c.

200 yards of this high-class material will be on sale. We will close out the entire lot as a special leader, yard.....11c

ODD LOT BOYS' UNDERWEAR, 25c Garment We will close out one lot of Boys' Regular 25c. Underwear, Special for this sale.....15c

8c. APRON GINGHAM, 6 1-2c

One lot of the regular 8c. Apron Gingham will be put on sale. Special at.....6 1-2c

\$2.00 HAND BAGS, \$1.00

One special lot of beautiful Hand Bags that sold regular at \$2 will be put on sale at.....\$1.00

\$1.00 & \$1.50 HAND BAGS, 50c

We have arranged for this sale one lot of Ladies' Hand Bags that sold for \$1.00 to \$1.50 As a special leader.....50c

19c. COLORED FLAXONS, 12 1-2c

We will sell special this entire lot of Colored Flaxons. We have them in bordered and plain patterns. Regular 19c. quality, spl yd.....12 1-2c

YOU RUN NO RISK

You run no risk in purchasing one of the smart models of American Lady Corsets. We fit the corset to you in order to give you just the right garment for your individual figure. Our saleswomen are ready to help you select the proper garment for you, to fit it to you and to give you valuable suggestions in regard to wearing it, etc. American Lady Corsets are worth from \$1 to \$3.

MADAM LYRA CORSETS.

Correct irregularities of the form, supplementing a grace of perfection and contour which pleases the most fashionable and fastidious. Price.....\$3.50

\$3.00 and \$4.00 NEMO CORSETS, \$1.00

This lot is slightly soiled and in broken sizes. Special.....\$1.00

AMERICAN LADY CORSETS, 69c

Regular values \$1.00 to \$3.00. These are slightly soiled and broken sizes. Nemo Self-Reducing Corsets.....\$3.00 and \$4.00 \$1.00 Shapely Braziers. Special.....50c

1,000 Yards Remnants

5 Cents

These Beautiful Lawns, Madras, Flaxons, Voils and Repp, sold up to 25c. yard,

Special 5c.

A SPECIAL REDUCTION IN DRESSES

\$6 LINEN DRESSES, \$3.95

These charming dresses are made of the very best quality offered at the money. They are made very neat and stylish, the \$6.00 values to go at.....\$3.95

TWO GREAT BARGAINS IN LINGERIE DRESSES

We are offering exceptional values in every department during this sale. And we want to call your special attention to the great values we are giving in lingerie dresses. These dresses are very charmingly made in the latest styles and handsomely trimmed. We are selling the regular \$7.50 Lingerie Dresses.....\$3.95 10.00 to 20.00 Lingerie Dresses 4.95 1-3 off the regular price of all Lingerie Dresses from \$10 to \$20.

\$1.00 GINGHAM AND LAWN HOUSE DRESSES, 89c

These dresses are very neatly made, a good value at 1.00. Special.....89c 29c. Lawn Kimonos.....19c 50c. Lawn Kimonos.....39c

\$5.00 PIQUE DRESSES, 3.95

A charming lot of Ladies' Dresses, made on the latest model, with sailor collar and panel back and front. These dresses were made to retail at 5.00. During this sale we are selling them special at.....3.95 All Silk and Serge Dresses at half price.

Children's Light Weight Coats will be sold at half price during this sale.

A BIG CUT IN THE PRICES OF LINEN COATS

We have reduced the prices of every Linen Coat in the house. These coats are of the very best quality. The regular 3.50 Linen Coats.....2.95 7.00 and 8.00 Linen Coats.....4.95

1.00 NORFOLK MIDDY BLOUSES, 79c

These Blouses are very neatly made and sold regularly at 1.00. Special.....79c

One lot of Children's Dresses that sold up to 1.00. Special.....50c Sizes 6 to 14 years

Sweeping Reductions in Our Millinery Department

8.00, 9.00, and 10.00

TRIMMED HATS, 98c

In this lot of charming trimmed Hats you will find some of the most beautiful creations by the best designers in the business. These hats sold formerly for 8.00 to 10.00. Our special price during this sale 98c

1.50 TO 2.00 CHILDREN'S HATS, 49c

In this lot of Children's Hats you will find some of the prettiest models of the season. Closing them out, special low price.....49c

Ladies' Hosiery, Specially Priced

39c. LADIES' SILK HOSE, 25c

These Hose are made with pure thread silk boots, with high spliced heel, double sole and garter tops. Special.....25c

35c SILK LISLE HOSE, 25c

This is an exceptional value in Ladies' Hose, special.....25c

3.50 WALKING HATS, 98c

These Hats are very stylish and were made to sell at 3.50. We will close out what we have left, special at.....98c

10.00 MID-SUMMER TRIMMED HATS, 1.95

We have gone the limit in offering this beautiful line of Hats at this ridiculously low price. These Hats are very handsomely trimmed with flowers, ribbons and feathers. These are the regular 10.00 Summer Hats. Special for this sale.....1.95 10.00 Genuine Hand-Made Panama Hats, special.....4.95

69c LADIES' BOOT SILK HOSE 50c

The boots of these hose are made of the best quality pure thread silk in black, tan and white, they have high spliced heel, double sole and garter tops. Special this sale.....50c

17c GAUZE LISLE HOSE, 12 1-2

Double heel and toe, special.....12 1-2

MEN'S FURNISHINGS AT SPECIAL PRICES

A STARTLING REDUCTION IN MEN'S UNDERWEAR

Every 50c garment in the house will be reduced to 39c. Now you can pick these out yourself. This is positively as advertised. A garment.....39c

69c MEN'S PONGEE SHIRTS, 39c

These are the regular 69c Pongee Shirts. Made of good quality material. Special for this sale.....39c

1.25 AND 1.50 MEN'S PAJAMAS, 95c

These Pajamas are made of an extra good quality check muslin, good full sizes; they were made to sell at 1.25 and 1.50. Our special price.....95c

50c MEN'S SILK SOX, 39c

Made of pure thread silk, in all colors. These socks are made double with double sole. Special.....39c

50c SHEETS, 37 1-2c

Full sized, 72x90 Sheets, made of a good quality muslin. Special for this at.....37 1-2c

1.50 MEN'S SHIRTS, 89c

We have one lot of Men's Shirts made of high grade plain and striped pongee, in broken sizes. While they last.....89c

1-3 off the price of all Bathing Suits.

12 1-2c BATH TOWELS, 8c

This is the regular 12 1-2c value. We will sell these towels, special, at.....8c

39c TURKISH BATH TOWELS, 29c.

These Towels are the best grade ever sold at 39c. As a special feature, during this sale we will sell them at.....29c

8c UNBLEACHED MUSLIN, 5c

1,000 yards in this lot of Unbleached muslin, yard wide. This is the regular 8c quality. Special, the yard.....5c

39c BOYS' BLOUSES, 18c

We will sell special our entire stock of Boys' Blouses at.....18c

1.25 BED SPREADS, 89c

A closely woven Spread in a number of charming designs. Special.....89c

IT PAYS TO SAVE THEM

WE GIVE YELLOW TRADING STAMPS

THE BEST BY TEST

EXTRA SPECIAL

SOLD BY COUPON ONLY

Bring this Coupon to our Domestic Department and we will sell

10c. Bleached Muslin, 6 1-2c.

One piece to a customer NONE SOLD TO CHILDREN OR BY PHONE

2707-2709 WASHINGTON AVE. NEWPORT NEWS, VA.



EXTRA SPECIAL

SOLD BY COUPON ONLY

Bring this Coupon to our Domestic Department and we will sell

\$1.50 Long Cloth at \$1.05

12 yards to the piece NONE SOLD TO CHILDREN OR BY PHONE

Just received another lot of "Old Capital Linen" paper, with envelopes to match. Genuine cloth texture. Nothing better for the money. Paper 30c per pound. Envelopes (50 in box) 20c per box.—Jas. H. Stone.

Dr. Whitley, the pastor, requests us to announce that preaching services will be held at the Methodist Church in Williamsburg next Sunday both morning and night, and that the Holy Communion will be administered at the morning service. The Sunday School will meet at ten o'clock as usual. The public is cordially invited to all these services.

Films developed, pictures printed Work called for and delivered. All work guaranteed. Moderate prices—H. M. Wolfe, at City Meat Market.

The James City school board has been called to meet at Toano next Thursday, August 8.

Come and bring her with you and have a small table to yourselves. Our ice cream and soft drinks cannot be beaten and we are better prepared than ever to serve you in comfort.—Jas. H. Stone.

R. F. D. NO. 1 NEWS NOTES

Bacon, Va., July 31—Mr. J. S. New and family spent Sunday with Mr. and Mrs. George Richardson.

Misses Virginia and Odell Austin spent Sunday evening with Miss Clara Graves.

Mrs. Charles Thompson and daughter, Miss Blanche, spend Friday with Mrs. Webster Spencer.

Mr. C. G. Reeve and family were callers at Bacon Monday.

Miss Nannie Wilkinson spent Sunday with Mr. and Mrs. Thompson.

Mrs. Sarah A. Hitchens and granddaughter, Miss Virginia, and

Miss Inez New are spending some time in Maryland and Delaware.

Mr. Theodore Clemens, manager of Greenspring farm, threshed 1500 bushels of oats last week. A very good yield.

Mr. Leslie Jester met with a very painful accident on Monday. While handling ties one of them fell and mashed three of his toes.

There will be a box social at Five Forks church Friday night. Come out and help the good work. Ladies bring a box.

There will be an all day meeting at James River church on the second Sunday in August. Meeting will continue through the week. All are invited.

Mr. and Mrs. Frank Ayers, of Neck of Land, spent Sunday afternoon with Capt. and Mrs. Kennaman.

HOLDCROFT

Holdcroft, Va., July 30—Among the recent visitors to this resort are Miss Lelia McCanna, of West Point; Messrs. J. E. Martin, Byron W. Graves, W. S. and Everette Clayton and Miss Alice Melton, of Richmond.

Protracted meeting services will begin at Mt. Pleasant church Sunday, August 28. The pastor will be assisted by Rev. Carter Ashton Jenkins, of Norfolk.

Miss Fannie Newsome, of New Kent, is the guest of Mrs. V. A. Martin.

Mr. R. E. Graves, the well-known farmer and mule dealer, is expected home tomorrow. Mr. Graves in company with his cousin, Mr. R. L. Graves, of Richmond, is visiting his brother, Mr. C. M. Graves, of the New York Times editorial staff. They will visit Baltimore and Washington en route home.

LIGHTFOOT NEWS ITEMS

Lightfoot, Va., July 29—Mr. and Mrs. H. O. Tweten, Miss Gertrude Tweten and Miss Clara Levorsen left for Norfolk Sunday morning. They will spend the week in that city.

Rev. and Mrs. M. Bjernson, Miss Mable Christopherson and Mr. Alfred Benson spent Sunday taking in the sights of Williamsburg, Yorktown and Jamestown.

There will be services in the Methodist church here next Sunday evening, August 4, by Rev. J. E. White.

Mr. Delancy Conaughton spent Sunday with friends and relatives near Ewell.

Rev. and Mrs. M. Bjernson and Mr. and Mrs. A. O. Houge spent Friday afternoon with the Levorsen's at Cherry Hall.

Mr. Joe Conaughton spent Sunday at Newport News.

BARNETT ITEMS

Barnett, Va., July 31—Mr. Marvin Ammons, of Rock Dale, was in Richmond Saturday last, on business. Mr. Stanley Barnett, of Richmond, visited his parents at Barnett Sunday last.

Mr. Everett Barnett visited near Richmond Sunday.

Mrs. Barlow visited her sister, Mrs. Aubrey Barnett, Sunday. Mrs. Mead Vaden is quite sick at her home near here.

Mrs. Mary E. Stagg fell and hurt herself badly last week.

Mrs. Lynwood Barnett is visiting her parents near Ashville. Little Miss Long, of Richmond, is visiting Miss Elva Stagg.

Mr. Stanley Brockwell accidentally shot himself through the hand while fooling with a rifle last Saturday.

Mrs. Mary Stagg and Misses Elva Stagg and Ella Gentry spent Thursday in Richmond.