

Opening of New Store, 262-4-6
Main, Sept. 16th.

The Paris Millinery Company.

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OPENING OF OUR GRAND NEW STORE!

At 262-4-6 Main Street.

WITH THE Opening of Our Doors Monday, September 16th, Our New and Beautiful Store will be dressed in holiday attire, and within its Show Windows and Gay Interior will be displayed a GALAXY of RICH AND CHOICE NEW FALL and WINTER GOODS in MILLINERY, SILKS, COATS SUITS, CAPES, JACKETS, WAISTS, WRAPPERS, SKIRTS, FURS, HOSIERY, UNDERWEAR, GLOVES, CORSETS, LACES, NOTIONS, FANCY GOODS, NECKWEAR, UMBRELLAS, Etc., Etc. A Grand and Representative Showing of all that is New, Desirable, and Up-to-Date for Fall and Winter. We have chosen carefully; we're willing to stand before the bar of your judgment with both our goods and prices, feeling assured by the knowledge of facts that our goods are the best that money can buy, and our styles the highest that can be produced. Our prices are the lowest it is possible to name for such high class merchandise—and that we know will be your verdict.

Salt Lake's Foremost Millinery Display!

OUR OPENING DAYS

Of Fall and Winter Millinery are

Monday, Tuesday, Wednesday, September 16th, 17th, 18th.

Nowhere else is such a gathering of Millinery attempted. The NEWEST, PRETTIEST, and MOST BECOMING conceptions in Artistic Headgear are here in generous extent. The fashion authorities of both hemispheres were never better represented by a Western House. A most exquisite array of imported models, as well as the most dainty creations from our own workroom, await your approval. We have purloined Beauty and Style-Exclusiveness wherever found. We have copied, adapted, emulated from every recognized source, and the result is

There is So Much Prettiness and Charm That Choosing Becomes an Easy Task.

A CARD.

We have been fortunate this season in securing the services of one of New York's leading designers, Madam Cater, who will be remembered by her many customers as the most proficient artist in her line.

Gloves! Gloves!

The new Gloves for fall are here. All are of selected skins, soft and supple, conforming perfectly to the required shape. Stitchings are the daintiest and workmanship of the most superior order. We will show this season an immense variety of Best Makes.

CHILDREN'S DRESSES.

A nobby stock, fresh and captivating in styles and wonderful in variety and quality.

FUR JACKETS, COLLARETTES AND SCARFS.

A splendid variety to choose from, including hundreds of handsome effects.

Jackets, Coats, Automobiles.

We've planned and contrived to outdo the attractiveness of our past offerings, and not only the FASHION SEEKERS for the latest and best produced by the Master Makers, but also the thrifty who appreciate how well and cheaply things are done here, will find every want in Ready to Wear Apparel.

Children's Jackets and Coats

A truly elegant assortment of new, nobby styles in all ages.

We have the co-operation of the Best Sources of Supply in this country—thus frequently the season's best goods and choicest styles are available at less than their actual value.



ALL THE
VERY LATEST
DESIGNS
AND CREATIONS
ARE HERE.

Ladies' Suits.

In the selection of suits this season we have carefully studied the requirements of the prospective wearers and taken into consideration all tendencies of public fancy, each model in our large collection has a claim to its position there, has some feature, some merit, some price advantage, which makes it worthy of your attention.

Silk Petticoats

New autumn creations, embracing designs from the best foreign and American artists.

Ladies' Waists

A grand assortment of all the newest and nobbiest effects in Silk, Flannel and Cloth Waists.

Hosiery and Underwear.

We are Headquarters for Hosiery and Underwear; having bought in immense quantities, we are enabled to give you better and greater values in these goods—than anywhere else in this Intermountain Country.

Ladies' Dressing Sacques and Bathrobes.

An extensive line in large variety of styles and colors.

LADIES' WRAPPERS.

Our stock this season will comprise a large assortment of styles from the cheaper to the best.

Ribbons, Neckwear, Notions, Laces, Etc.

are now in the fullest and perfection of readiness. Remarkable buying opportunities have come our way and the shelves are a-bulge with values, in common, matchless, salient.

Dress Skirts.

The most magnificent variety of Silk and Cloth Dress Skirts to be seen in the city, handsome, rich effects, made of the best silk and in all the latest novelty cloths, all per and the shelves are a-bulge with values, uncommon, matchless, salient.

Mail Orders.
Promptly Filled.

THE PARIS MILLINERY CO.,

NEW STORE, 262, 264, 266 SOUTH MAIN STREET.