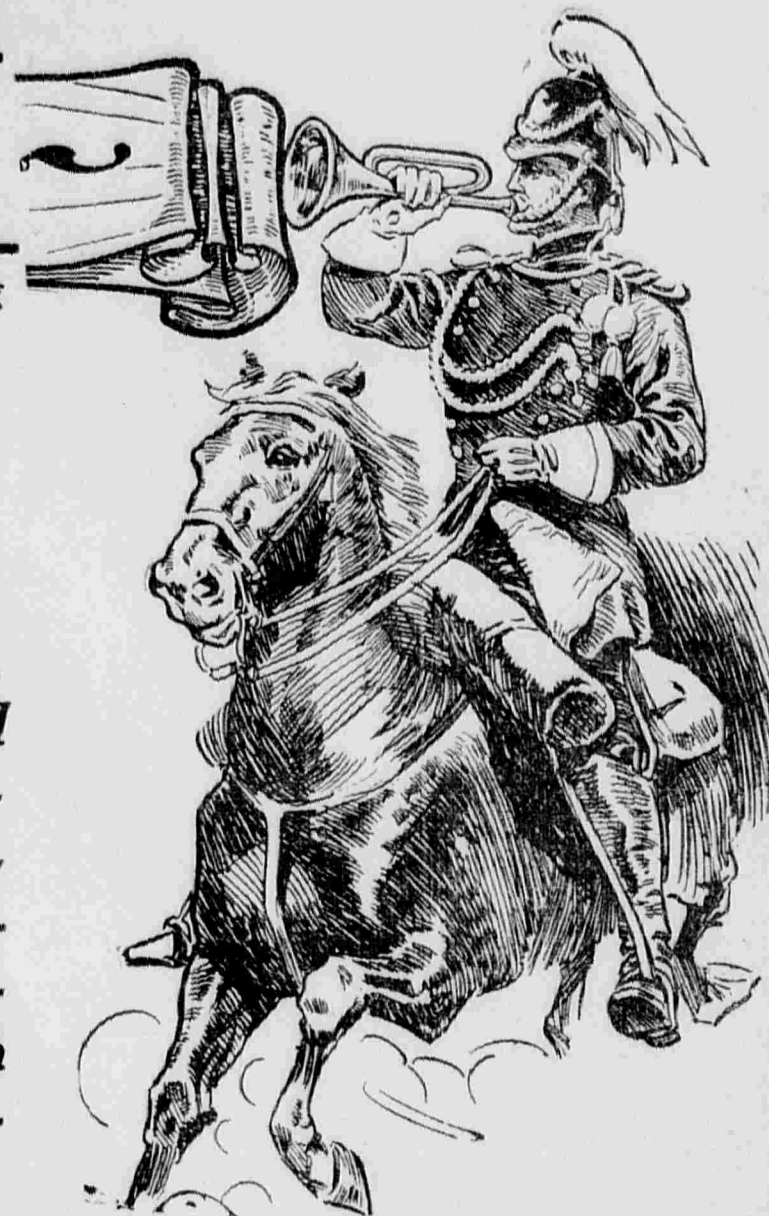


OUR GREAT SEMI-ANNUAL CLEARANCE SALE



BEGINS MONDAY JULY 1st AT 8 A. M.

And is Destined to be the most Colossal Sacrifice Sale, and the Greatest Money Saving Event ever Known in Salt Lake City.



JOIN THE CROWDS

For here is the greatest trade event that ever made its debut in this city. A stock reducing movement unparalleled in audacity. A sale that is bound to give our friends another proof of this store's aggressive leadership. ABNORMAL CONDITIONS MAKE ABNORMAL PRICE-CUTTING IMPERATIVE. Backward weather and continued rains have not been conducive to natural stock reducing, so we must force the selling by the alluring means of powerful, ruinous price-cutting and reckless sacrificing of high class merchandise. NOTHING IN THE ENTIRE ESTABLISHMENT BEING EXCEPTED.

EMPHATICALLY THE GREATEST SALE OF THE YEAR

In Ladies', Misses' and Children's up-to-date Stylish and Exclusive ready-to-wear Garments of every description.

A CHANCE TO DRESS WELL FOR LITTLE MONEY

A Perfect Harvest for
Economizers.

The weather man played sad havor with the stocks in this department. The stocks are simply enormous, making this garment clearance an event of the greatest magnitude. The sweeping reductions and terrific price cutting are absolutely imperative.

**HURRY TO SEE THE
MANY SURPRISES IN
STORE FOR YOU**



A MIGHTY SLAUGHTER

OF ALL

Silks, Dress Goods
Laces, Embroider-
ies, Wash Goods,
Household Linens,
Hosiery, Under-
wear, Draperies,
Domestics, Gloves,
Handk'chiefs, Par-
asols, Lace Cur-
tains Etc. Etc. Etc.

HELP US UNLOAD THIS TREMENDOUS STOCK of timely and seasonable
merchandise of high character.

When this sale starts on Monday, July 1st, it will usher in a sale of the greatest magnitude this city has ever witnessed. NO OLD STOCK. We clean up all stocks semi-annually. No carrying over of old merchandise from season to season. Thus you are positively assured that this stock about to be so recklessly sacrificed contains only the present season's daintiest, prettiest, newest and best merchandise the home and foreign markets afford; all of which is now offered at terrific sacrifice and without reserve. REMBER YOU HAVE

YOUR UNRESTRICTED CHOICE OF ANY ITEM IN THE
ENTIRE STOCK AND EVERY ARTICLE IS PRICED

AT COST AND BELOW COST