

OUR GREAT SEMI-ANNUAL CLEARANCE SALE

Begins Monday, June 29, at 8 a.m. sharp

A Sale with truly Phenomenal Offerings, Presenting Myriads of Chances for Substantial Savings and the most Wonderful Opportunities for Prudent Purchasers ever Presented in Salt Lake City.

GET READY FOR IT!

A Master Stroke in Value Giving Never Before Attained by Any Orther Store.
Wonderful Object Lessons in Practical Economy.

The most stupendous price-cutting campaign ever conducted in this city. One that will compel everybody to sit up and take notice. A campaign of underpriced selling of high grade merchandise that will prove a revelation in its quality features and an education in sale price standards. These amazing values are the result of overstocked conditions owing to a backward season and mean the sacrifice of thousands of dollars worth of merchandise

REGARDLESS OF COST

**Bargains
that out-do
all
Competition**

Dress Goods, Silks,
Linings, Trimmings,
Hosiery, Gloves,
Underwear,
Handkerchiefs,
Corsets, Laces,
Embroideries, Ribbons,
Notions, Jewelry,
Parasols, Leather
Goods, Etc. Etc.

**All Sacri-
ficed Regard-
less of Loss**



**The Greatest
Price
Cutting
Ever Made**

DOMESTICS,
HOUSEHOLD LINENS,
LACE CURTAINS,
DRAPERIES,
INFANTS' WEAR and
READY-TO-WEAR
GARMENTS
FOR LADIES, MISSES and
CHILDREN

**Now
Slaughtered
Below Cost**

**Supply Your Summer Needs Now Below
WHOLESALE COST.**

Here's store news of thrilling interest and of paramount importance to every woman who appreciates high class merchandise at terrific reductions. This store will be turned into a huge bargain booth. The bottom knocked out of all previous price standards. A perfect slaughter of desirable merchandise such as Salt Lake City has never seen before. No loss too great to effect a clearance. Nothing escapes the terrific price-cutting. Every item from one end of the store to the other, from cellar to roof is now offered without reserve without restrictions

AT AND BELOW COST!