

Outing Flannels.

The best assortment of outing flannels ever shown, all desirable colors, stripes and checks, good heavy fleec, the kind you've always paid 10c for. This week...

Per yard, 8 1-3c



Extra Special Sale of Fancy Hosiery.

AT 29 CENTS A PAIR.

1,500 pairs of the latest novelties in Hosiery, both in colors and design will be placed on sale Monday morning. The lot includes plain and drop stitch hose, fancy checks, plaids, stripes and polka dots. Not a pair worth less than 50c.

Solid Gold Shell Rings.

An elegant assortment of four stone opal, gold shell rings, others set with beautiful imitation Rubies, Emeralds, Diamonds, Amethysts, Sapphires, Turquoise, etc., worth \$1.25. Warranted to wear for five years—

Sale Price, 50c.

New Fall Ribbons

The latest things in new fall ribbons including all the newest and prettiest effects in an endless variety of colors and styles.

All Silk Taffeta Ribbons 1 1/2 inches wide in all colors, 12 1/2c

Soft finish all silk wash Taffeta Ribbons, four inches wide per yard 23c

All double faced satin ribbons in all widths and shades will be sold this week at tremendous reductions.



Flannelettes.

An excellent grade of warm fleec-lined goods in all desirable colors for wrapper and house dresses at the special price of...

per yard 10c



THE SHOPPERS' PARADISE.

Great Waist Sale.



For this week's special selling we were fortunate enough to secure the entire output of two of New York's most prominent waist manufacturers at exactly half price, spot cash, and taking the entire stock without reserve were the powerful factors that consummated the deal. This purchase included this season's choicest productions in Silk, French Flannel and Fleece Wool Waists, made in the newest and most approved designs. At this writing the goods are not all unpacked, but will be all ready and placed on sale in our cloak room Monday morning at just

HALF REGULAR PRICE

\$1.50 For choice of large assortment of French Flannel and sateen waists. These are all beautifully made, come tucked, hemstitched and Soutache braid trimmed, or fancy trimmed Bolero or vest front style. Some would sell regularly for \$4.00.

\$4.48 For choice of elegant assortment of Taffeta Silk Waists. These come in every conceivable style and color and some would sell regularly for \$9.50. Don't miss this chance.

\$5.95 For Fine Taffeta Silk Waists. Made with hemstitching and fine tucks, with fancy strap trimmed front. All colors. Regular \$10.50 waists.

Specials in Handsome

Black and Colored Silks

We are now showing the handsomest collection ever exhibited at this store. The following are only a few of the many striking values to be found in this department:

A full line of new fancy Waist Silks and plain colored Taffetas in all the desirable shades. 75c

11.50 fancy black Waist Silks in striped, corded and figured designs. Special this week 95c

Rich Novelty Silks for evening and street waists in an immense variety of striking color combinations, per yard... \$1.25

TREMENDOUS

PETTICOAT VALUES.

25c for colored striped flannelette short skirts, deep hem.

50c for Saxony knit short skirts in all colors, bottom finished with fancy stripes and crochet edge.

\$1.35 for all wool Saxony yarn, knit or flannelette, short skirts. Knit skirts are finished with colored striped borders and flannelette skirts with ruffles trimmed with torchon lace. All colors.

\$1.25 for black and colored sateen petticoats, deep corded flounces.

\$2.25 for three styles of sateen petticoats, all colors, finished with pleated or corded flounce or narrow ruffles. All good values.

\$3.35 for beautiful mercerized sateen petticoats. Vandyke flounce over pleated flounce.

\$7.25 for black and colored taffeta silk petticoats, accordion pleated flounce trimmed with ruffles.

14.50 for black and colored taffeta silk petticoats made with Vandyke flounce with small ruche over gathered ruffles, also trimmed with ten-inch accordion pleating strap seam top and bottom.

16.00 for beautiful black and colored taffeta silk petticoats, some are made with narrow ruffles and lace and insertion trimming, others with deep corded pleated flounce and trimmed with colored ruche. A fine line to select from.

THAT IS THE ENVIABLE REPUTATION SO JUSTLY EARNED BY "SALT LAKE'S FOREMOST POPULAR STORE." Success Only Spurs us on to Greater Efforts. The General Public is Rapidly Learning that our Bargains cannot be Equalled Elsewhere in Salt Lake, that our Qualities are Higher and our Selling Prices Lower. For this Week we are Going to Outdo ourselves in Bargain Giving by Presenting a Succession of

Fair and Conference Offerings Extraordinary,

In Every Department, Which Will Both Delight and Astonish All Who Trade Here.

Fashions Favorite Dress Goods.

All our fashionable dress fabrics for the Fall and Winter of 1901 are now in. Many of the styles are exclusive here and not obtainable elsewhere and include everything that's new for street and house wear.

Oxford Zibelines New Basket Weaves
Camels Hair Venetians
Broadcloths Pebble Cheviots
Chalk Line Unfinished
Homespun Worsted

Scotch Cheviots, Granite Cloths, All Wool 36 in. Tricots, etc. 29c for per yard...

All wool Habit Cloths, Coverts, Cheviots and Granite-cloths, per yard... 48c

Whipcords, Satin Soles, Cheviots Vigoreux, Satin finished Venetians in all the popular colorings and mixtures, per yard... 59c

25 pieces new Camel Hair and Scotch mixed effects in plaids, Checks and solid colors. Regular value, \$1.35. This week special price per yard... 75c

\$1.00—Extra Special in Fashionable Fall

Black Goods.

\$1.00 Per Yard.

For this week we offer something unusual in fashionable new Black Goods.

We have gathered up a number of high class fabrics from our new Fall Stock. Fabrics that sold from \$1.25 to \$1.65 per yard and offer them as a Conference Special at \$1.00 per yard. They include:

46 inch Whip Cord, 46 inch Felt Cheviots, 46 inch French Serges, 46 inch Satin Soles, 46 inch Sicilians, 52 inch Handmade, Venetians, Black Perolas, Fall Weight Broadcloths.

\$1.00 Per Yard—\$1.00

Special Remnant Week

Fine Wool Remnants in Lengths

from 2 to 6 yards culled from early Fall selling. Among these you will find many most desirable patterns of Ladies' and Children's dresses at less than half original values.

9c—Extra Values in Dress Linings.

15c black, gray and brown Selesias, per yard... 9c

15c Percales in black and gray per yard... 9c

15c colored Percales, per yard... 9c

Our Lining department contains everything new and desirable in dress and waist linings in both medium and high grade qualities at our unusual low prices.

Special Prices on Wrappers and Eiderdown Robes and Dressing Sacques.

1.10 For percale wrappers, braid trimmed.

1.65 For fleece lined or percale wrappers, regular \$2.00 quality. Variety of styles.

2.25 For Angora Flannelette wrappers, elaborately trimmed with washable velvet ribbon or braid.

70c For Eiderdown Dressing Sacques, all colors, finished chochet edge.

4.50 For All Wool ripple eiderdown robe, red and navy, frog front.

Mail Orders Promptly Filled



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SPECIAL OFFERINGS FOR THE WEEK IN OUR CLOAK AND SUIT ROOM.



This is a season for variety of styles and novelties. Each day new ideas are added to our

Grand Assortment of Fine Coats and Wraps.

Newest Coats and Wraps.

\$1.00 For Children's Cloth Reefers.

\$1.00 For infants' short all wool eiderdown cloaks (slightly soiled).

\$2.50 For Children's heavy Boucle Cloth Jackets, regular \$5.00 to \$7.50 values.

\$2.85 For Ladies' short Kersey Cloth Jackets in black, tan and navy.

\$3.00 For Ladies' black Cloth Capes, regular \$5.00 capes.

\$4.00 For Ladies' jet and braid trimmed Plush Capes, regular \$7.50 value.

\$5.00 For Ladies' Electric Seal Cape. Regular \$8.50 value.

Ladies' New Tailor-Made Suits.

600 of them to select from in Norfolk, Blouse, Eton, Louis XV, Reefer. Tight fitting and vest effects. Materials include Cheviots, Coverts, Homespun, Broadcloths, Oxford, Velvets, Corduroys, Zibelines, Pebble Cheviots and Granite Cloths. Prices range from \$10 to \$50

WE QUOTE THREE PRICES FOR THIS WEEK'S SALE.

SUITS FOR \$13.50.

Ladies' handsome Tailor Suits in the new dip front blouse jacket style, made of Serge, graduated flounce skirt, colors, black, blue, castor or brown. These suits are not to be equalled anywhere in the city at the price.

SUITS FOR \$16.00.

Ladies' and Misses' swell tailor suits, two styles, made of serge or cheviot in black, brown or blue, either in blouse or reefer style. These come handsomely finished with tailor stitching and trimmed in variety of styles with satin, velvet or taffeta straps.

SUITS FOR \$23.00.

Ladies' swell Norfolk walking suits, also Eton suits, made in latest styles with new shape skirts. Come in castor, black, oxford, navy and green, fancy trimming of stitched bands of taffeta or cloth straps; all remarkable values.

Exquisite Showing of Newest Skirt Styles.

SEPARATE DRESS SKIRTS.

For \$6.50 You can have choice of 5 styles in dress skirts. These are made of serge, venetian, covert and cloth and all are correct styles, either trimmed with silk or satin bands or rows of tailor stitching, and come in black royal navy, castor, oxford, brown and gray. We show a most complete line at this price.

For \$12.50 You can have choice of three styles of taffeta silk dress skirts. They come either of solid tucks or plain, and are handsomely trimmed with liberty silk ruffle quilted ribbon trimmed ruffles or graduated tucked flounces.

TWO OF THE VERY LATEST STYLES IN WALKING SHIRTS.

For \$6.50 For heavy oxford gray cheviot skirts, graduated flounce trimmed with three wide stitched straps of same material.

For \$9.50 For well Corduroy skirts in tan and navy, deep flaring flounce trimmed with tailor stitching.

BOX COATS.

Ladies' 27 inch Box Coats in castor, tan and black, plain velvet or tailor stitched \$5.50 to \$25.00

Ladies' Automobiles in castor, tan, oxford and black, in all latest cuts and materials \$13.00 to \$35.00

Ladies' Raglans and Newmarkets in great variety of materials and colors. You can surely be suited out of our immense stock of these garments. We have them ranging in price \$13.50 to \$50

Remnants.

125 remnants of all mill ends of bleached and unbleached table linens at about half of their regular retail price. Some are slightly soiled, but all are perfect goods in every way. Lengths from 1/2 to 5 yards. Prices from 45c to 55

French Flannels and Waistings.

New Waistings in beautiful Persian and Dresden patterns. Oriental styles, dots, spots, stripes, etc. For fancy waists, house gowns, kimono, wrappers, etc.

50 pieces celebrated Duette Flannels in light, dark and medium colors, per yard... 20c

Gray twilled Oregon Flannels, excellent for under skirts and men's shirts per yard... 45c

An entirely new plain and striped French Flannel in the latest shades such as reseda, green, old rose, lavender, blue, red, gray, pink etc., per yard... 50c

French Flannel waistings in polka dots and stripes on light and dark grounds per yard... 65c

Very newest Persian and Paisley patterns, very rich designs on high grade French flannels, per yard... 90c

Big Sale of Sample Handkerchiefs.

No Two Alike.

150 dozen manufacturers' exquisite sample handkerchiefs in the choicest and prettiest patterns, were closed out to us at a mere fraction of their worth. Read the following and see the tremendous sacrifice prices at which we offer them:

50 Hemstitched and embroidered Linen Handkerchiefs reg. 10c values for... 5c

25 doz. Hemstitched Embroidered and lace edge Linen Handkerchiefs Regular 10c values for... 8 1/2c

35 doz. Pure All Linen handsome embroidered and lace edged Handkerchiefs, 20c grade, reg. 25c values for... 12 1/2c

25 doz. dainty lace edge fine hemstitched handkerchiefs, 25c grade for... 15c

35 doz. extra fine deep embroidery edge pure linen handkerchiefs some worth up to 50c for... 20c

5 doz. highest grade beautiful designs. Extra fine quality pure linen, embroidery and lace edge handkerchiefs, sold up to \$1.00 each. Special for... 55c

Conference Specials in Warm Underwear.

Boys' heavy weight fleece lined vests or drawers, plain, flat weave in mottled gray, value 60c, this week... 43c

Boys' ribbed fleece lined drawers, size 14 to 34, extra only, per pair... 23c

Children's camel's hair underwear, vests, pants and boys' drawers. A full line of sizes. Prices from 25c up to 60c, according to size.

Children's fine natural wool vests, pants and drawers, from 25c to 50c, according to the size.

Children's fine Jersey ribbed vests or pants, in white or natural, 54c any size for...

Children's heavy weight fleece lined union suits, open front, half open back, sizes from 2 to 8 years \$1.00, \$1.25, \$1.40.

Women's natural color wool vests or pants, flat weave and heavy weight, \$1.05 quality, reduced to... \$1.25

Women's pants or vests, Phyllis make, natural color and white, reduced from \$1.00 to... 69c

Women's ribbed mixed wool vests or pants, white and natural, reduced from \$1.25 to... 85c

Women's vests or pants, fine ribbed, white or natural, Norfolk and New Brunswick manufacture, reduced from \$1.00 to... 63c

Women's fine black wool vests, absolutely fast and stainless, pants to match, with a French cut band, reduced from \$1.25 to... \$1.00

At the Lace Counter.

Hundreds of yards of the very newest effects in trimmings and laces together with large and complete assortments of the latest styles in women's neckwear are offered at prices that insure great money saving.

Tuxedo veillings, 18 inches wide with silk chenille dots, good quality black or white... 15c

Plain Chiffon Veilling, good quality in assorted colors per yard... 20c

Chiffon Veillings with silk embroidered dots, very desirable, per yard... 45c

Black and white embroidered Chiffon, Applique Trimmings, the newest thing of the season, exceptional values at per yard... 45c

Black Silk Braid trimmings in straight and designs that can be separated per yard... 65c

Black Spangled Trimmings, choicest assortment from 10c to four inches wide... 65c and up

Neckwear. Embroidery top collars, finely worked 25 different patterns at... 10c

Point de Venise Revers Collars, Arabian and White excellent quality... 50c

Black Liberty Silk Neck Boas. A large assortment of the most becoming styles \$2.00 up

EXTRA SPECIAL CONFERENCE INDUCEMENTS IN LINENS AND DOMESTICS.

Blankets, Comfortables and Quilts in the Basement.

100 Comfortables, weight 6 pounds, size 62x72 inches, regular value \$1.50, special... \$1.20

50 Comfortables filled with pure white Rock Island cotton, covered with a good quality silkline, size 72x78, regular value \$1.80

Good quality soft fleeced sheet blankets, regular 70c 55c

25 pairs gray mixed wool blankets, regular \$2.00 quality, Special... \$2.20

An odd lot of pure all wool California blankets. They consist of white Vicuna, gray mottled, silver gray, and are worth from \$5.50 to \$7.00, Special... \$4.75

Bates' white crochet quilt, extra large size, regular \$1.65

1/2 size white crochet quilts, value \$1.00, Special, 75c

Extra Towel Values.

25 doz. good heavy unbleached Turkish towels, regular 10c

25 doz. heavy unbleached bath towels, size 22x45, regular 20c 15c

100 doz. bleached Initial Turkish Towels, size 20x38, regular 20c quality, Special 16 2-3 each, or 6 for \$1.00

50 doz. union linen huck towels, size 13x36, worth 20c 15c

Extra large fringed damask towels, worth 20c

White Goods.

Fine quality yard wide English long cloth, regular 18c grade, Special, for piece of 12 yards... \$1.50

Good quality of white nainsook, regular 15c quality, yard... 11c

Ready-made Sheets and Pillow Cases.

HEMSTITCHED.

100 doz. hemmed pillow cases, made of good quality soft finished bleached cotton. Size 45x36 10c

HEMSTITCHED.

Hemstitched sheets made of best quality sheeting, equal to Ullica Mills muslin in every way—

72x90 hemstitched sheets, regular price 70c, Special... 69c

81x90 hemstitched sheets, regular price 80c Special... 77c

90x90 hemstitched sheets, regular price 85c Special... 85c

90x90 hemstitched sheets, regular price \$1.00, Special... 89c

Bleached and Unbleached Muslins and Sheetings.

Good quality unbleached 5c yard

Extra heavy yard wide unbleached muslin, regular 7 1/2c yard

Heavy bleached muslin, full yard wide, good 8 1-3c value... 7c

Best quality bleached muslin, equal in every way to Fruit of the Loom or Lonsdale... 8 1/2c

30 inch good quality bleached cambric muslin, regular 10c grade, Special, yard... 8 1/2c

Good quality 9-4 bleached sheeting, regular 20c value, Special... 20c

42 inch bleached sheetings, 12c

46 inch bleached sheetings, 14c

50 inch bleached sheetings, 16c

54 inch bleached sheetings, 18c

6-4 bleached sheetings, 20c

8-4 bleached sheetings, 22c

9-4 bleached sheetings, 24c

10-4 bleached sheetings, 27c

Table Linens and Napkins.

56 inch bleached table damask... 50c

60 inch bleached table linen... 60c

70 inch all linen Irish table damask, actual value \$1.20... \$1.40

54 inch unbleached table linen... 30c

70 inch half bleached table linen, regular 60c value, Special... 45c

50 doz. half bleached loom die napkins, regular \$1.85 value, \$1.25 per dozen

25 doz. 1/2 size bleached napkins, regular \$1.95 grade, Special... \$1.50

25 doz. full dinner size bleached table napkins, regular \$2.50 value, Special, per dozen... \$2.50

Extraordinary Values in New Flannels.

Cream Domest Flannel, 25 inches wide and good weight, 64c

28 inch extra heavy twilled cream domest flannel, special price, 10c

1 yard wide bleached domest flannel, regular 15c grade, 12 1/2c

26 inch wide unbleached canton flannel, per yard... 64c

10 inch extra heavy unbleached canton flannel, regular 10c quality, per yard, only... 74c