

THE RESOURCES OF THIS GREAT BUSINESS



are a source of wonder to many of the uninitiated. At this moment five buyers are out of the city negotiating with manufacturers and importers in the trade centres of their special lines for merchandise that sooner or later will create sensations here; while the many steamboats and railroads centring here are daily delivering the many specialties offered here daily. To illustrate the advantages of such a store, we can best tell of a recent occurrence: A family of seven commissioned the only female member to buy for each a wedding present for a relative. With less trouble, delay, and expense than a scour of the city would entail, she bought under this one roof the entire seven presents, comprising a parlor table, a sterling silver salad set, an imported china fish set, a boxed set of table linens, a set of lace curtains, an Oriental rug, a carving set. It goes far to say that the assortment of each article was such as to make successful a sale of the entire seven articles.

One of the most potent features in the success of this house is

THE WEEKLY SALE OF MERCHANDISE OF WHICH THIS ADVERTISEMENT TELLS.

Extra Heavy Fine Weave Mattings

The durable China make, positively without seam and so perfect as to lay flat on the floor; not a stain or a blemish on them, and under ordinary conditions the kind sold at 22c. This lot comes in five patterns, full yard wide, which, through one of the chances of trade, we have bought to sell at 15c.

A Big Deal in Floor Oil-Cloths.

We doubt if there is another concern in these parts who would have signed a contract of such extent as was necessary to secure these Floor Oil-Cloths at this price. To sell new Oil-Cloths of a standard brand, in only the newest patterns, for one third less than the regular price is very unusual, but this deal gives us the opportunity. Have you seen it yet?

A Remarkable Offering. English Axminster Carpets 48c.

The Carpet manager has struck one of the richest things within his experience. A factory had a great quantity of one pattern only of a special make of Axminster Carpets, which he guarantees to wear as well as Smith's one-dollar-and-a-quarter Axminster Carpets. The pattern is a conventional medium tan ground floral pattern, and at the sale price is as great a bargain as the best Tapestry Carpets would be if offered for 25c. A yard. A Richmond hotel manager gave an order for five rooms of this carpet at first sight, as he appreciated its great wearing qualities in comparison with carpets usually sold at this price. There is enough here for a week's sale during ordinary times, but this sale should attract a great rush, and there is no telling how long our supply will hold out. The price is, a yard, 48c.

Samples of \$3 and \$4 Shoes of Finest Make for Ladies.

173 pairs of Sample Shoes, and you will all recognize that samples are made up of better material than shoes made up for regular stock as every manufacturer wants his samples to look as well as possible, and together with these there are six cases of so-called ready-made up for stock, forming an assortment of at least 1500 styles, and which it is impossible to fit every style in every size, therefore some styles in all sizes. This we know to be one of the most important offerings of \$1.98 Shoes.

Laces, Embroideries, and other goods.

Have you seen the wonderful of all the sweet new Laces? It has opened the eyes of many Richmonders to what glorious stock this store is carrying. A recent visitor to New York remarked it was more like New York than any store she had ever seen. A great many bargains, too, among all this collection.

100 UNDERSKIRTS, LOWERED PRICES.

100 Underskirts, lowered prices. These are the best quality, made in the most modern style, and are now being sold at a very low price. They are made of the finest material, and are very comfortable to wear. They are also very durable, and will last for many years. They are now being sold at a very low price, and are a great bargain for anyone who needs them.

Rug Sale. Sea Island Percale, as everybody will want some from this lot on account of its being of the very prettiest styles only of perfect goods. It costs usually, but will be sold this week at 7c.

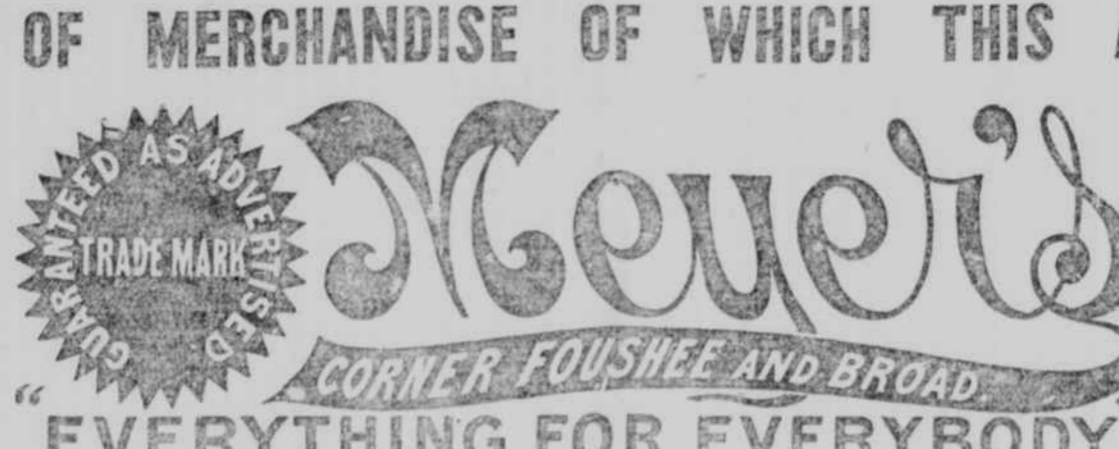
Domestic Goods.

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Hosiery.

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The Meyer Store



High-Priced Eye-Glasses

are a fallacy, or thousands of Richmond people can testify that they have been fitted here, and the glasses give as much satisfaction as those that have been three to four times our prices.

Dress Goods.

Men's Evening Shirts, attached collars and cuffs, highly finished, 25c. Men's Evening Shirts, attached collars and cuffs, highly finished, 25c. Men's Evening Shirts, attached collars and cuffs, highly finished, 25c.

Merino Underwear.

Judge the stock by these few items picked at random:

Some Good News About Black Dress Goods.

BARGAINS IN BLACK DRESS GOODS. Only 25c. for 30c. value. Only 25c. for 30c. value. Only 25c. for 30c. value.

Thin White Goods Always interesting news to the patrons of this White Goods stock.

REBIBONS FOR SPRING.

A month or two from now these Ribbons would bring just double these prices. But the ribbon-maker can't stand still, and this store never does. So here is a chance for those of you who will anticipate your Spring Ribbon wants.

HUMAN HAIR DEPARTMENT.

Ladies' Hair Switches, assorted shades, 15c. Ladies' Hair Switches, assorted shades, 15c. Ladies' Hair Switches, assorted shades, 15c.

Crepe Silks.

New goods at less than half price. Here are 500 yards of Crepe Silks, rich, heavy quality, a full yard wide, in light and dark Oriental patterns, which, through some trade chance, were thrown on the market at less than half actual price.

Bed Mattresses.

There has been a humberging about Mattresses, as prices charged have been according to how much a customer wanted to pay. We have changed all this by adopting strict business methods. Make large contracts and sell at the close Dry Goods profits. According to our best information these are fully 25 to 50 per cent. lower than these same qualities are selling for elsewhere.

Quality A Mixed Hair Mattresses.

Quality A Mixed Hair Mattresses, 40 pounds, covered with fancy ticking, our price \$12.50.

Quality B Mixed Hair Mattresses.

Quality B Mixed Hair Mattresses, 40 pounds, covered with fancy ticking, our price \$12.50.

The Meyer Store

3 Lots of Ladies' Tailored Suits.

Ready for Spring Suits, you may say, but wholesale tailors are willing to make great concessions in price if we keep them busy during the dull months of January and February. So these same suits, if we buy them in March or April, would cost us \$2 to \$5 more. Aren't you ready to accept this saving?

At \$9.98

are very stylish Double-breasted Suits, square front, silk-lined jackets, with plain tailor-made skirts to match, of Tan and Blue grade Venetian cloths.

At \$5.98

you will be surprised to see such stylish Suits. The coats are in two styles—fly front and double-breasted—of plain ladies' cloth, and you may choose from Brown, Blue, Gray, or Green. The coats are satin-lined, and the skirts have small buttons in back.

More of Those Phenomenal Bargains

In Our Great Furniture Department,

that have made this the most-talked about furniture store since our change of management in January. All prices have been reduced considerably since then, as we buy cheaper and sell for less all around.

Parlor that for magnificence

Tables of finish has never been excelled in any furniture store in Richmond, and, in fact, there are not as many Fine Tables altogether in all the furniture stores in Richmond. Listen to a few of the prices:

Basement Departments.

Basement Departments. These are the best quality, made in the most modern style, and are now being sold at a very low price. They are made of the finest material, and are very comfortable to wear. They are also very durable, and will last for many years. They are now being sold at a very low price, and are a great bargain for anyone who needs them.

Sample Sale Real English Jardinieres.

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Granite and Tinware.

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Woodenware.

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Cutlery and Silverware.

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Lamps and Globes.

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