

OUR LOW PRICES ARE EVERYWHERE DISCUSSED.

House Furnishings.

WE HAD a big week. According to promise, prices were reduced simply to get the department and the people acquainted. The many buyers expressed appreciation of the low prices. One lady said she saved \$2.50 on an article priced elsewhere at \$5.00. Suffice it to say we have the goods—and the prices are reasonable indeed. We have concluded, therefore, in view of the popular feeling as to our Introductory Sale, to continue the reduced prices throughout the coming week. We are anxious to get the advantages of the department before the people.

Oriental Dens & Corners

We are prepared to execute all orders on the fitting up of cosy corners, Oriental dens. Experienced men will advise with you as to the proper display of Draperies, Hangings and Ornaments, and furnish estimates as to cost.

1,000 KHUS KHUS FANS, perfumed and most beautifully worked, with tinsel heads, beetles' wings, and spangles. The native root, from whose branches these fans are made, are called in Latin CASCARA SAGRADA, a well known chemical preparation. The natives claim a healthful influence is exerted by the presence of these fans in any household.

Our price is 35c, 45c and 65c
Magnificent pieces of all heavy silk embroidered antique Hazara Phularies Draperies. Ladhiana mixed colors, beautiful Palm Leaf Embroidery Curtains. Richly colored Cotton Perknahad Print Curtains. Blue Dehli Glass Phulcarri Lambrequins, from \$4.50 to \$5.00 each
An enormous assortment of Spear Heads, Battle Axes, Maces, old Rifles, Helmets, Cuirasses, necessities for the completion of cosy corners, from \$1.25 to \$10.00

Upholstery Department.

SPECIAL—If your Furniture needs re-covering, this offer will appeal to you: We will re-cover set Furniture (five pieces), consisting of one Sofa, two Easy and three Small Chairs; polish frames, cord and gimp, and make them look like new, with any piece of Tapestry Damask, Velour, etc., in stock, up to \$25.00 yard, for \$23.50
WE WILL furnish slip (or dust) covers for the same number pieces of Furniture, of striped English Damask, and guarantee a fit for \$11.50

Shoe Department.

SHOES—As the days pass by since our opening it is more clearly demonstrated to us that the ladies of Salt Lake City highly appreciate our efforts in placing at their convenience a shoe department where they can be fitted as perfectly as in the largest stores in this country. To accomplish this great effort has occasioned years of study into the requirements of women and children in their daily walk. The shoes we wish to talk about are the best kind—the kind that gives grace and style and adds elasticity to the step. In these extensive selections children have not been overlooked. The little "toes" and the older sons and daughters are provided with beautiful Boots, Shoes and Slippers in black, white and colors, from the tiny ankle tie to the most comfortable Button and Lace Boots. Our Misses' and Children's Orthopedic lasts with comfortable heels give an elegance to the foot produced by no other manufacturer.

Our composite lasts for boys', youths' and little girls' Shoes, in all the leading line leathers, fit as the tailor-made garments should, and will be a welcome competitor to the slattern styles often worn by the young boys and youths.

To the ladies we wish to say that our lines of Fine Boots, Shoes and Slippers are not surpassed by any Shoe house in this country, and equaled by few. This is strong, but the lines justify it.

Our Women's Fine Boots and Shoes, in all ideal kid, carrying the Louis Quinze, Military and Cuban heels, are of the most attractive patterns in the market this season, and will be in style until every well dressed lady is wearing them.

Gloves.

THIS DEPARTMENT has having nice trade. Here we lead as in other departments—in style, variety and quality. Ladies' Street Gloves, in brown and tans, all sizes, \$1.25 and \$1.50

Domestics.

This department is attracting widespread attention. Economical buyers now realize that in Domestic, Sheetings, Wash Goods, Linens, Comforts, etc., which find place in every home—articles of which are always being purchased—that we are without a peer, the lines being larger, the selections better; therefore, the qualities dependable, and the prices the lowest in the city, we are having tremendous sales here, and buyers are delighted.

(Housewives will appreciate this.)
BED TICKINGS, from the plain blue to the choicest fancy patterns down to 10c.

36-INCH PERCALES, all light colors 94c
(An early Monday morning visit will pay.)
A FINE large assortment of Pillow Cases from 9c and up.

(To appreciate the goods they must be seen.)
GOOD SHEETS, 63x 90 and 72x90, at 50c

LARGER AND finer ones, hem-stitched and plain hemstitched, at 60c, 65c, 75c and 85c

HEAVY TWILLED SHIRT-INGOS, in Red, Blue and Black 10c

(Careful buyers are not disappointed in our store.)
EXTRA WIDE and Heavy American Blue 94c

Calico 5c
(What do you think of these prices?)
BEST CALICOES—Simpson & Sons, American Indigos, Merrimacks, etc. 5c

(A big bargain.)
BEST TULE DU NORD GINGHAMS. Remember all of our Gingham are put up in small pieces. The advantage in this to customers is that whatever you buy is exclusive, and you will see no one on the street wearing a dress like it. (No wonder our prices occasion talk.)
LAZARRE GINGHAMS, wonderful selections. Every buyer of these goods has praised our line. No line in Salt Lake compares. (Nothing like it.) 8c



GREATER BUSINESS THAN WE ANTICIPATED.

ALTHOUGH IN BUSINESS LESS THAN THREE WEEKS we find public sentiment has undergone a complete change as regards prices at our store. In the homes—among school teachers—crowded into little gossip on the street—sources of comment wherever women congregated—indeed in all directions our low prices evoke expressions of surprise.

Around the heartstone—everywhere—the wish prevails that the city is sufficiently large to

Comforters.

SATIN QUILT, colored, full size and fringed. It cannot be bought from the manufacturers for less than \$2.25. Only 100 on hand, and while they last you can buy \$2.00

This price is lowered because of certain advantages obtained in buying, and to get you to our store to see other inducements when prices and goods are compared.

SATEEN COVERED COM-FORTERS, all choice patterns \$1.00
(You can always find more—even at special sales.)

STITCHED COMFORTERS, all nice patterns \$1.25
(Quite a reduction. Come and see.)

A BEAUTIFUL line of Summer Comforters, light and dark patterns, \$1.50 and \$1.75
(You can always depend on our prices and goods. No misrepresentation.)

ANOTHER LINE of Comforters, satin faced and silk bordered, a decoration for any bed \$3.00
(Our low prices attract big crowds daily.)

A VERY large assortment of El-derdown Comforters, silkline and silk, from \$5.50 up
(We make good all promises. When you see a price advertised you can depend on it.)

Wash Goods.

31-INCH FIGURED BATISTE, all new color-ings 15c
(Every price represents a saving to you.)

AN ELEGANT assortment of Lace Stripe and Embroidered Lawns 20c
(We are glad to have shoppers surprised when the goods are examined and prices noted.)

A FULL LINE of Imported Dim-ities, the latest designs, and endless quantities 25c
(Reductions at previous sales elicited many words of appreciation.)

AN ELABORATE assortment of Embroidered Swisses 25c
(These prices do not represent all of the bargains which we offer. Low prices on many things not quoted.)

31-INCH FIGURED Persian Lawns, all latest designs and ample selections 30c
(We advertise facts. The buyers are beginning to see that we make no misstatements.)

White Goods.

India Linens, Persian Lawns, India Dimities, French Batiste, French Organdies and Swisses at Specially Reduced Prices.
(The goods are all marked low. Examine the line. No high prices.)

make possible the success of our store.

We claim that it is, and its present volume of business substantiates the claim—dependable goods—the very lowest prices—the friend-ship of the whole people—through these mediums success is attain-able.

It will be observ-ed that our ad-vertisements are conservative; we present truthfully to the people certain reduc-tions. In every case the offerings are bona fide.

Boys and Children's Suits

No branch of our business has interested mothers more than Suits and Dresses for the little folks. We are headquarters for furnishings for the little ones—lines complete in every detail. Here low prices prevail, and mothers are quick to take advantage of the opportunity. Every article is good—Suits, parts of Suits, Dresses—everything for children and little men and women is worth the money.

BOYS' KNEE PANTS SUIT, in double-breasted Norfolk, new single-breasted belt and three-piece Suits, made of finest homespun worsteds and mixtures; also in Black and Blue Serge, Little fellows' Sailor and Russian Blouse, from 2 1/2 to 3 years. OUR LINE of Wash Suits and Pants, in Russian Blouse and Sailor styles, is now complete. Our Suits start at \$1.00, and for the finest grade made, \$13.50

SPRING STYLES in Youths' and Boys' Soft Hats, from 75c to \$2.50. Boys' and Youths' Madras Shirts, 50c.

BOYS' SCHOOL STOCKINGS, triple knee and double sole, black ribbed Hose, we place on sale at 15c to 25c per pair.

LADIES SUMMER VESTS, in cotton, lisle and mer-cerized silk, lace trimmed and in all colors. A large line to select from at 50c

These are but a few of the good things which we have to offer. We carry a complete line of up-to-date goods, all of which we sell at correspondingly low prices. You are assured full value for the money on all Hosiery and Underwear.

Misses and Girls' Out-fitting.

SUITS, JACKETS of silk, covert, pique, Bedford cord and voile, to fit little misses from 1 to 12 years. Prices run for each garment from \$1.50 to \$25.00

GIRLS' DRESSES, Sailors, Norfolk, Russian Blouse and Peter Thompson styles, in all colors, such as Tan, Black and White, Red, Blue, Green and White, for ages to start at 3 years to 18 years; each, \$1.25 to \$25.00

Suits and Skirts.

A RARE SHOWING of Costumes, Suits, Coats and Separate Skirts. Every garment is in our own de-cided styles. To appreciate our novelties and original ideas in these garments they must be seen. Lined and Unlined.
Our Suits run in Silk \$150.00
(Sizes from 14 years to 40 inches bust measure.)

Men's Outfitting

South Entrance To the Left.

This department carries the largest line of Fine and Medium Goods west of Chicago. It is beginning to rule stylish trade. The immense stock embraces such varied selections that it is a satisfaction to in-spect goods and finally get what you want. You will be advised as to what is suitable for wear and sale made according to what you wish to spend. We want you to feel you can depend on the department for assistance in matters of correct attire.

If you have trouble in the fit of your collar, don't forget to try our one-quarter size collar. It cannot miss.

Palamas for men and women, in all silk and silk and linen. Also carried in plain cotton and linen.

Night Shirts for big men at little prices. Night Shirts for little men at smaller prices.

Handkerchiefs in plain and fancy linen, in the latest patterns. Also silk in plain and fancy borders at prices that will suit everybody.

Bath Robes with Bath Slippers to match. A very useful article for both men and women.

Don't forget our custom made Shirts. Leave your measure now for your Summer Shirts.
(In all matters pertaining to stylish attire we lead—and in reasonable prices, as well.)

Our Shirt and Shirt Waist factory executes special orders. A satisfactory fit.

Hosiery and Underwear.

South Entrance, First Aisle North.

Attention is directed to the extraordinary line of Hosiery—a line so complete in beautiful selections as to awaken admiration—a line carefully and critically selected, embracing as it does the most de-sirable patterns of the season. Already a big trade is experienced at the Hosiery counters—for no such selections and qualities for the money are offered elsewhere.

WE CARRY the famous Eiffel Black Hosiery, silk finish, double sole, elastic top, put up four pair in a box, which we sell at \$1.00
(You can depend upon our hosiery.)

ANOTHER QUALITY, three pairs in box, silk finish, Maco split sole. We offer this bargain at the reduced price of \$1.00
(You will be glad you bought these goods.)

Laces.

A FULL LINE of Antique and Cluny Laces, in dif-ferent widths, suitable for wash materials, from 50c to \$3.00

Ribbons and Ribbon Bows

MAGNIFICENT SHOWING of Ribbons in every conceivable color, weave and style, in domestic and imported novelties. Special for this week, 4-inch Fancy Ribbon, yard 20c
RIBBON BOWS, in all the newest creations for Easter purposes. They run in prices from \$2.00 each to \$12.00

Corsets.

OUR STOCK of Corsets in styles and figures is as complete in every stock in the country. All Corsets are fitted by a pro-fessional corsetiere. Perfection is assured. Each, 50c to \$25.00

Parasols and Umbrellas.

WITH A NEW Gown and Hat a new Parasol or an Umbrella is needed. They are made of Pongee, Linen, Chiffon and fancy Taffeta; each, \$1.10 \$25.00

Notions.

FAN AND LOCKET CHAINS, in pearl, coral, dull jet, turquoise, amber and gun metal 75c

CHILD'S WHIST BAG in brown, gray and black with leather trim-ming with gilt and silver trim-ming 25c

LADIES' WHIST BAG, silk lined, with inside pocket; gray, black and brown morocco and seal leather 75c

PEARL AND TURQUOISE VEIL PINS, three for 25c

TORTOISE BRAND Shell Goods. Back Combs, Side Combs, Bar-rets and Pompadour Combs, reg- 35c

LATEST NOVELTIES in Shirt Waist Watch Fobs in oxidized silver and seal leather, trimmed in gun metal and gold, \$1.25, 50c and 25c

SHIRT WAIST SETS in pearl hand painted china, Natsuki and oxidized silver 35c

Art Goods.

VERY PRETTILY STAMPED Laundry Bags, in all colors, with cord and tassels, 25c to 75c

HANDSOME ROMAN Cut Work Scarfs, scalloped or hemstitched edge, 40c and 65c. Also Pillow Shams, scalloped or hemstitched edge, 35c, 50c, 65c and 75c

VERY Dainty DESIGNS in square and round Center Pieces for 25c, 50c, 65c and 75c

Neckwear, Veils, Etc.

We invite inspection of these unsurpassed lines. Splendid assortments of Boas are shown. A beauti-ful line of Stole effects in black, black and white, and all white, as well as Cape Ruifs with long tabs reaching nearly to the floor is shown. They are dif-ferent and more stylish.
We offer for the week an admirable selection in pure linen, hemstitched embroidered handkerchiefs. They are just the thing—from 25c to 50c.
We call your attention to our ready made Veils. CHIFFON VEILS, hemstitched border, 1 1/4 yards long 60c
DOTTED CHIFFON VEILS, 1 1/4 yards long 80c
CHIFFON VEILS, with figured border \$1.00
These all come in black, white and colored.
HAND MADE EMBROIDERED VEILS, black and white, \$2.50 and \$5.00 each.
CHIFFON VEILS, with real lace border, in black and white, \$2.50 and \$5.00 each.