

OUR New Pattern Dept.

MODES GLOVE-FITTING PATTERNS.

10c Each For Choice of 10c All Patterns.

The Best Paper Pattern Made and at the Lowest Price.

None better at any price, 25c, 30c, 35c and 40c patterns not excepted. We are prepared to prove this; come and see for yourself. All kinds at 10c, we make no distinction, but place the same low price on every suit. We took the agency for Modes Glove fitting patterns after we had looked over the field thoroughly and satisfied ourselves that this pattern is as good as, and in some respects better, than any of the more expensive patterns. Why pay more? It's certainly not necessary.



THE HOME OF GREATEST VALUES

Extends A HEARTY WELCOME TO the Salt Lake Public and the HOSTS OF CONFERENCE VISITORS.

Monday morning this popular shopping centre will be presented in its new garb. Departments will be moved about and enlarged, and we will be better prepared than ever before, in every particular to take care of our constantly increasing volume of business. "Progressiveness" has ever been our watchword, and it is with a feeling of great pride that we point to our latest improvements, Extraordinary Bargains will be the reigning feature that will mark this week's trading HERE.



15c Heavy all Linen CRASH TOWELING 10c.

2,000 yards pure linen Russia crash toweling, extra heavy, the finest in the market for roller and dish toweling, always sells at 15c.



CONFERENCE SPECIALS IN NEW Cotton Wash Fabrics.

Big variety of spring cotton challises, all colorings, per yard 6 1/2c. Striped and plaid Madras gingham in a wide range of colorings on light and medium grounds worth 16c, special per yard 7 1/2c. Dates mensurers in lengths from 2 to 10 yards, light, dark and medium colorings, all newest patterns, per yard 10c. Fine zephyr gingham in stripes, checks, plaids, and plain colors, excellent shirting and dress fabrics, special per yard 12 1/2c. Fine corded shirting Madras in all imaginable colorings and printings, specially selected for ladies' waists, and men's shirts, per yard 12 1/2c. SHEER BATISTES. Exquisite figured batistes in all the newest and daintiest printings and delicate floral effects, per yard only 12 1/2c. SHEER MUSLINS. Embroidered fancy Swiss muslins, every new coloring, beautiful embroidered effects, complete line. Value 25c, special per yard 15c. LACE STRIPE LAWNS. Beautiful sheer fabric with a combination of satin stripe and open lace effect, come in richest floral designs, all exquisite summery fabrics, special per yard 20c.

12 1/2c DRESS BATISTES 7 1/2c.

One case of this exceptionally good summer wash fabric, will be placed on sale this week at less than the wholesale price, always sells at 12 1/2c.

TABLE LINENS AND NAPKINS

Especially Low Priced for Conference Selling.

52 inch unbleached table damask, per yard 25c. 58 inch unbleached damask, look dice pattern, fancy figured designs extra good quality at, per yard 48c. 65 inch unbleached pure linen table damask, four patterns, special, per yard 65c. 72 inch half bleached damask, all linen, worth \$1.10, special 85c. 72 inch all linen silver bleached damask, worth always \$1.35, special, per yard 1.10. 22 inch full dinner size napkin to match above, at, per dozen 3.00. 66 inch full bleached pure Irish linen damask, three new designs just received, worth \$1.00, special, per yard 75c. 72 inch pure Irish linen damask full bleached, come in eight distinct new patterns, worth \$1.35, special, per yard 1.00. All linen damask breakfast napkins, per dozen 75c. 20 inch bleached dinner napkins, special, per dozen 1.00. Extra size bleached linen damask dinner napkins, special, per dozen 1.35. Pure Irish linen napkins, full extra dinner size, special, per dozen 1.65.

Table Linen and Napkin Remnants.

Hundreds of short lengths in Turkey red, unbleached, silver bleached and pure grass bleached table linens, just enough in each to make a single cloth. Cut to about half their actual value, per remnant— 45c to \$5.00

ODD HALF DOZEN NAPKINS. To be closed out at about half. Per half dozen— 35c to \$2.50

Special Towel Values.

300 dozen cotton towels, colored borders and fringed, special, each 5c. Hemmed half linen huck towels, worth 10c, special each 6 1/2c. 1532 colored bordered hemmed huck towel, worth 13c, special 8 1/2c. 20x40 Union linen huck towels, 16-2-2 value, special at 12 1/2c. 20x44 fringed unbleached Turkish bath towels, worth 16-2-3c, special 12 1/2c. 20x42 bleached Turkish bath towels, worth 16-2-3c, special 12 1/2c. 25x45 unbleached Turkish towels extra heavy weight and worth 20c, special 20c.

SPECIAL CONFERENCE SELLING OF DRESS GOODS AND SILKS.

There is no doubt about it. The best Dress Goods and Silk Values in town are to be found here.

Colored Dress Goods. 17c PER YARD for 34 inch wool crepe in all desirable colorings. 19c PER YARD for pretty new spring plaid dress goods. 25c PER YARD for 36 inch Henriettas, all the leading staple colors and black. 30c PER YARD for 36 inch granite cloth. 35c PER YARD for 38 inch Pebble chevot, all colors. 45c PER YARD for 36 inch all wool voiles in all the new spring shades. 50c PER YARD for new spring snow-dake suitings. 55c PER YARD for 44 inch all wool chevots in every desirable shade. 75c PER YARD for 50 inch all wool crash mixtures. 89c PER YARD for 44 inch imported French voiles in all the newest colors.

Black Dress Goods. 17c PER YARD for 34 inch black Jacquard suitings. 25c PER YARD FOR 34 inch black Armure. 35c PER YARD for 36 inch black pebble chevots. 55c PER YARD for 44 inch all wool black chevots. 60c PER YARD for 50 inch fine black brilliant. 65c PER YARD for 58 inch all wool black voile. 90c PER YARD for 46 inch all wool black etamine. 90c PER YARD for 48 inch all wool black basket cloth. 90c PER YARD for 46 inch fine black chevot serge. 1.25 PER YARD for 46 inch black imported Twine cloth.

SILK SPECIALS. 40c PER YARD for 27 inch natural colored pongee. 45c PER YARD for 19 inch very best Japanese wash silk. 45c PER YARD for 19 inch black and colored taffetas. 60c PER YARD for 19 inch oil boiled black taffetas. 70c PER YARD for 22 inch oil boiled black taffetas.

75c PER YARD for 19 inch best colored taffetas. 75c PER YARD for 32 inch colored pongee. 80c PER YARD for 42 inch handsome black silk grenadine. 90c PER YARD for 34 inch best quality twilled and satin foulards in dots and handsome floral designs.

Remnants of White Goods.

Hundreds of short lengths in sheer and heavy weight white cotton fabrics suitable for shirt waists, children's dresses, fancy aprons, under garments, etc. All lengths, and materials at—

REMNANT SALE PRICES.

MONDAY MORNING WE WILL OPEN

...OUR...

Muslin Underwear

Bargains for Conference. Ladies' drawers made of fine muslin, finished with a deep hem headed with tucks. 19c. Ladies' fine muslin drawers trimmed with fine embroidery. 25c. Ladies' drawers made in two different styles, one with a deep lawn flounce, the other with a pounce edged with tuchon lace, special. 39c. Ladies' fine muslin gown made in a full mother Hubbard style, with a tucked yoke. One to each customer. Special. 25c. Ladies' fine gown with a yoke of solid hemstitched tucks. 50c. Ladies' gowns in different styles, some trimmed with embroidery, and others lace. High and V. 69c. Ladies' corset covers made very full and of fine material, adjusted with draw string. 25c. Ladies' corset cover made of fine muslin and trimmed with very fine lace insertion and edge. 39c. Ladies' full length skirts, embroidery and lace trimmed. 69c. A fine white skirt with a deep flounce trimmed with fine Hamburg embroidery. And tucks, special. 85c.

Special Ribbon Values

Black, white and colored silk ribbons in widths from 1/2 to 1 inch and worth 7c and 12c. 3c. 1 1/2 inch all silk satin gros grain half ribbons in all colors. 10c. 2 inch high grade wash taffeta ribbons, all colors. 15c. 1 to 2 inches fine Liberty satins, satin taffetas, fancy white or black and white mix and satin ribbon, per yard 35c.

Hosiery

Women's black full seamless and stainless hose, per pair 8 1/2c. Women's cotton hose, elastic web, guaranteed stainless. 12 1/2c. Women's fancy lace stripe stockings, also plain black with double heel and toe for. 25c. Women's cotton and lisle thread stockings in fancy stripes, silk embroidered figures, either plain or drop stitch. THREE PAIRS \$1.00 FOR. Boy's 2 1/2 ribbed black cotton stockings, with double knees, heels and toes for. 12 1/2c. Misses' fine lisle ribbed stockings, lisle finish, double knees. 15c.

NEW, MAGNIFICENT "DAYLIGHT" DEPARTMENT

FOR THE SALE OF READY-TO-WEAR GARMENTS.

Making the largest and best appointed, exclusive room for the sale of Ladies', Misses' and Children's ready-to-put-on apparel in Salt Lake. No artificial light here, but a constant stream of daylight, making mistakes in the selection of colors and materials impossible. We celebrate the advent of this new acquisition by

SPECIAL PRICE-MAKING THAT WILL ASTONISH YOU.

Ladies' Suits

Hardly necessary to tell you that our prices are lowest. Most women know that from experience, here are style, quality and low prices with only brief description. Ladies' Venetian chic walking suits, black, navy, royal and castor. \$8.98. Ladies' oxford and light grey chevot walking suit, Norfolk trimmed effect \$10.00. Ladies' dress suit of green and gray, snowflake mixtures, collarless blouse, unlined \$11.95. Ladies' plaid silk piped seams, 13.95 very dressy garment. Ladies' broadcloth and chevot serge suit, black, navy and castor, new point cape, blouse and collarless new styles 16.50 and style skirts.

Handsome Suits for \$25.

Almost endless variety of styles and materials at this price. All very choice and chic suits, made after very high priced models. These are also extraordinary bargains, some are worth as high as \$35.00. None ever sold less than \$25.00. Choice for this week \$25.00

Dressing Sacques

Odds and ends in Flannelette Dressing Sacques— 50 cts. A few dark colors in outing flannel, various styles, some sold for \$2.25, choice while they last. 50c

MISSES' AND CHILDREN'S Ready-to-Wear Garments.

The new spring styles for the little folk are as jaunty and chic as they can be, never was there anything more appropriate for misses' and children's wear than this season's styles and never before were prices so low. Child's reefer made of all wool ladies cloth with slanted sailor collar, trimmed with Soutache braid, in all colors, ages 2 to 14, this week's price \$1.49. Child's silk Monte Carlo, 4 to 12 years, shoulder cape and entire coat tailor attached with white silk, special this week \$7.95. Child's suit of blue mixed suiting, ages 4 to 14 years, trimmed with fancy braid, collarless blouse, jacket, peraline lined skirt \$7.50. Misses' suits, 11, 16 and 18 years, in three styles of covert, granite, clambine and fancy mixtures in red, castor, royal and green, made in the new collarless effects, with stole front. Most remarkable \$11.00. Misses' wool dress skirts of Venetian, covert cloth and canvas weaves, in all desirable colors for skirts, best peraline lining, velvet faced, perfect fitting, special, choice \$2.25.

Spring Wrappers

Ladies' dark percale wrappers in all sizes, all made with full sweep flounced skirt, shoulders variously trimmed with ruffles and braid, regular price \$1.75. This week at. 98c

New Spring Coats

STYLISH TAN COVERT COATS \$5.95 FOR LADIES, MISSES AND CHILDREN. They're all the style and manufacturers are vying with each other in the production of pleasing effects. Our line of spring covert coats for \$5.95 is without a doubt one of the best, containing all the newest shades in covert, all lengths, all silk or satin lined throughout, neatly strapped, strictly man tailored. ANOTHER BARGAIN IN A NEW SPRING JACKET FOR \$3.25. Made of covert in tan and castor, light fitting back, fly front. Round silk lined, 30 inches long, double stitched seams, this week's \$3.25 special price \$2.25. LADIES' PEAU DE SOIE MONTE CARLO \$13.50. Collarless, inverted pleat back, collarless cape, stole front effect, trimmed with black and white braid, satin lined, an exceptionally good garment for the money. ONE SMALL LOT OF WINTER JACKETS, \$2.89. Black and castor, kersey, variety of styles, worth up to \$1.50. ONE SMALL LOT OF LADIES' WINTER CAPES, \$2.89. Black and castor, kersey, 27 to 30 inches long, tailor stitched, worth up to \$8.00.

New Skirts

LADIES' NEW WALKING AND DRESS SKIRTS \$5.75. Walking skirts of kersey and covert cloth, oxford, light grey, black and floyal, trimmed with straps, Van Dyke flounce effect or knit flare. Dress skirt of covert, Venetian, and cheviot, in castor, oxford, light grey, black, satin piped seams, braid and button trimmed. Some fancy strapped styles. NEW ETAMINE DRESS SKIRTS \$3.50. Yoke effect trimming of taffeta folds, seams trimmed with grape applique, good peraline drop lining, very dressy skirt. ODD SIZES IN DRESS SKIRTS FOR \$5.50. Made of chevot serge in black, trimmed to suit stout figures, with taffeta folds. Full assortment of extra large sizes in other styles in all materials from \$4.50 to \$12.00, made to fit the largest.

Petticoat Sale

GINGHAM PETTICOATS 65c. Dark lace stripe effect, deep flounce, corded. COLORED SATEN PETTICOATS 50c. Mercerized saten and Moire in dark colors, deep accordion pleated flounce. BLACK MERCERIZED SATEN PETTICOATS, \$1.98. Handsome skirts, variety styles, trimmings and flounces, some sold as high as \$3.00, all lengths. SILK PETTICOATS \$5.00. Black and colored, hemstitched, corded and pleated ruffles, about six styles, all colors. Most remarkable offer for this week only.

THE FIRST COLORED Shirt Waist Sale of the Season

Monday and week as long as they last, we will show some extra values in shirt waists. We gathered them in four big lots and cut the prices less than half. All good styles and colors, all sizes. Lot 1—20c. Black and white and blue and white striped gingham and dimities, variety of styles, worth up to \$1.00. Lot 2—49c. Gingham, chevot, mercerized oxford, in pink, blue, rose and grey stripes, dots and figures. Variety of styles, worth up to \$1.50. Lot 3—\$1.00. Colored oque, chevot, dimity, and mercerized gingham, madras, lawn, etc. Some beautifully trimmed with lace medallions. Worth up to \$3.50. Lot 4—\$1.50. Handsome mercerized oxfords, striped grenadine gingham, lawns, dimities, etc. Are in very good styles, large assortment to choose from, worth up to \$5.00.

Laces and Neckwear

COTTON TORCHON LACES, up to five inches wide in all new patterns with insertions to 5c. POINT DE PARIS laces and insertions in a variety of patterns and widths, worth 7c. special, per yard 10c. CHIFFON APPLIQUES in blacks and white in a variety of pretty styles, including separable medallions in widths from 1/2 to 2 inches and worth up to 6c per yard, special per yard 25c. NEW VAL LACES. A fresh shipment just received containing many new and effective patterns, worth 60c by the dozen. 25c. SILK AUTOMOBILE STOCK COLLARS AND TIES, fancy silk braid trimmed, assorted colors, worth 50c, special only 19c. TOP COLLARS, in immense assortments, hemstitched, lace trimmed, all white, white and ecru and white and black. 20c and up. EVERY VENETIAN LACE JACKET COLLARS, pretty in design and very shapely, special 75c. LIBERTY SILK NECK RUFFS, in pretty styles, accordion pleated and tubular ends worth \$1.85 \$2.50, special.

Kid Gloves

The New Easter Shipment Now in MONARCH GLOVES for reliability, style, fit and finish. All the newest effects and colorings, are to be found in this glove and considering the special points of merit, the price is indeed moderate at \$2.00. THE CELEBRATED PALAIS ROYAL AND DEBRY GLOVES, both high grade real kid gloves, Paris point or embroidered finish, all new spring shades, \$1.50. A new importation of medium weight, Paris point, shapely, serviceable street and shopping gloves in all the newest desirable shades, at extra special offering \$1.00.

SEND IN Your Mail Orders and avail yourself of These Prices.