

We Open the Season With a Sale of Suits

*\$30 and
\$35 Values*

\$16.50

*Exclusive
New Models*



We need but recall our former openings and our record breaking price concessions—to realize what you all must expect of us today. Anticipating this and determining to outdo any achievements of the past we make an opening offering that, in point of excellence and style features, excels all past events.

These suits—and there are over a thousand—embrace styles that you'll not find elsewhere—models copied from Redfern, New Strand and Bond street suits, and the Fluffy Ruffles suits over which New York has gone wild.

The Materials are principally manish woolens in the new stripes and checks, with a sprinkling of Rombo broadcloths in all the newest colorings. These exclusive styles are strictly man-tailored—their beautiful lines are molded by hand stitches—they are full of dash and character and you will not find their equal elsewhere at \$30.00 or \$35.00. For the opening week only at \$16.50.

*This Opening Sale at both our
San Francisco and Oakland stores*

Owing to the tremendous price concessions we will be compelled to make a slight charge for alterations, but this charge will be made as small as possible and in accordance with the actual work done.



\$15.00 Hats as **\$9.75** *illustrated*

Two hundred beautiful hats—no two alike—every one of them a \$15.00 conception which we offer for our opening week at \$9.75. We illustrate three of these hats merely to give you an idea of the deft styles, artistic treatment and the high character of this splendid offering.

With the sole determination to make our Millinery Department not only the busiest but the most popular in the city, we have prepared offerings that will both surprise and delight you.

Beautiful trimmed hats at \$3.75 and \$6.50—impossible to duplicate at twice these prices and in an endless variety.

By all means visit our Millinery Exposition—compare our values with those you will see elsewhere, then spread the good news about.

Millinery at Fillmore Street Store Only



San Francisco

Fillmore and Ellis Streets

S. N. WOOD & CO.

The Largest Retailers of Apparel on the Pacific Coast

Oakland

Washington at Eleventh St.