

36,000.00 DOLLARS

Worth of Jewelry at Wholesale.

WE HAVE BOUGHT THE LYON & CO. STOCK OF GOODS at much below the manufacturers' cost price, have moved it into our store and will begin there on Monday, June 6th an unparalleled sale, from the standpoint of values we will give. The Lyon & Co. Stock consists of jewelry and kindred lines selected from makers of high grade goods and we are able to present to our patrons a collection of highly artistic merchandise manufactured by the best known houses in America at prices no competition can approach.

The Stock invoiced \$36,000.00 and will be offered at discounts ranging from 20 to 50 per cent from regular retail prices with some special lines which will be closed out at even larger discounts.

AT HALF PRICE.

Lines that will be sold at half price are as follows:
All Silver and Ebony brush goods and all toilet accessories, Manicure sets, silver and gold mounted garters, suspenders, girdles of various swell designs from \$5.00 to \$30.00 each, Belt buckles and belt pins, beautiful sterling silver picture frames of various styles and sizes and a large line of silver novelties.

GOLD CHAINS.

Ladies' and Gent's gold chains will be sold at 20 per cent discount. Plated chains and jewelry will be sold at 33 1-3 per cent discount.

STERLING SILVER.

All Silver hollow ware and flat ware, not including tea spoons, table spoons, dessert spoons, and forks and dinner forks will be sold at 33 1-3 per cent discount.

All dozen pieces excepted above will be sold at \$1.00 an ounce actual weight.—We wish to state that the patterns carried by Lyon and Co. are unusual because of their being the most expensive made by Reed & Barton and Gorham Mfg. Co. and comprises the "Five Flowers," "New Versailles" and other famous patterns which cost at whole sale \$1.25 an ounce. Our offer to close out these exquisite goods at \$1.00 an ounce is without a parallel, we believe, in the jewelry trade of the country.

The sterling hollow ware is strictly high class and will interest buyers of beautiful and durable wares.—We have pieces and sets ranging in price from \$1.00 to \$1000.00 each on sale.

CLOCKS.

There are about one hundred handsome clocks ranging in price from \$1.00 to \$85.00 each. Many of them are fine French clocks highly ornamental, also a quantity of wall clocks for the office, all going at 33 1-3 per cent discount.

UMBRELLAS AND CANES.

Lyon & Co. had an exceptionally swell line of umbrellas and canes and all will be sold at 33 1-3 per cent discount.

100 High Grade Leather and Silver Bags, Purses and Card Cases worth from \$4.00 to \$20.00 each will be sold Monday morning at 9 o'clock at your choice \$1. Only one to a customer.

WATCHES.

The stock of watches is so well assorted that it would be difficult to quote prices on individual pieces and we have decided to allow a uniform discount of 25 per cent from any watch in stock.

All the standard makes of movements and cases are represented and our personal guarantee accompanies every time piece sold.

SILVER PLATED WARE.

This line is of such standard makes as Reed and Barton, Meriden Britannia Co. and other makers of high grade goods.

All tea sets and hollow ware will be sold at 30 per cent discount.

Lyon & Co. brand triple plated knives and forks \$3.00 a dozen regular price \$5.00.

All Rogers 1847 and other brands of table flat ware will be sold at 30 per cent discount from regular retail prices. The stock includes everything.

GOLD AND DIAMOND JEWELRY.

This line is extremely artistic and high grade. The scarf pins, brooches, sleeve links, bracelets, lockets, lavaliers, and rings invoiced about \$9000.00 and there is not one piece that does not do credit to the manufacturer. This line will be sacrificed at 33 1-3 per cent discount from the regular prices.

CUT GLASS.

\$1,500.00 worth of beautiful cut glass will be sold at 33 1-3 per cent discount. This line is well selected and comprises everything desired in a home.

DIAMONDS.

We will sell about seventy-five diamond, ruby, emerald, pearl and sapphire cluster rings and brooches that range in price from \$100.00 to \$400.00 each and at 33 1-3 per cent discount. We will state that at these prices not one piece can be duplicated at wholesale because of the recent advance in gems.

The Lyon Stock is being shown in their original cases in the center of our store complete as invoiced before moving it. The sale will be handled systematically and as comfortably for all as the great demand will permit.

This stock cannot be sold in a day, a week or a month, but will be sold before the prices here quoted will be withdrawn. It must be converted into cash.

Leysons
JEWELERS.
236 MAIN ST.
SALT LAKE CITY.

Our profit is the percentage below wholesale that we purchased the stock. Your profit is the ordinary retailer's profit, which we sacrifice.

Sale commences at 9 o'clock Monday morning, June 6th, at our store, 236 South Main St.