

Two phases of this event during the opening days deserve to be chronicled in the annals of store-keeping.

FIRST—The response was most remarkable—a throng that shone with the spirit of optimism & faith in the public to recognize real, genuine, supreme bargain giving.

SECOND—The second phase proved the first, such selling records were never before recorded here, the response was brilliant and enormous.

# OUR GREAT SEMI-ANNUAL CLEARANCE SALE

## "THE SALE OF THE HOUR"

This great JANUARY MARK-DOWN SALE will undoubtedly prove the selling event of the hour in Dry Goods circles of Salt Lake City. A sale which is annually more eagerly awaited and looked forward to than any other sale of the entire season.

The Bargain offerings in this sale promise to eclipse all previous records, because of the exceptional merits of the sale inducements.

It's a matter of common record that the unprecedented weather conditions this winter have retarded mercantile business to a very pronounced degree irrespective of other well known financial reasons for an extremely backward season.

As a result the amount of merchandise we have for disposal is of a much greater volume than ever before in our history, and naturally the scope for selection among the season's most favored styles and patterns is greater and more varied than ever before.

**"CLEAR STOCKS" Regardless of Profits, Regardless of Losses!!**

Is the watchword here. We must effect an absolute clearance to be ready for the new Spring stocks soon to arrive, therefore,

Look for the Most Startling Sacrifices Ever Presented in Any Previous Clearance Sale.

All Ladies' & Misses' SUITS FURS AND COATS Half Price



SENSATIONAL SACRIFICE OF ALL SILKS, DRESS GOODS, DOMESTICS, LINENS, ETC., ETC.

Nothing Escapes Sacrifice Dress Goods, Silks, Trimmings, Linings, Hosiery, Gloves, Corsets, Laces, Ladies' Misses' and Children's Ready to wear Garments of Every Kind and Description, Baby bonnets, Jewelry, Leather Goods, Umbrellas etc. all marked at and below cost.

Regardless of Values are the Sale Prices on Domestics, Towels, Pillow Cases, Sheets, Flannels, Table Linens, Couch, Table Covers, Underwear, Handkerchiefs, Embroideries, Ribbons, Notions, etc.

All Going At and Below Cost.

Every article throughout the entire establishment is included in this sale. Don't delay. Come early Monday and witness the Greatest Sale Opportunities ever presented in Salt Lake City.

The most stirring sacrifices of the entire season will be found in this aggregation of high class merchandise picked from the best markets of the world and now sacrificed to carry out this store's relentless policy of new goods for each new season. Nothing allowed to accumulate here. No goods carried over from one season to another so out they go in this clearance sale.

# AT COST AND BELOW COST!