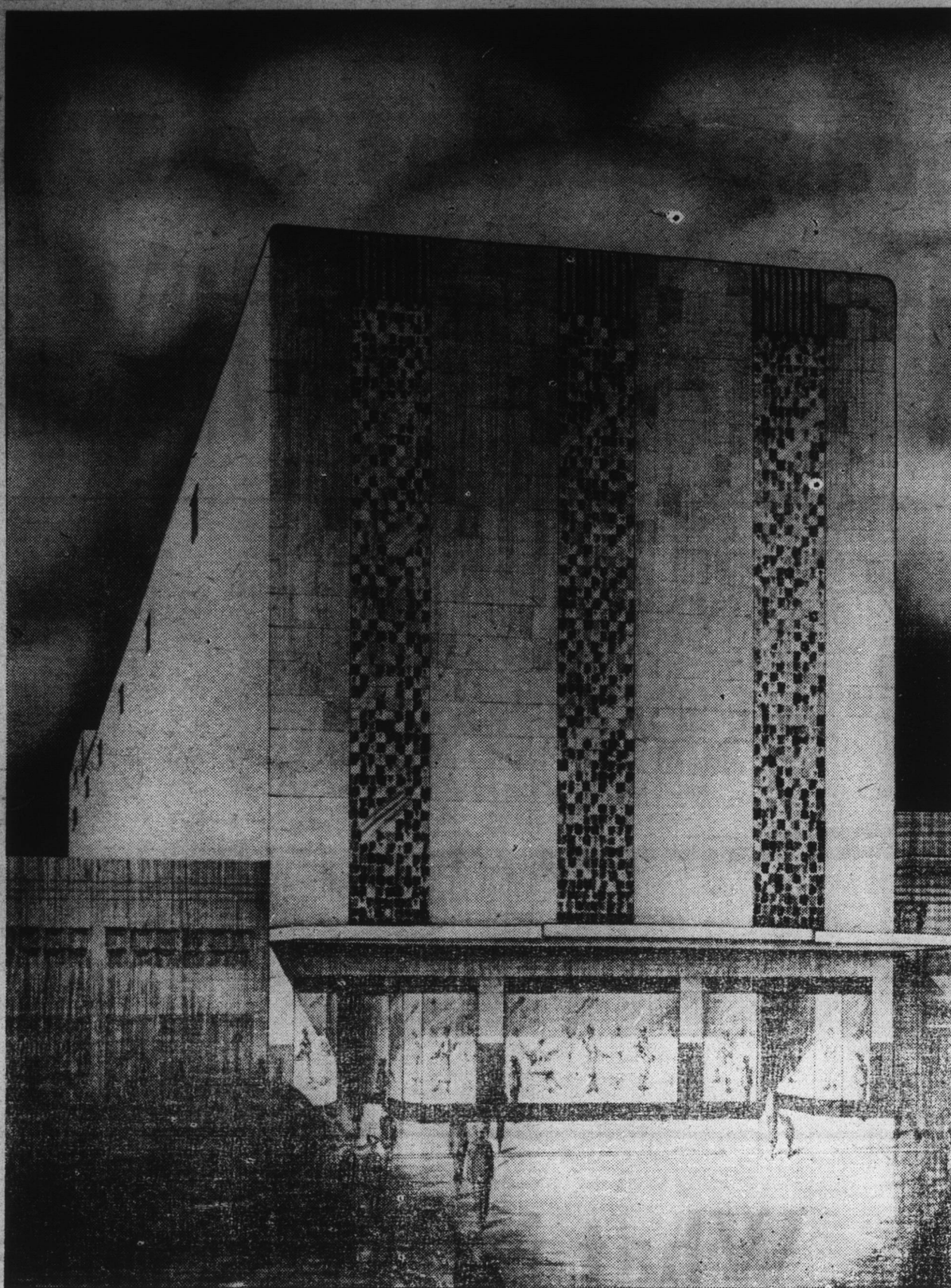


Ames & Brownley's New Home



Above drawing depicts the new and modern six-story building of Ames and Brownley's Department Store which will greatly add to the appearance of Norfolk's business section as well as the ability of the concern to better serve its ever-increasing number of customers. The new home is expected to be finished early in 1939.

AMES & BROWNLEY DEPARTMENT STORE BUILDING NEW AND UP-TO-DATE HOME

Will Be Six Stories High And Contain More Than Fifty Per Cent More Floor Space

Workers are busy in Norfolk constructing the new larger home of Ames & Brownley's Department Store, which will be located diagonally across from their present location on Granby Street. The new Ames & Brownley Home, which will be ready for occupancy early in 1939, represents an investment conservatively estimated to be around a half million dollars. Mr. D. Baker Ames, president of Ames & Brownley, states that he feels it is more economical for stores, as well as individuals, to own their own homes.

The new building, which is being constructed of architectural concrete, will have six floors, giving one and a half times more space than in the present building. Three large pylons of glass brick which will begin above the marquee on the front, and extend to the parapet, will give the building a strictly modern appearance, and also furnish light for the floors. Glass-brick pylons will also decorate the rear of the building. A marquee extends the full width of the building across the front above the show windows which will be faced with handsome polished granite.

An outstanding feature of the new Ames & Brownley Home will be the year-round air-conditioning, instead of the usual summer-air-conditioning. This means that ideal, comfortable climatic conditions will be maintained within the building both winter and summer, eliminating the excessive dryness of winter heating systems and humid summer heat. There will be complete automatic changes of air on each floor constantly regulated by the number of people present on each floor.

In addition to the present departments, Ames & Brownley will have in their new home a large restaurant located on the sixth floor; fur storage vaults; a complete furniture department; larger children's departments; and a more complete Beauty Salon offering in addition to present services, body-contour-control.

The first floor of the new building will house practically the same departments as are on the first floor of the present Ames & Brownley's. Some of the departments will, however, be considerably enlarged, and the main aisles will be very wide. The second floor will have an enlarged electrical department in addition to piece goods, linens, domestics, customers' rest rooms, and a photographic studio. The third floor will include Beauty Salon and Body-Contour Room; Budget Shops and children's departments. The entire fifth

floor will be devoted to a very complete furniture and interior decorating department. On the sixth floor will be located a large restaurant and tea room with private dining room, a special-public events room, a powder-room, and a fur storage vault with a capacity for more than 3,000 fur coats.

C. A. Neff, of Norfolk, Virginia, is building architect; Carl J. Lindeman, Norfolk, Virginia, is building contractor; and the interior is being planned by C. A. Wheeler, noted Chicago Department Store Interior Designer.

Norfolk Greet the Albemarle Area

(Continued From Page One)

was better known as the Confederate ram "Merrimac," the first iron-clad warship ever to go in action, and the dry docks were the first to be constructed by the federal government.

Norfolk as a trading and shopping center is on par with any of the Eastern cities. Its stores are modern and merchants progressive. In no city in Virginia will be found more ideal shopping conditions than in Norfolk. With its strong financial institutions, its port, fine home life and living conditions, splendid climate, accessible to the beaches, only a night's journey from the national capital, and in the center of one of the richest truck-farming, fishing, and farming sections of Eastern America, bids sellers and buyers to come and trade with its merchants.

FHA Lends Money For Water System

Considerable activity in the modernization of summer cottages by the installation of an automatic pumping system and modern plumbing is reported by plumbing contractors in the resort regions, says the Plumbing and Heating Industries Bureau.

Improvements in summer cottages are eligible for loans under Title I of the National Housing Act. The drilling of the well may be included in the loan as well as the entire piping system.

If there is a well on the property, the first step in bringing the convenience of running water to the summer cottage is the installation of an electric pumping system. Electric pumps are sold completely equipped with a pressure tank and the controls which automatically start and stop the pump.

In selecting a pump, it is desirable to give preference to a unit made by a well-known manufacturer. Experienced pump dealers can be depended upon to advise the owner in the selection of a pump either of the shallow well or deep well type with adequate capacity for the water requirements.

Complete units of bath, lavatory and closet, especially designed for summer home requirements, are available together with the necessary accessories and fittings.

Bridge Cuts Distance To Norfolk and North

(Continued From Page One) vantage the bridge provides for those thousands of people who live in this rich, fertile agricultural section. In this section is grown an abundance of vegetables, produce of all kinds, chickens, hogs, in addition to the regular money crops which are composed to a great extent of peanuts, cotton, corn and potatoes. The bridge provides for them quick and economical transportation by truck or car to the large markets in Norfolk, Baltimore and other centers where their produce may be easily and quickly disposed of.

Norfolk merchants and its Chamber of Commerce in this issue of The Herald invite and solicit patronage from all this rich section.

Beauty is the mark God sets on virtue.—Emerson.

JOHN S. SUMNER, N. Y. VICE CHIEF ASKS HELP IN FIGHT FOR DECENCY

AFTER twenty-five years as head of the famed New York Society for the Suppression of Vice, John S. Sumner "sums up" in an article in the August issue of Good Housekeeping Magazine by admitting that "While organized societies such as ours can do their part, the fight is really a public fight—it is every decent person's responsibility. In the last analysis the public, and the public conscience, will decide what kind of civilization ours is to be."

During his many years of labor, circumstances have not changed to help in the fight for decency, says Sumner. On the contrary, "in former generations a child brought up in the average home of the day was not easily led into derelictions. Children and parents alike sought and found their entertainment for leisure hours in their homes or in the homes of friends. There did not then exist the massive volume of commercialized distractions with their flamboyant and seductive advertising which now try to take the pennies from the child and the dollars from the night-club habitue.

"But more important, our present-day situation is aggravated by the economic depression. Millions are unemployed. Normally nice people out of work sometimes take chances with the law in an effort to make what they are told

that "We must guide our children. And the guided will follow only if they trust the guide. The child must have respect for our tastes and opinions. Did you ever hear your very young daughter settle an argument with a playmate by saying with great emphasis, 'I know it's so because my mother told me?' Then you may be sure you have established a relationship which is priceless. The time will come when your child must realize that you are not infallible; but that won't matter because by then she will know that no one possesses all knowledge.

"But if you want the bond of affection between you and your child, you must be honest. I don't believe in giving children fables of the stork. I am against indecency — not against truth. Answer truthfully the questions about birth which your child sometimes puts to you at a surprisingly early age. If a child's curiosity on this momentous subject is not satisfied at home, he will go outside to get information—or rather, misinformation."

As an observer can readily understand, life for the head of the Society for the Suppression of Vice has been no bed of roses. On endless occasions he has been cartooned, lampooned, sued for false arrest and made the butt of cruel jokes. He is called the original "old Fogey" . . . but that seems to matter little to him.

"I fight the dope of the mind, I fight dirty books, obscene magazines, tawdry, vulgar, and degraded 'objets d'art.' I try to stem the flood of unwarrantably filthy and depraved printed matter which, often created behind locked doors in furtive printing shops, goes forth with the sole purpose of supplying an illegitimate thrill to old fools and to young boys."

"And so," he concludes, "the battle goes on. Indecency continues to appear before us in various forms, threatening the moral health of youth and of many adults. The fight is not won. Perhaps it never will be. But it's a good fight, I think."



John S. Sumner

is easy money. When a man is idle and desperate, he is not unlikely to seek any way by which to earn a few dollars, even though that way borders on illegality and may land him in jail. Thus it is true that the flood of salacious material has increased rather than otherwise."

What to do? In his article, the warrior for decency recommends

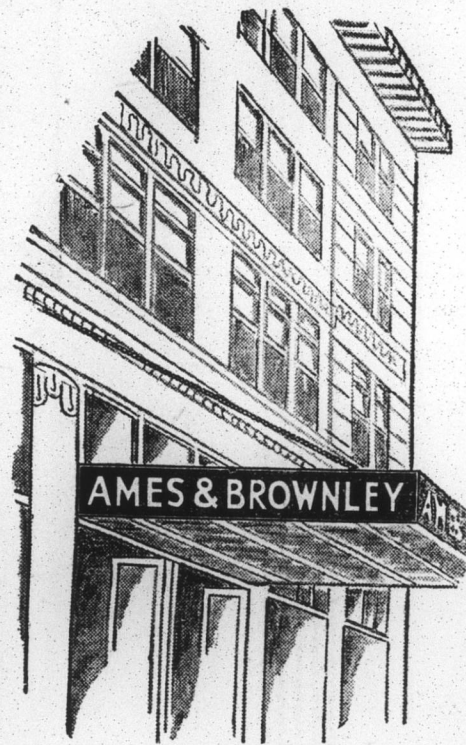
Quite Natural

An Atchison man is worried about his daughter. She spends her evenings at home.—Atchison Globe.

Mostly Other Things

A girl shows great agility and other things when climbing into a rumble seat.—Louisville Times.

EASTERN NORTH CAROLINA



Moves Closer To NORFOLK . . . and

AMES & BROWNLEY

Where It Costs No More to Get the Best

WOMEN of Hyde, Washington, Dare, Tyrrell and other eastern counties, Ames & Brownley's extends to you a personal invitation to make this store your shopping headquarters . . . especially if you have a flare for fashion and a taste for good things. If you're thrifty and take a pride in keeping your budget undisturbed, you will want to shop here too, where the BEST costs no more. A friendly, smiling Ames & Brownley awaits you . . . this store is planned that way. If you need shirts or sheets, lingerie or linens, furs or fabrics, come in and let us show you what we have . . . we think you'll like us. We know we want to serve you.



Substantial savings of Kenwood Blankets, fine Fur Coats and Floor Coverings during August.