

# ALTSCHUL'S

317-319 CHURCH ST.

## An Introduction

It is no idle boast when we say that you have found "ALTSCHUL'S". It is the policy of this store always to furnish goods — to appeal to the woman who likes to shop in a store in her neighborhood and to dress herself and her family in an attractive and dignified way at an economical price. All our customers are of that class and we would like to introduce you to that pleasant method of shopping and to the place which is to be found at 317-319 Church Street.

**The Department Store**  
That Combines Excellence and Variety  
With Low Prices

It is impossible, of course, to tell you in a few lines everything in this big store. "ALTSCHUL'S" is a modern department store — established through the block from Church to Churchland streets. You will find the modern service, the efficient planning, variety of departments, the special low prices, and the uniform excellence of quality all blending to your benefit in a pleasant shopping trip.

"ALTSCHUL'S" is just a short distance from Main Street — and for the good St. Paul's church — and is conveniently within your reach whenever you are in Norfolk.

### "ALTSCHUL'S" (Mail Order Department)

For the benefit of our out-of-town customers we maintain a modern mail-order department. Our merchandise is always kept in stock and a catalogue is practically impossible. We will be glad to answer your inquiries and to fill your orders immediately.

"Lowest-In-The-City-Prices"

## "Paper Day" at the Village Postoffice

By WILLIAM G. BROGAN  
Vice President, The American Press Association

You take your newspaper for granted. You take it for granted that it will be there tomorrow morning. You take it for granted that it will be there tomorrow morning. You take it for granted that it will be there tomorrow morning.

The first time the printer's ink is printed on the paper, it is a miracle. It is a miracle that the ink should be there at all. It is a miracle that the ink should be there at all. It is a miracle that the ink should be there at all.

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# FLUFFO



**A Purely Vegetable Shortening**  
in Two- Four- and Eight-Pound Pails and in Tubs

Fluffo is guaranteed pure vegetable shortening. It contains no hog fat, nor beef suet, nor any kind of animal fat. The only ingredients are carefully selected and pure vegetable oils.

Fluffo costs less and goes further. It can be used wherever lard or butter are used for baking, frying or shortening.

## CRACKER-JACK

A Purely Vegetable Cooking Oil

Atlas Salad Oil is pressed from cotton seed and is brilliant in color and sweet in flavor. It is refined and deodorized. The quality is perfect and it is exceptionally good for salads and mayonnaise.

## ATLAS

A Purely Vegetable Salad Oil for Mayonnaise Dressing

Crackerjack is a refined, deodorized cotton seed oil product of the very highest quality. It can be used for all cooking purposes and the Fluffo is made in a modern, daylight plant under ideal hygienic conditions and comes to you clean and wholesome.

Good Grocers Sell Them

ASPEGREN & COMPANY, Inc.

Produce Exchange

New York, N. Y.

## Chas. M. Stieff

(INCORPORATED)

PIANO MANUFACTURERS

ESTABLISHED 1842

Since 1842, Chas. M. Stieff, Inc., has been manufacturing and selling, direct to the people of the South, instruments which enjoy an established reputation for excellence of construction and exceptional sweetness of tone.

For over eighty years the "Stieff" has been a favorite in homes where a love of music has demanded the best in tone and quality.

CHAS. M. STIEFF, Inc.  
436 Granby St.,  
Norfolk, Va.

Please send catalog and prices of pianos.

Name \_\_\_\_\_  
Address \_\_\_\_\_

## CHAS. M. STIEFF

Incorporated  
436 Granby St.,  
NORFOLK, VA.

## What Next For Child Labor?

An immediate return to child labor is advocated by some writers on certain phases of the child labor problem. The child labor problem has been a subject of discussion and there is no doubt that it is a subject of discussion.

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ESTABLISHED 1872  
D. P. REID & BRO., Inc.  
Norfolk, Va.

HAY, GRAIN, MILL FEED, SALT  
ICE CREAM FREEZING SALT A SPECIALTY  
Larro Dairy Feed and Pea Green  
Horse and Mule Feeds

We Specialize in High Grade  
Poultry Feeds and Mash



LONG DISTANCE PHONES 2124-2180

## NOTICE!

AUTO DEALERS,—AUTO ACCESSORY DEALERS,—GARAGES

Are we doing business with you? If not, it will pay you to get in touch with us. We carry the most complete stock of Automobile Supplies and Equipment in this section, and specialize in replacement parts, a few of which are listed below:

- McQuay-Norris Wainwright Pistons and Pins.
- McQuay-Norris Piston Rings.
- Douglas-Dahlin Connecting Rod and Crankshaft Bearing, Piston Pin Bushings.
- Complete Line Roller and Ball Bearings, including makes such as Timken, Gilman, Fafair, Curary, Hyatt, etc.
- Thrust Bearing—Axle Shafts—Drive Shafts—Gill Piston Rings.
- Thermoid Brake Lining—Multiplies Brake Lining.
- Thermoid Clutch Tracings—Thermoid Hardy Universal Joint Discs.
- American Springs for all Cars and Trucks—Spring Shock Parts for all Cars.
- Gilman Ignition Replacement Line.

Try our Service and be convinced.

B. LAWRENCE TRANT, Pres. W. W. WEAVER, Sec. & Treas.

## Norfolk Motor Equip't Corp.

217-219 Bank St. Norfolk, Va.  
Wholesale Exclusively

When in Norfolk during Fair Week or for a social visit you are missing a rare treat if you fail to visit

## LOUIS LICHTENSTEIN

Norfolk's Only Exclusive

Manufacturing and Retail

### FURRIER

Carries the largest stock in the city.

FURS REPAIRED—REMODELED

417 GRANBY STREET

Near Granby Theatre Norfolk, Virginia

## STORE AND BANK REMODELING

Business solicited from out of town. We contract for work everywhere. Estimates and designs furnished on request.

We can refer you to former patrons for excellent workmanship and fair prices.

## E. M. FORBES

417 West 20th Street  
NORFOLK VIRGINIA

# OLD GLORY

Used in Place of Lard

Old Glory is composed of the highest grade of refined, deodorized vegetable oils, edible stearine and beef fat

It is inspected and passed by the U. S. Government

Packed in five and ten pound pails—also in tubs.

Ask your grocer for a five-pound can of Old Glory — You will find it both inexpensive and satisfactory.

## Aspegren & Co., Inc.

Produce Exchange New York, N. Y.