

OUR NEW YEAR'S GREETING TO ALL THE LADIES OF SALT LAKE AND VICINITY!

BEGINNING WEDNESDAY, JANUARY 2ND, AT 8 A. M. WE ANNOUNCE

OUR GREAT SEMI-ANNUAL CLEARANCE SALE

A STUPENDOUS AGGREGATION OF THE 20TH CENTURY'S GREATEST BARGAINS.

The opening days of this Great Stock Reducing Event will prove to be the greatest bargain fete ever witnessed in Salt Lake City. Owing to the unprecedented warm winter, our stocks have become so enormous as to make a clearance of the greatest scope and magnitude, imperative and peremptory.

Therefore the bargains put forth in this sale should test our selling capacity to the utmost limit and will positively demonstrate that we are offering the Greatest Merchandise Values ever put forth in this country East or West.

Here will be found values that will be welcomed by the Ladies of Salt Lake and Vicinity such as no previous sale has ever demonstrated.

We are determined not to pack away a single winter garment or fabric—that's a settled fact—no matter at what sacrifice it be gotten rid of and in order to accomplish our purpose, we will not hesitate at the most strenuous price-cutting, we will not pause in the presence of the most tremendous losses, we will stop at no legitimate, honorable means, to effect a complete clearance.

A visit here tomorrow will abundantly prove the foregoing assertion.

The sweeping reduction of prices in every department, opens up a vista of values in Women's, Misses' and Children's fine, finer and finest wearables and fabrics of every description such as the retail world has not before known, and in all probability will not witness again in many a day.

ALL

Dress Goods, Silks,
Linings, Trimmings,
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.
At and Below Cost.



GOING AT PRICES LOWER
THAN WE CAN REPLACE
THEM FOR!

ALL

Domestics,
Towels, Sheets,
Pillow Cases,
Flannels, Linens,
Couch and
Table Covers,
Underwear,
Handkerchiefs,
Embroideries,
Ribbons,
Notions, Etc.

HALF PRICE
ON ALL LADIES' AND MISSES'
SUITS. FURS. COATS ETC

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

GOODBYE TO ALL WINTER MERCHANDISE REGARDLESS OF LOSS!

NOW IS THE TIME TO BUY! NO ARTICLE IN OUR ENTIRE MAGNIFICENT STOCK IS RESERVED.

Sacrifices of the most startling nature will greet you in every Department and you owe it to yourself to take advantage of the Sweeping, Reckless, Price-Cutting in this Clearance Sale.

IT WILL PAY YOU TO BE ON HAND BRIGHT AND EARLY WEDNESDAY MORNING!