

THIS GREAT SALE WILL BE SET IN MOTION MONDAY, JUNE 27th, AT 8 A.M., AND WILL UNDOUBTEDLY SCORE THE GREATEST RECORD-BREAKING CLEARANCE SALE EVER ATTEMPTED.

A TERRIFIC PRICE BOMBARDMENT

Of the Most Magnificent and Best Assorted Stock of Desirable Summer Goods ever brought to Salt Lake.

Free Tickets to the
WORLD'S FAIR
Coupons with each
50c cash purchase

All Summer Goods Knifed to the Core

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WORLD'S FAIR
Coupons with each
50c cash purchase

We have secured for this sale extra experienced sales people, and extra delivery wagons, so that customers will experience no delay in being waited upon.

July must bid good-bye to heavy summer stocks and no loss is considered in this Great Sacrifice Clearance Sale. Great stocks of most seasonable merchandise must be reduced at any cost. They are too big by half, and come what may

GOODS SOLD FOR
CASH ONLY!
IN THIS GREAT SALE.
No Approvals. No Exchanges.
No Samples.

WE MUST TURN THIS DESIRABLE STOCK INTO CASH.

SILKS, DRESS GOODS
WASH GOODS AND DOMESTICS
—AT—
**CLEARANCE SALE
PRICES**

ALL LADIES' AND MISSES'
SUITS
HALF PRICE

A Delicious Refreshment,
Iced Orangeade
Will be Served Free to
all visitors during this
Great Clearance Sale.

ALL SILK AND CLOTH
JACKETS
HALF PRICE

VOILE, ETAMINE, PANAMA
AND BRILLIANTINE DRESS
AND WALKING
SKIRTS
HALF PRICE

AT COST and 'Way Below Cost.

Entire Stock of
SILKS, DRESS GOODS,
LININGS, WASH GOODS,
TABLE LINENS,
NAPKINS, TOWELS,
SHEETS, SHEETINGS,
PILLOW CASES,
DOMESTICS, CURTAINS,
DRAPERIES, NOTIONS,
LACES, RIBBONS,
FANS, PARASOLS,
UMBRELLAS,
TOILET ARTICLES,
LADIES' HOSIERY,
FANCY NOTIONS,
Etc., Etc., Etc.

NOTHING RESERVED.



TREMENDOUS SACRIFICE

Of Entire Stock of
SHIRTWAISTS,
SHIRTWAIST SUITS,
SKIRTS, PETTICOATS,
WRAPPERS, SACQUES,
SILK COATS, NECKWEAR,
HOSIERY, CORSETS,
GLOVES, TRIMMINGS,
Ready-to-Wear GARMENTS,
INFANTS' WEAR,
UNDERGARMENTS,
BABY BONNETS,
LEATHER GOODS,
HANDKERCHIEFS,
EMBROIDERIES,
Etc., Etc., Etc.

NOTHING RESERVED.

THERE IS A MAGIC POWER THAT IS IRRESISTIBLE;

THE POWER OF PRICE.

ALONE IT IS MIGHTY; but backed by the Reputation of this Popular Store it becomes paramount. Like an Alpine Avalanche sweeping every thing before its path, the power of price coupled with the merchandise to back it up and our Sterling Reputation back of that, must move stocks mountains high. This magic moving power has been applied to every item in our entire establishment and we promise you the most startling money-saving revelations in this sale, excelling anything ever before heard of. This great sale will attract an army of thrifty buyers throughout the week, every department reveals rare and unequalled values, that shrewd shoppers will be quick to appreciate. The lots will travel fast. They can't help it. The prices are too extraordinary. Past experience has taught the Salt Lake public the importance of our clearance sales, the high quality of our merchandise and the terrific sacrifices we resort to, in order to make our Great Clearance Sales successful.

Promises Are Good, But Performances Are Better.

And while we promise a great deal in this announcement yet, well, wait for our performances Monday we have no end of pleasant surprises that will delight and astonish you.