



HOW STYLES DO CHANGE

But we never get shopkeepers on our hands. When new and in style we put

The Giant Powder of Low Prices

Under and blow them out. Mighty Dollar Mutiny—Old Time Credit Methods all dead. See what

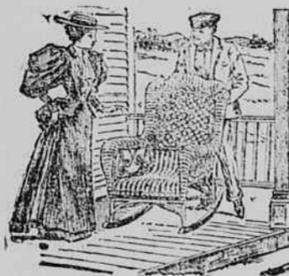
\$1.50

In Live Money will do with us.

ROANOKE SHOE CO.

Spot Cash Money Savers,

13 Jefferson Street, ROANOKE, VA.



Isn't It Delightful

TO SIT ON A SHADY PLAZZA IN A COOL AND COMFORTABLE BIG EASY CHAIR—ONE OF THESE \$2.00 CHAIRS OF OURS, FOR INSTANCE, JUST AS CONVENIENT AND COMFORTABLE INDOORS AS OUT—ALWAYS SERVICEABLE AND COOL. YOU MIGHT DROP IN AND LOOK THEM OVER IF YOU'RE DOWN THIS WAY. THEN WE HAVE OTHERS THAT ARE PRETTIER FOR A TRIFLE MORE.

VERY TRULY YOURS,

Cincinnati Instalment Co.,

Salem Ave. and Commerce St.

"Gold and Silver"

Call and see our latest Campaign Design, A Catchy Novelty.

HUNTER & CO.

127 Salem Avenue S. W.

'Phone 198.

Roanoke College,

SALEM, VA.

COURSES FOR DEGREES, WITH ELECTIVES; high standard. Also, Commercial and Preparatory Courses. Library 20,000 volumes. Working laboratory. Good morals and discipline. Six churches; no barrooms. Healthful mountain climate. Very moderate expenses. 44th year begins September 16th. Catalogue, with views, free.

Julius D. Dreher, President.

FIRST CLASS BOARD AND MEALS

SERVED AT ALL HOURS AT

Mrs. A. S. Rose's, No. 9 1/2 Norfolk Ave. S. E., in front Passenger Depot.

Rates per day, \$1.00 or \$1.50 per month. Hot and cold baths at all hours; also keep on hand a first-class stock of fine Cigars, Tobacco and Candles. 7 10 11

JERSEY DAIRY CO.

WILL DELIVER PROMPTLY TO ANY PART OF THE CITY. FRESH MILK, CREAM, BUTTER AND BUTTERMILK.

Special attention given to Ice Cream and Water Ice. ANDY J. HURF, Manager. 7 12 11

For Certain Kinds of Advertising Certain Methods are Necessary

But a dodger does not answer the purpose of a circular any more than a news-paper advertisement answers the purpose of a dodger, or a dodger the purpose of a newspaper advertisement. We have certain artists to whom we entrust a circular but who are not "at home" on a dodger, and the reverse is also true. Here is where our judgment and discretion are brought into play, and our customers benefit by them. This is where we have a distinct advantage over a small printing office that employs only one or two printers. One printer may be first-class, but when he has to arrange the type for the dodgers, for the circulars, the posters, the letter heads, programmes, everything—then they all suffer. Our force is sufficiently large for us to watch the characteristics and talents of each employe and apply them on the particular class of work in which they excel. YOU SEE THE RESULT.

The Stone Printing and Manufacturing Company,

Opposite Hotel Roanoke, EDW. L. STONE, President.

ROANOKE, VA.

COMING AND GOING

Mrs. Robert Conner is very ill with typhoid fever.

J. R. Anderson, of Martinsville, was in the city yesterday on business.

A. P. Wilmer, of Abingdon, was registered at the Ponce de Leon yesterday.

G. A. Kent, of Coeburn, was in the city yesterday.

W. H. Gravelly, of Martinsville, is in the city on business.

Prof. F. V. N. Painter, of Roanoke College, went to Staunton yesterday to visit friends.

Editor Charles D. Denit, of the Salem Times-Register, was in the city yesterday.

W. L. Scarborough, who has been visiting his sister, Mrs. Chas. D. Bulla, has returned to his home in Missouri.

J. M. Conner, a merchant of Floyd county, is in the city on business.

Miss Annie L. Barnes and Miss Annie E. Goddin, of New Kent county, who have been visiting friends in the city for several days, returned home to-day.

Mrs. J. R. Arent returned yesterday morning from an eight weeks visit to relatives in Nelson county.

R. O. Smith, of Richmond, spent Sunday with his mother, Mrs. B. R. Smith, in Vinton.

B. P. Huff, of Bluefield, was in the city yesterday.

Col. J. Hampton Hoge is in Christiansburg on legal business.

S. Harris Hoge and family left yesterday for Stuart, to spend some time with relatives.

R. W. Byrd, of Cambria, is in the city visiting friends.

Mrs. T. M. Burroughs, of New York, arrived in the city yesterday from Bristol and is visiting her father, W. H. Bowles, on Ninth avenue s. w.

Davis Ayers, a commercial traveler, of Salem, was in the city yesterday.

W. H. Fussell returned yesterday from Bristol, where he spent Sunday with friends.

Mrs. Robt. Hoperoff and children left yesterday for a month's visit to friends at the Grottoes.

Mrs. R. C. Pedigo and son, of Delton, Pulaski county, returned home yesterday

after a pleasant visit to relatives in Vinton.

C. M. Link, a Floyd county farmer, was in the city yesterday on business.

J. H. Kennett, a Floyd county mineralogist, was in the city yesterday.

Rev. Ira W. Kimmel went to White Sulphur Springs yesterday to attend the college fraternity, the Beta Theta Pi.

Miss Alice Brand has gone to Crockett's Springs and will spend the month of August there.

Wm. H. Saunders, formerly of Roanoke, now of New Orleans, arrived in the city yesterday.

M. J. Coleman returned yesterday from a visit to his old home in Nelson county.

Miss Queen Marshbanks, of Greenville, S. C., is visiting her sister, Miss Lella Marshbanks, on corner of Ninth avenue and Franklin road s. w.

O. W. Schorn, of the Thompson-Price Co., left yesterday on a business trip through Southwest Virginia.

C. J. Reardon, a machinist at the West End round house, left yesterday for a visit to Richmond.

W. Gray, of Vinton, is in Staunton on business and will probably return to-day with his better half.

W. V. Van Lear, of Van Lear Bros., went to Crockett's Springs to spend a few days.

Mrs. W. M. Hazlegrove and four children, of Baltimore, are visiting Mrs. C. E. Kregloe, on Eleventh avenue s. w.

Mrs. J. H. Kennett, who has been at the Western State Hospital at Staunton, passed through the city yesterday en route to her home in Floyd county, much improved in health.

J. W. Tinsley went to Christiansburg yesterday to spend a few days with friends.

Dr. A. A. Cannaday and J. B. Stephenson returned yesterday from a ten days' visit to Cobb's Island.

M. F. McNamara left yesterday for a business trip to Elk Linn, W. Va.

F. D. Fuller, of Lynchburg, was in the city yesterday on business.

Capt. W. C. Bass, of Norfolk, spent Sunday in the city with his daughter, Mrs. C. D. Fox, on Church street.

R. L. Lovelace, of Red Plains, Franklin county, was in the city yesterday.

S. O. Malin, superintendent of Radford division of the Norfolk and Western, was in the city yesterday.

This Week!

Table Linens, Napkins, Towels.

BIG VALUES! CALL AND SEE!

Table Linens.

Four pieces 54 inch extra heavy all pure Linen Cream Damask, good value at 42c; to go for only 33c.

Five pieces extra heavy Cream Damask, all linen, 63 inches wide, worth everywhere 50c; our price only 39c.

Five pieces Bleached German Linen Damask, 60 inches wide, extra weight (all same design), actual value 75c; to be sold for 50c. This is value extraordinary.

Five pieces (only three designs), 66 inch, extra heavy Bleached German Linen Damask, the best linen on earth for good service, as good as any \$1 linen ever made; this to go for only 65c. Big value.

Six pieces 64 inch fine Twilled German Damask, soft bleach—everybody says it's good for a dollar a yard. See this elegant line this week at 75c.

Four pieces 66 inch Bleached Linen Damask, Irish manufacture, very pretty, 87 1/2c quality; to close out at 69c. Monday.

Three pieces Bleached Damask, made in Great Britain, full two yards wide, pretty designs; to go till closed out for only 75c per yard—small pieces.

One piece 66 inch Bleached Damask; our price 69c; to close out for only 55c—pretty design, excellent value.

Bath Towels.

10 dozen elegant big Sponge Bath Towels, 27x54 inches,—a decided favorite—going at 25c each; actually worth no less than 42c.

10 dozen 24x50 inch fine Bleached Turkish Bath Towels—a beauty—25c each, \$2 75 per dozen.

25 dozen heavy Unbleached Bath Towels, well worth 17c each, for only 12 1/2c each, or \$1 35 per dozen.

50 dozen large Bath Towels—the regular 12 1/2c kind—for only 10c each, \$1 15 a dozen.

25 dozen Bleached Turkish Towels, 12 1/2c formerly, now 10c each, or \$1 15 per dozen.

30 dozen nice Bleached Turkish Bath Towels for only 5c each, worth 8c.

20 dozen Bleached Turkish Towels, big value at 12 1/2c

Napkins

Twenty dozen 1/2 Bleached Napkins worth 87 1/2c, for 75c

Fifteen dozen 1/2 Bleached Napkins, special value, at \$1. See them.

Ten dozen 1/2 Bleached Napkins, special, at \$1 25 a dozen.

Twenty dozen finest German Linen Napkins, bleached, excellent value at \$2 25, for the special price, \$1 75 a dozen.

Twelve dozen 1/2 Bleached Napkins, lovely size and quality, value \$2 75; this week for \$2 a dozen.

Ten dozen 1/2 Bleached Napkins, very fine quality and pretty, good value at \$3 50, for \$2 75 a dozen this week.

Eight dozen 6 8 Bleached Napkins, extremely fine quality of German Linen, exact value \$3 75. These are being shown this week for only \$3 a dozen.

Five dozen the very finest Bleached Napkins. We invite any person or firm to match them for less than \$5 a dozen. Our sale this week for \$3 50 a dozen.

Several dozens and half dozens soiled Napkins (soiled only on outside fold) to go real cheap. Call early and see them.

We have about 300 dozen new Dollies on sale this week. It will pay anybody to look at them. Big values at 50c, 60c, 75c, 80c, \$1 and \$1 25 per dozen.

Our fine bleached German Dollies, at \$1 and \$1 25 a dozen, are decidedly pretty, and the finest linen made.

Towels.

Special offering in very fine Damask Towels, the finest linen and as pretty as a picture; value \$1 25 and \$1 50 a pair. See them this week at 75c and 87 1/2c a pair.

Another 100 dozen special value all-pure linen Towels, extra weight and quality, at only 12 1/2c each.

Just opened 50 dozen Huckaback Towels, warranted pure linen both ways, only 10c each.

25 dozen extra quality and superior finish German Huckaback Towels—an elegant thing—25c each, or \$2 85 per dozen.

65 dozen 17x34 inch Turkish Towels, to go this week for the extreme low price of 27c per half dozen.

WATT, RETTEW & CLAY.

THE BUGLE CALL!

BARGAINS GROWING GREATER!

THE TRUTH REALIZED!

Enthusiastic Hundreds Testify To the truth of my announcement. I will vacate the store and close the business by October 1st. Every visitor entranced by the marvelous bargains secured. There is a pronounced reason for my doing more than my customary amount of business. It lies in the fact that I do not intend to move one dollar's worth of stock, and positively intend to vacate the store October 1st; and to accomplish this end I am enlivening the business with bargains so strong, so stimulating, so full of money-saving, that every

one feels a decided personal interest to secure some of them. The desire to close this business October 1st grows stronger over me, and though it is not characteristic to keep business increasing in mid-summer, yet day after day my sales grow larger, because the bargains grow bigger—showing the fact that the good people of Roanoke and the surrounding section are securing Bargains in Clothing and Furnishing Goods unapproachable in the history of our city. It is a fact that I offer better goods for less money than any other store in the city of Roanoke. Call and inspect the goods.

NOTE THE FURTHER REDUCTION IN PRICES:

- The celebrated Keiser Imported Collar. Sold in this city and all over the United States for 25c. Our closing price, two for 25c.
Twenty-five dozen Rex brand Cuffs, link and plain, always sell for 20c per pair. Our closing price, 11c per pair. Not more than six pairs to each purchaser.
Seventy five Boys' Suits that sold for \$2 50, \$3 \$3 50, \$4 and \$5—sizes 4, 5, 6, 7 and 8. Our closing price, \$1 10.
Five dozen celebrated Gratchen Old Tan Winchester Gloves—the \$1 25 and \$1 50 quality. Our closing price, 63c. All sizes.
" E & W." Collars, with name extracted. Sold everywhere for 25c. Our closing price 9c. Not more than eight to one purchaser.
Thirteen dozen White Silk Initial Handkerchiefs that sold for 50c each. Our closing price, 25c.
The celebrated Eclipse Shirts, lot No 631, that sell in this city for \$1 and \$1 25. Our closing price, 63c.
Fifteen dozen Black and Tan Half Hose, the regular 20c quality. Our closing price, 9c a pair. Not more than six pairs to each customer.
The celebrated Manhattan Shirts, plain and pleated—the \$1 50 quality. Our closing price, 88c.
About thirty dozen Men's French Balbriggan Shirts—the regular 40c quality. Our closing price, 23c.
Twenty dozen Men's and Boys' Teck Scarfs that sold for 25c and 35c. Our closing price, 17c.
Thirty-five Valises that sold for \$2, \$2 50, \$3 and \$4. Our closing price, \$1 95.
Fifty Boys' Long Pants Suits that sold for \$4, \$5 and \$6. Our closing price, \$3 95.
Thirty-five dozen Men's Handkerchiefs—the 15c quality. Our closing price, 9c.
150 pairs Men's Trousers that sold for \$1 25, \$1 50 and \$3. Our closing price, 77c.
100 Men's Suits that sold for \$22 and \$25. Our closing price, \$9 75.
100 Men's Suits that sold for \$3 \$10 and \$12. Our closing price, \$4 75.
100 Men's Suits that sold for \$14 \$18 and \$20. Our closing price, \$6 75.

Come With the Crowd, Come where Clothing prices are unmatched. It means more work and less pay for me, but I am satisfied, that is, I must be. No reward to dealers to attempt to imitate this announcement—which is every word truthful. Extra salesmen on hand, so every one can be waited on. 28 Salem Ave. JOSEPH COHN.