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Salt Lake City's Greatest Store.

AND NOW COMES OUR



GREAT ANNUAL SPRING SALE!

Shoe Dept.

Here is a department that has kept us busy this spring. Shoe selling has become a great pleasure with us, our makes are all so well known that the sale is half made as soon as we show the goods. We are going to save you some money this week. A dollar or two on a pair of shoes is quite an item, isn't it? Well, look at these prices and see if we are not right.

Ladies' Fine Kid Button Shoes, reg. price \$5.00, this sale \$2.50.
Ladies' Fine Kid Button Shoes, reg. price \$3.75, this sale \$2.00.
Ladies' Fine Kid Button Shoes, reg. price \$3.00, this sale \$1.50.
Ladies' Fine Kid Button Shoes, reg. price \$2.50, this sale \$1.00.
Misses' Fine Kid Button Shoes, reg. price \$2.00, this sale \$1.00.
Misses' Fine Kid Button Shoes, reg. price \$1.50, this sale \$1.00.
Misses' Fine Kid Button Shoes, reg. price \$1.00, this sale \$1.00.
A SPECIAL BARGAIN—
One Lot Misses' Fine Kid Button Shoes, usually sold for \$3.00, this sale only 25 cts.

Children's Fine Kid Button Shoes, reg. price \$2.50, this sale \$1.25.
Children's Fine Kid Button Shoes, reg. price \$2.00, this sale \$1.00.
Children's Fine Kid Button Shoes, reg. price \$1.50, this sale \$1.00.
Children's Fine Kid Button Shoes, reg. price \$1.00, this sale \$1.00.
Ladies' Fine Slippers, reg. price \$4.00, this sale \$2.00.
Ladies' Fine Slippers, reg. price \$3.50, this sale \$1.75.
Ladies' Fine Slippers, reg. price \$3.00, this sale \$1.50.
Ladies' Fine Slippers, reg. price \$2.50, this sale \$1.25.
Men's Fine Shoes, Lace, Congress or Button, reg. price \$5.00, this sale \$2.50.
Men's Fine Shoes, Lace, Congress or Button, reg. price \$4.00, this sale \$2.00.
Boys' Fine Shoes, reg. price \$2.50, this sale \$1.00.
Boys' Fine Shoes, reg. price \$2.00, this sale \$1.00.

These are bargains we can't promise again in a hurry, so you had better come quick.

Carpets and Rugs.

We might take the whole price to describe the stock in detail—too much of a stock to describe in this small space, but if any of these prices catch your eye, then will be a scrambling to get here before the crowd.

Smith's Moquette Carpets (sewed) at \$1.00 per yard.

Actual Carpets (sewed) at \$1.75 per yard.

Irish Carpets from 25 cts to \$1.00, worth double.

A lot of Remnants of Carpets in beautiful designs, suitable for small squares or art squares, at one-half regular price.

A beautiful lot of art squares at 20 per cent discount.

We have headquarters for CURTAINS, and this department is revelling in the thousands of a Curtain Sale. With the prices we are making for this week, this is bound to be one of the greatest sales of our store. Madras Curtains, 20 per cent discount; Silk Curtains, 25 per cent discount; Nottingham Curtains from \$1.00 to \$3.00 a pair; Brussels, Irish, Felt, Embroidered, Moulins, Bagdads, etc., at special prices; also Japanese and China Drapery Silk.

COMMENCING

Monday Morning, May 18th,

AND CONTINUING FOR THREE FOLLOWING DAYS.

We will hold our Great Annual Spring Cash Sale. Special Inducements will be offered in the following departments: Dress Goods, Cloaks, Millinery, Notions, Gloves, Boots and Shoes, Clothing—Men's and Boys—Carpets, Wall Paper, Curtains, Etc.

The Biggest Stock Of Dress Materials Anywhere in the West.

An emphatic fact! No such display, no such richness, no such variety anywhere else, counters and shelves piled high with all the latest novelties. The stock is just in its spring time glory—here it is May, so everything goes in this great cash sale. Here are some values that will crowd the store in no time, and prices that will bring no trade from all over Utah.

BLACK AND COLORED

Dress Goods.

Thousands of yards of beautiful black and colored Dress Goods will be on hand for the women who will come for them. Such a chance to buy dress stuff doesn't come often, and you can rest assured that shrewd buyers will take advantage of this offering. Better come early.

50 pieces 40 inch all wool Henrietta, regular price \$1.10, this sale 75c.

40 inch all wool Henrietta, regular price \$1.10, this sale 75c.

40 inch all wool French Serge, regular price 75c, this sale 45c.

42 inch Black Crepon in new and fashionable weaves, regular price \$1.00 this sale 50c.

All wool French Henrietta in black and colors, including a range of shades, regular price from 50c to 65c, this sale 25c.

54 inch all wool Check Dress Goods, regular price \$1 and \$1.25, this sale 75c.

An elegant line in all wool Novelty Dress Goods, regular price 50c, this sale 25c.

Beautiful Silk Crepon, regular price 50c and 55c, this sale 15c and 35c.

All our Cheviots, Storm Serges and Plaids go on sale at sweeping reductions.

Silks! Silks! Silks!

We have marked silk so low for this May Cash Sale that you will wonder how they can be made for such little money.

30 inch Black India Silks, regular price 40c, this sale 25c.

20 inch Colored India Silks, regular price 40c, this sale 25c.

27 inch Black India Silks, regular price 75c, this sale 45c.

37 inch Colored India Silks, regular price 75c, this sale 45c.

Beautiful Figured India Dress and Waist Silks, all new patterns, regular price 50c, this sale 45c.

26 inch all Silk Eru Pongee, regular price 50c, this sale 27 1/2c.

White Figured Pongee Silk, regular price 50c, this sale 30c.

Beautiful Black Gros Grain Silks, splendid value at \$1.50, this sale \$1.00.

25c One Lot REMNANTS OF SILKS at just one-fourth regular price.

Wash Dress Goods.

We have done a lot of talking about our Wash Dress Goods, and judging from the quantity we have sold, people have listened to us. Piles and piles of beautiful Organza Dimities, Challies, Ginghams, Scotch Zephyrs, etc. go in with this great cash sale. Don't blame us if you wait too long for these prices are very tempting.

Dimities, regular price 12 1/2 yd, this sale 14 yards for \$1.00.

Dress Duck, regular price 15c yd, this sale 12 yards for \$1.00.

Zephyr Ginghams, regular price 15c, this sale 12 yards for \$1.00.

Challies, regular price 12 1/2 yd, this sale 12 yards for \$1.00.

Crepons, regular price 15c yd, this sale 12 yards for \$1.00.

Scotch Zephyr, black and white plaid, regular price 25c, this sale 15c.

Double Width Serges, regular price 15c, this sale 12 yards for \$1.00.

Wool Challies, regular price 15c, this sale 12 yards for \$1.00.

All Staple Prints in stock, this sale only 5c yard.

Don. Flannels, this sale 5c.

Outing Flannel, this sale 5c.

Cheviot Shirting, this sale 5c.

Apron Gingham, this sale 5c.

Remnants of DRESS GOODS in wool, cotton and linen, Serges, Cashmere, Lawns, Dimities, Grenadines, Madras, Batiste and Organdies at ONE HALF REGULAR PRICES.

Children's Mull Bonnets.

Regular price 50c, on sale at 10c.
Regular price 75c, on sale at 15c.
Regular price 1.00, on sale at 20c.
Regular price 1.25, on sale at 25c.
Regular price 1.50, on sale at 30c.
Children's School Caps, 10c each.

These are bargains you won't see again in a twelve month, so bring the little ones along early and get first choice—good things like these don't last very long.

Ladies' White Aprons, regular price 25c, on sale at 10c.

Ladies' White Aprons, regular price 50c, on sale at 25c.

Ladies' Gingham Aprons, worth 25c, in the great sale 10c for 25c.

Notion Department.

Special Values in GLOVES, and a big stock this year than ever before. Gloves are a specialty with us. Those kinds of women are trying to make for their gloves—more than we charge for the best quality—no trade, but during this May Sale we offer each value as follows:

Ladies' a Button Kid Gloves in black, regular price \$1.00, this sale 40c.

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Don't Blame Us

If you are not here in time to get a Stock of our clearing of Ladies' Silks, Separate Skirts and Silk Waists. There has been no department in this great big store more busy than ours during the past three months. The values we have been offering have sold in lots of goods, and we will make a still further reduction of 10 per cent on all we have left.

Jackets and Capes.

Will be needed for some time yet and we will offer special reductions on everything in stock.

One-Third off on all Tea Gowns.

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