DESERET EVENING NEWS: SATURDAY, DECEMBER 3, 1904.



LOW PRICES * VERY IMPORTANT FEATURE

This Page is Replete With Suggestions of Suitable Gifts for almost everyone, but we can give only a few hints as to the wide range of articles to be found here.

CHRISTMAS SHOPPING SHOULD COMMENCE NOW.



We Most Earnestly Request Lhat You Visit This Store When Doing Your "CHRISTMAS SHOPPING," CHRISTMAS STOCKS

NOW AT THEIR BEST

We have made Great Preparations for this Year's Trade in Christmas Handkerchiefs for Men, Women and Children.
Ornamental Articles That Make Splendid Assortments, Qualifies and Prices Are Unsurpassed. READ THESE ITEMS: Hemstitched cambric handkerchiefs, ½ and ½ Inch hems,
as GIFTS! Hemstitched cambric handkerchiefs, ½ and ½ inch hems, 50c Fine hemstitched cambric hadkerchiefs, ¾ inche hems, 6 in 65c Hemstitched cambric handkerchiefs, ¾ and ¼ inch hems, 75c
At random from our immense assortments, and can things that may be found here. All we ask is that we to offer, and then, after comparing values and bu will do considerable of your Christmas buying at
1.75 FANCY METAL ASH TRAYS, 25c AND FANCY PÉRFUME ATOMIZERS 35 cts AT PRICES UP FROM TRAYS, 25c AND TRAYS, 25c AND
 50 DAINTY LITTLE SILVER 50 DAINTY LITTLE SILVER 65 cts 65 cts 65 cts
 A LARGE NUMBER OF DIFFER. ENT KINDS OF PICTURE ALBUMS, \$8.00 \$2.00 TO MANICURE SETS OF FOUR PIECES, STERLING SILVER MOUNTED WRITING SETS OF FOURPIECES, @1.25
.65 STERLING SILVER \$1.25 MOUNTED PRETTY LITTLE PICTURES IN 75 cts Many Women Will Want a Pretty
100 BONNET BRUSHES, GOLD 50 Cts HANDLES 50 Cts If bought at this store it need not 125 SHOE DUSTERS, A CLOO
cts whisk brooms, oxidized HAN. DLES DLES 055 cts
INFANTS' COMB AND BRUSH SETS, SILVER MOUNTED 75 cts PLAIN and FANCY RIBBONS. INFANTS' TOILET SET, SILVER MOUNT. \$1.00 We are offering exceptional values in plain and fancy ribbons, which are suitable for Christmas fancy work. ED We are offering exceptional values in plain and fancy ribbons, which are suitable for Christmas fancy work. Fancy and plain ribbon, values up to 36e per yard.
Cts Cts HAND MIRRORS, GOOD BEVELED 65 cto Cts HAND MIRRORS, GOOD BEVELED 65 cto
Cts HAND MIRRORS, GOOD BEVELED 65 Cts PLATE GLASSES. GOLD LACQUER 65 Cts CHINA HAIR RE- CEIVER, METAL S1 50 H daintimess adds to a child's apparel, then every child ought to have a rest of the set. They are as delay and pretty as anything
COF COMB AND BRUSH SETS, NECKTIE CASES, HAND- WORK BOXES, MANICURE CASES, TOILET SETS, COLLAR TS, ETC. In many furs take effect this week. It would Durne of the sets and when this is done they again look as good as new.
and make your selection while the stock is matter of confidence. Why not buy your treats your confidence as a trust in its re- treats your confidence as a t
Angora fur sets, both mult and confirmmation in the function of the set is satin lined. Two styles, one with tinting and one \$1.98 without. Should sell for \$2.50. SPECIAL





CHRISIMAS HANDKERCHIEFS.
We have made Great Preparations for this Year's Trade in Christmas Handkerchiefs for Men, Women and Children. Assortments, Qualities and Prices Are Unsurpassed. READ THESE ITEMS:
Hemstitched cambric handkerchiefs, ½ and ¼ inch hems, 50c
Fine hemstitched cambric hadkerchiefs, ¾ inche hems, 6 in 65c
Hemstitched cambric handkerchiefs, ½ and ½ inch hems, 75c
Pure linen handkerchiefs, 1/2 and 1/4 inch hemis, 6 in box, 75c
Fine cambric handkerchiefs, % inch hems, hemstitched, 12 1.25 in box, per box, SPECIAL
Assorted embroidered cambric handkerchiefs, 6 in box, \$1.50
Fine assorted embroidered cambric handkerchiefs, 6 in \$2.00 box, per box, SPECIAL intermediated and the second s
LADIES' NECKWEAR.
A very complete line in both the cheaper and better kinds. The prices range from 19c to \$5.00. All fancy collars at 50c and above are neatly put up in a box made specially for the purpose, as it adds so much to their appearance as Christmas gifts.
We call attention to the exceedingly low prices placed on our collars, and especially to many of them which are handmade. Beautiful line of fancy cambric turnovers, at 15c 20c
and
"Buster Brown" linen turnovers, that are being worn 40c
ManyWomenWillWant a Pretty Handbag For Christmas.
If bought at this store it need not cost so very much. The most expen- sive sell for \$6.50. We have a par- ticularly strong line, in all of the newest effects, at
PLAIN and FANCY RIBBONS.
We are offering exceptional values in plain and fancy ribbons, which re suitable for Christmas fancy work. Fancy and plain ribbon, values up to 35c per yard
PECIAL
PECIAL

