

Meyer's Advertisement.

Meyer's Advertisement.

"The Store They Come to for Miles Around."

Meyer's Advertisement.

Meyer's Advertisement.

About Your Spring Suit.

If our patrons were not accustomed to the correct and faultless it would probably be necessary for us to frequently direct attention to our department of Ladies' Tailored Suits. We are incited to this notice by the home-coming of our buyer with the most complete selection of ladies' advance-style suits for the spring.

Meyer's logo and address: CORNER FOLSOM AND BROAD. EVERYTHING FOR EVERYBODY. WATCH WEATHER SIGNALS ON OUR BUILDING.

Spring Silk Talk. (And Some Pricings.) "What to wear"—the absorbing question occasioned by the bewildering array of color chimes and wonderful weaves is answered finally and definitely at our Silk Store.

Blue, Brown and Gray Homespun Suits, also Blue Plaid-Back Suits, made double-breasted, fly-front and 3/4 length jackets, nicely lined, skirts finished with the box back. \$10

Tailored Costumes, of Light Gray, Etens in the new cut, with revers, facia with black silk, skirts with the new flare plait at the bottom, and box back. These are strictly \$15

Ladies' Suits in Gray and Tan Coat Cloth, Etens with the rolling Medici collar, faced with stitched taffeta, valentines cut in the latest style. \$20

Very Sweet Suits in Blue and Black Cheviot, made Etens, taffeta lined, with velvet collar and fastened to the side with gun-metal buttons, skirts with box back and finished with rows of stitching. \$22.50

Ladies' Tight-Fitting Suits, in very fine Venetian Cloth, shade a Light Castor, silk lined throughout with fancy taffeta, for \$25

Silk Waists, India Silk Waists, in Black, Blue, Red, Gray and White, entire Waist tucked, with the new collar and eye cuff, regular \$5 value, for \$3.99

Taffeta Silk Waists, in Black and all the wanted colors, with tucked back and front, all sizes, for \$5

Very Best Taffeta Waists, in Black, White and Gray, entire \$8.50

Black Merceized Waists, corded back and front, some with Red corded yoke, with 200 yard silk, for \$1.25

Separate Skirts, Black and Blue Serge Skirts, with box-plaited back, percaleine \$2.50 lined, special price \$2.50

Tan Coat Cloth Gray Checked Plaid and Black Mohair Skirts, well made and nicely lined, \$2.99

Gray and Brown Homespun Skirts, with Black taffeta applique, scroll in front and box back, \$5.98

Black Broadcloth Skirts, with applique scroll to the side and box-plaited back, for \$7.50

New Silk Skirts, with applique broadcloth scrolls on front and plait, for \$10

Children's Dresses, 12c. 218 Children's Calico Dresses, in Fancy Checks and Stripes, washable colors, well made, trimmed yokes and full skirts, deep hem, the 25c. 12c

219 Children's Percale Dresses, in Checks and Stripes, all washable colors, well made and daintily trimmed, 30c. 19c

198 Children's Gingham Dresses, made with trimmed yoke, full skirts and deep hem, the 50c. value, for 25c

200 Children's Gingham Dresses, sold Pink and Blue Checks and Stripes, Hamburg trimmed, the 39c. 39c

193 Children's Pretty Madras Dresses, in Checks, Stripes, solid colors, made in all the new styles, daintily trimmed, Hamburg Brochures over the shoulders, the \$1 kind, 50c

Infants' Wear Sale. 39c Embroidered Caps, 19c

62-A pretty line of Infants' Corded Embroidered and Tucked Mull Caps, lace and net ruching, for 19c

40-A large assortment of Infants' Tuck Caps, in various styles, some with full ruche, some with single ruche and pompon, others in the duck styles, \$1 value, for 50c

118 Infants' Pretty Long and Short Cashmere Cloaks, embroidered cape, \$1.50 kind, for 89c

113 Infants' All-Wool Cashmere Cloaks, daintily trimmed, \$2.50 values, for \$2.50

186-A large assortment of Infants' Handsome Cloaks, in Cashmeres, Seal-Cord, Novelty goods and China Silks, daintily trimmed, pretty baby effects, all the new Parisian designs, from \$3.00 to \$5.00, for \$2.00

30 Children's Pique Walking Coats, inserting and Hamburg Trim, \$3.50

150 Pique Capes, "new fad" for the little ones, inserting and deep embroidery collar, the \$5.00 value, for \$3.50

204-Special sale of Children's Reefers for 98c

Whitney Baby Carriages and Go-Carts A new and complete line of the famous Whitney Carriages and Go-Carts from \$2.50 to \$45

Umbrella Surprise. We have just secured 25 Ladies' Gloria Silk Umbrellas, sterling silver open work on pearl handles, case and tassel. They would be cheap at \$3, but this is a most temporary abiding-place for merchandise, and the price on these Umbrellas will be \$2.19.

A Ladies' Neckwear nowadays is the finishing touch to her best appearance. This important adjunct to womanly beauty is here in most endless variety; the prices are right, of course. Almost daily you will find new arrivals.

Handsome Imported Mousseline de Soie Ties, with Renaissance ends, \$2.50

Ladies' Pulcy Collars, all the new shades, 75c. to \$1.25

Applied Lace Ties, two yards long and six inches wide, \$1.25

Black Lace Ties, two yards long, with fringed ends, \$1.00

Now Here's That Dress Goods Sale. (A Unique Sale.)

A unique sale indeed—goods priced down at the height of their selling. You will find the very "last out" novelty here, and that means a great deal—each day brings forth new effects in stripes, checks and other pattern combinations, which, taken with the wonderful color arrangements, render description impossible.

Dress Goods for Everybody.

Special Quality Plaid and Fancy Suiting, for children's wear, 12 1/2-2c. per yard. 28-Inch Silk-Mixed Fancy Suitings, new colors and designs, 25c. per yard.

40-Inch Pure Wool Suitings, fancy and plain, regular 75c. values, all colors, 50c. per yard.

Washed Wool Plaid and Plain Cheviot, for tailoring, soft Zebeline effects, good range of colorings, 65c. quality, 50c. per yard.

40-Inch Extra-Heavy Half-Wool Storm Serge, best blacks, 25c.

40-Inch Best Black Granite Cloth, 25c.

All-Wool French Serge, glossy jet black, cost \$1 to import; sale price, 37 1/2-2c.

3 designs in Heavy Sateen Corded Black Wool Goods, 65c. value, for 50c.

40-Inch All-Wool Storm Serge, jet blacks, 75c. value, for 50c.

All-Wool 42-Inch French Poplin, 50c.

Clay Diagonal, 40 inches, at \$1.50. Corded Poplin, 42 inches, at \$1.

Prunella Cloth, 44 inches, at \$1.50. Diagonal Cord, 42 inches, at \$1.19.

Figured Mohair Rage, 42 inches, at \$2.50. Striped Mohair Rage, at \$2.

English Serge, 56 inches, at \$1.25. Pebble Cheviot, 59 inches, at \$1.75.

Sebelin Cheviot, 59 inches, at \$1.50. Crepe De Chine, 42 inches, at \$1.

Figured Poplin, 42 inches, at \$1.25. Striped Novelty, 42 inches, at \$1.

46-Inch Poplins, swell checks, stripes and plain effects imported pastel shades, Castor, Tan, Stone, Gray, Rose, Violet, Blue, \$1, \$1.25 and \$1.50 per yard.

45-Inch Henriettas, all newest pastel and staple colors, silk-finished, 75c. per yard.

48-Inch Pure Wool Poplins, Cashmeres and Fancy Suiting, 50c. quality, 50c. per yard.

56-Inch Golf Plaids (two-faced), imported stuffs, elegant designs and colors, \$1.25 to \$3 per yard.

Big 50c Sale Black Dress Goods. Every piece warranted perfect goods.

42-Inch All-Wool Henrietta, 42-Inch All-Wool Crepons, 42-Inch Small Figured Mohair, 42-Inch Merceized small figures, 40-Inch All-Wool Storm Serge, 32-Inch All-Wool Venetian, 42-Inch All-Wool Camel Cheviot, 50-Inch All-Wool Ladies' Cloth, 40-Inch All-Wool Figured Suiting Cloth.

50c. a Yard.

5,000 Pairs Men's Trousers to Be Simply Slaughtered. (Another Letter That Talks.)

MESSRS. JULIUS MEYER'S SONS, city: Gentlemen,—Your offer for five thousand pairs of Men's Spring Trousers we accept, although at a great loss to us, and we believe the price accepted is just one-half of what it would cost us to-day to produce.

700 pairs of Men's All-Wool Oakland Mills Cheviot Pants, in Brown and Gray, cost \$1.50 to make; sale price, 97c.

400 pairs of Men's Pants, in all-wool Tan and Gray plaid, or striped chevrons, cost \$1.75 to make; sale price, 97c.

321 pairs of Men's Pants, in Gray plaid, Gray stripes and herring-bone, cost \$2.50 to make; sale price, \$1.48.

\$99 pairs of Men's Pants, in Gray and Tan, stripe, or plaid, and solid color tricot, cost \$2.75 to make; sale price, \$1.77.

506 pairs of Men's Pants, made of the very best quality chevrons, cashmeres and Tweeds, in Brown, Gray or Slate color, cost \$2.25 to make; sale price, \$1.98.

1,210 pairs of Men's Dark Blue, Invisible Plaid, solid Brown, solid Gray, and solid Tan, velvet-finished cashmeres and worsteds, cost \$1.50 to make; sale price, \$2.48.

White Goods Down. 36-Inch Pure Linen Lawn, the 35c. kind, for 25c.

36-Inch Linen Lawn, 36 inches wide, worth 45c., for 30c.

Pure Linen Lawn, 36 inches wide, worth 45c., for 30c.

1 case Pure White Cambric, the 10c. quality, for 7 1/2-2c.

1,000 yards 42-Striped and Plaid Organdies, worth 12 1/2-2c., for 8c.

1 case 40-inch India Linen, will cost later 10c., for 7 1/2-2c.

Extra-Fine Dimity, the 14c. kind, for 9 7/2-2c.

1,000 yards 40-inch India Linen, worth 12c., for 8 1/2-2c.

500 yards Pure White Organdy, very fine, worth 10c., for 12 1/2-2c.

100 yards French Persian Mulls, worth 15c., for 12 1/2-2c.

20 pieces Fine Sheer French Nainsook, will cost 30c. a little later, now 20c.

100 pieces Fine English Longcloth, (piece, 12 yards,) worth \$1.50, for \$1.10.

300 English Nainsook, worth \$2. piece of 12 yards, yard wide, for \$1.50.

1 case Fancy Figured Piques, in all styles of figures, worth up to 20c., for 10c.

25 pieces Dotted Swiss Mulls, in all style dots, 12 1/2-2, 17, 25, 37 1/2-2 and 50c.

Inserting, Lace Edging. Open-work Cambric Edge, worth 4c. for 1c.

Cambric Edge, 1 1/2 inches wide, worth 6c. for 3c.

Cambric, Swiss and Nainsook Edges and Insertings, open and close designs, worth \$1.30.

10,000 yards of Cambric, Swiss and Nainsook Match Patterns, from the market daintily pressed, starting at 5c. yard.

Wide, shiny ones, starting at 5c. yard.

Cambric, Swiss and Nainsook Ribbon Bands, used for ties, between tucks, starting at 3c. yard.

12-yard piece of Valenciennes Lace for \$1.25.

12-yard Cambric, Swiss and Nainsook Edges and Insertings, almost every width, for \$1.25.

1 to 3 inches wide, worth 10c.; special for 10-day, 9c. yard.

Colored Cambric Inserting, Red, Blue, Pink and Navy, 1 1/2-2c. yard.

35 and 40c. Cambric, Swiss and Nainsook Edges and Insertings, between tucks, worth 12c. yard.

Wide, Narrow and Medium Cambric Swiss and Nainsook Edges and Insertings, every width and design, for 12 1/2-2c. per yard.

New Lining Fancies. 50-inch Silk-Faced Tailor Linings, new pastel colorings, 65c. quality, 55c. per yard, 25c.

Wide Silk-Faced Italian Cloth, pastel colors and Black, sell for 30c. per yard, 25c.

Yard-Wide Merceized Taffeta, suited for collars, neckties, better than silk, and shows as well, all colors, 10c. per yard.

Black-Back Fancy Silks, neat patterns, the 15c. grade, 12 1/2-2c. per yard.

15c. French Percale, all colors and fast 10c. grade, 12 1/2-2c. per yard.

Best 15c. Shrunken Duck, Black, Slate, Tan and White, 15c. per yard.

The New Things in Dress Trimmings. Narrow Honiton Lace Edges, with silk fringe headings, in White, Ecru and Black, 20c. per yard.

Hand-Braided Silk and Honiton Lace, in White and Black and White, 60c. per yard.

Wide Black Braid and Lace Edge, in a handsome design, \$1.50 per yard.

Black and White Silk Applique Braid, to use over the new pastel shades, 50c. per yard.

15. China Mattings, 75 pounds to the roll, checks and close weaves, 9c.

25c. China Mattings, 85 pounds to the roll, close weaves, 12 1/2-2c.

50c. Extra-Fine Japanese Matting, carpet patterns, small and large effects, 17c.

50c. Heavy China Damask Matting, 100 pounds to the roll; colors, Reds, Greens, Blues, and Olives, all perfect, 25c.

15 Wilton Velvet Carpets, with or without borders, and halls and stairs, all new colors, Reds, Greens and Blues, 65c.

100 Tapestry Brussels Carpets, all new, for parlors, bed-rooms and hall and stairs, 65c.

60c. Tapestry Brussels Carpets, 50c. 50c. Best Floor Oil-Cloth, square yard, 25c.

60c. Linoleum, standard makes, 30c. 75c. Cocoa Door-Mats, 30c. 60c. Cocoa Door-Mats, 30c. 50c. Oil-Cloth Mats, 50c. 50c. Oil-Cloth Mats, 50c. 25c. Byrna Rugs, fringed ends, \$1.15.

Green Window Shades, 3x5 feet, mounted on good spring rollers, all fixtures, 22c.

Reasonable Linen. Hemstitched Damask Cloth, 2 new patterns, 25 yards, \$2.25. Napkins to match, \$2.25.

All-Linen Colored-Bordered Cloth, 2 new colors, \$1.25 each, 25c. per yard.

All-Linen Bleached Damask, 60 inches wide, 3 new patterns, 50c. value, 37 1/2-2c. yard.

60c. Pure Linen Satin Damask, extra heavy quality, 1 value, for 60c. yard.

Union Linen Huck Towels, hemmed ready for use, 3 1/2-2c. each, 8c. towel.

Pure Linen Hemmed Huck Towels, 12 new colors, \$1.25 each, 10c. towel.

Knotted Fringed Damask Towels for 12 1/2-2c. each.

25c. French Towels, double thread, extra-long size, 6c. value, for 13 1/2-2c. each, or 8 for 60c.

Single-Thread Turkish Bath Towels, 12 new colors, \$1.25 each, 10c. towel.

Unbleached Cotton Crash Travelling 17-8 yards, less than cost of making.

Black Taffeta, very heavy quality, full 36 inches wide, a splen \$1.25 old value, for 75c.

Crepe de Foulard Silk, in handsome Oriental polka dots, in Receds, Old Rose, National and Old Blue, 50c. per yard \$1.50

Satin-Finished Foulards, in stripes, dainty figures and polka dots, ranging in price from 10c. per 6 yards to \$1.25

Black Rhadimer Silk, a fine cord, evenly-woven silk, worth \$1.30, \$1.10 for

All-Pure Silk Black Taffeta, 19 inches wide worth 70c. 60c for

Panne Velvet, in the new pastel colorings of Corsica, in Receds, Light Gray, Receds, Black and \$1.98 White, for \$1.68

Crepe de Chine and Crinkle Crepe de Chine, in Black, White, Violet, Light Gray, Heliotrope, Old Rose, Light Blue, National, Old Blue and Castor, per yard \$1

All-Pure Silk Taffetas, in a complete line of the season's newest 75c colors, per yard 75c

Black Hemstitched Taffetas, 21 inches wide, excellent value, 75c for

The New Dress Silk, "Peau Mignonne," a soft and effective silk for entire Black, White and Tan in the new pastel colorings of Old Rose, Receda, Light Gray, Tan, Heliotrope, National and Old Blue, a \$1.25 \$1

Panne Velvet, in handsome Oriental Polka Dots of Tan, Heliotrope, Light Gray, National and Black, the newest trimming for dresses, per yard \$3.50

Black Taffeta, very heavy quality, full 36 inches wide, a splen \$1.25 old value, for 75c.

Crepe de Foulard Silk, in handsome Oriental polka dots, in Receds, Old Rose, National and Old Blue, 50c. per yard \$1.50

Satin-Finished Foulards, in stripes, dainty figures and polka dots, ranging in price from 10c. per 6 yards to \$1.25

Black Rhadimer Silk, a fine cord, evenly-woven silk, worth \$1.30, \$1.10 for

All-Pure Silk Black Taffeta, 19 inches wide worth 70c. 60c for

Panne Velvet, in the new pastel colorings of Corsica, in Receds, Light Gray, Receds, Black and \$1.98 White, for \$1.68

Crepe de Chine and Crinkle Crepe de Chine, in Black, White, Violet, Light Gray, Heliotrope, Old Rose, Light Blue, National, Old Blue and Castor, per yard \$1

All-Pure Silk Taffetas, in a complete line of the season's newest 75c colors, per yard 75c

Black Hemstitched Taffetas, 21 inches wide, excellent value, 75c for

The New Dress Silk, "Peau Mignonne," a soft and effective silk for entire Black, White and Tan in the new pastel colorings of Old Rose, Receda, Light Gray, Tan, Heliotrope, National and Old Blue, a \$1.25 \$1

Panne Velvet, in handsome Oriental Polka Dots of Tan, Heliotrope, Light Gray, National and Black, the newest trimming for dresses, per yard \$3.50

Black Taffeta, very heavy quality, full 36 inches wide, a splen \$1.25 old value, for 75c.

Crepe de Foulard Silk, in handsome Oriental polka dots, in Receds, Old Rose, National and Old Blue, 50c. per yard \$1.50

Satin-Finished Foulards, in stripes, dainty figures and polka dots, ranging in price from 10c. per 6 yards to \$1.25

Black Rhadimer Silk, a fine cord, evenly-woven silk, worth \$1.30, \$1.10 for

All-Pure Silk Black Taffeta, 19 inches wide worth 70c. 60c for

Panne Velvet, in the new pastel colorings of Corsica, in Receds, Light Gray, Receds, Black and \$1.98 White, for \$1.68

Crepe de Chine and Crinkle Crepe de Chine, in Black, White, Violet, Light Gray, Heliotrope, Old Rose, Light Blue, National, Old Blue and Castor, per yard \$1

All-Pure Silk Taffetas, in a complete line of the season's newest 75c colors, per yard 75c

Black Hemstitched Taffetas, 21 inches wide, excellent value, 75c for

The New Dress Silk, "Peau Mignonne," a soft and effective silk for entire Black, White and Tan in the new pastel colorings of Old Rose, Receda, Light Gray, Tan, Heliotrope, National and Old Blue, a \$1.25 \$1

Panne Velvet, in handsome Oriental Polka Dots of Tan, Heliotrope, Light Gray, National and Black, the newest trimming for dresses, per yard \$3.50

Black Taffeta, very heavy quality, full 36 inches wide, a splen \$1.25 old value, for 75c.

Crepe de Foulard Silk, in handsome Oriental polka dots, in Receds, Old Rose, National and Old Blue, 50c. per yard \$1.50

Satin-Finished Foulards, in stripes, dainty figures and polka dots, ranging in price from 10c. per 6 yards to \$1.25

Black Rhadimer Silk, a fine cord, evenly-woven silk, worth \$1.30, \$1.10 for

All-Pure Silk Black Taffeta, 19 inches wide worth 70c. 60c for

Panne Velvet, in the new pastel colorings of Corsica, in Receds, Light Gray, Receds, Black and \$1.98 White, for \$1.68

Crepe de Chine and Crinkle Crepe de Chine, in Black, White, Violet, Light Gray, Heliotrope, Old Rose, Light Blue, National, Old Blue and Castor, per yard \$1

All-Pure Silk Taffetas, in a complete line of the season's newest 75c colors, per yard 75c

Black Hemstitched Taffetas, 21 inches wide, excellent value, 75c for

The New Dress Silk, "Peau Mignonne," a soft and effective silk for entire Black, White and Tan in the new pastel colorings of Old Rose, Receda, Light Gray, Tan, Heliotrope, National and Old Blue, a \$1.25 \$1

Panne Velvet, in handsome Oriental Polka Dots of Tan, Heliotrope, Light Gray, National and Black, the newest trimming for dresses, per yard \$3.50

Black Taffeta, very heavy quality, full 36 inches wide, a splen \$1.25 old value, for 75c.

Crepe de Foulard Silk, in handsome Oriental polka dots, in Receds, Old Rose, National and Old Blue, 50c. per yard \$1.50

Satin-Finished Foulards, in stripes, dainty figures and polka dots, ranging in price from 10c. per 6 yards to \$1.25

Black Rhadimer Silk, a fine cord, evenly-woven silk, worth \$1.30, \$1.10 for

All-Pure Silk Black Taffeta, 19 inches wide worth 70c. 60c for

Panne Velvet, in the new pastel colorings of Corsica, in Receds, Light Gray, Receds, Black and \$1.98 White, for \$1.68

Crepe de Chine and Crinkle Crepe de Chine, in Black, White,