

 Is novely consists in a little ring of when to which one end of the chiffon is makered, this being fastened on top the hat, covering the trimming. The chiffon is cut to a given distance through the center making it available for veil and scarf.

Many effects can be obtained in these

imported models.

The woman who is clever will-dis-own original ways of wearing them.

Mourning veils show variety and the are many smart effects that are metally intended for young women. then the widows' yeils are made rear becoming and are draped over the kenst in soft, graceful effects.

The crepe-bordered heavy brussels set vell is to be the popular idea for the face.

COLLAR TOPS.

A pretty line of fine collar tops of reptional values which show slight facts of frequent handling, is offered regardless of former prices-for Mon-tay-at only 9 cents.

## NUFFS-FOURTH OFF.

Just a few beautiful ruffs are left in the and black slik chiffon trimmed flogy in liberty slik ribbon. All the her spring fashions are shown. The number of the weak of the weak at ONE-FOURTH REDUCTION.

We are glad to have you come in whether you want to buy or not. Some une you will,

The Basement Section will yet sur-Mise the public. The surprise will serve in popularize it.

SPECIAL ATTENTION IS PAID TO MAIL ORDERS. SEND IN ORDERS.

WE ARE GLAD TO HAVE OUT-OF-TOWN VISITORS INSPECT THE



cheviots, storm serges and fancy mixtures. The most pronounced styles in the walking suits show a smart jacket, 24 and 26 inches long, including a very attractive Eton and Blouse Jacket.

The trimmings show braid in black and gold with touches of embroidery.

Skirts that will just clear the ground will be in high favor. The dress length skirts come mostly in the soft, clinging materials. Prices range from \$9.75 to \$95.00.

HAVE A SPRING LOOK.

SUITING MIXTURES.

In the heavier materials varieties of styles are shown, indicating the newest spring styles. The widths are 38, 44, 50 and 54 inches wide. Popular prices: 50, 60, 75, 85 cents, \$1.00,

BLACK DRESS GOODS.

A large range of weaves of the latest and newest effects in Volles. Mohairs. Etamines, Granites and cloths of all kinds. The widths are 38 to 59 inches. Popular price: 59, 65, 75,

MOHAIRS FOR PLAIN AND FANCY SHIRT WAIST SUITS.

This stylish material will be much worn this season. The fact that it is so well estab-lished in New York is convincing evidence that it will be in great demand throughout the country. A variety of styles is displayed in black and colored fancy dots and stripes. The widths are 38, 45, 50 and 54 inches. Popular prices: 65, 75, \$1.00, \$1.25, \$1.50 and \$2.50.

VOILES IN PLAIN AND FANCY WEAVES.

SILK AND WOOL CREPE.

DRESS

SPIRING

ing of swell kilted effects. 



NEW

\$1.25 and \$1.50.

\$1.00, \$1.25, \$1.50 and up to \$3.50.

lates the beginning of Spring trade. We invite a comparison of variety, choice styles and prices.

HAVE A SPRING LOOK. SPRING

## FANCY SILKS FOR SHIRT WAIST SUITS.

noon and evening wear. These fresh and charming new dresses

are made by the foremost manufacturers of this country, including many

shoulders, many of the sleeves running entirely over them, even to the

collar band. The skirts are very full, some falling from a yoke, others be-

The most noticeable features among the suits shown are the sloping

This early exhibit will be very interesting to Salt Lake ladies.

We are showing hundreds of styles in the newest effects. in invisible Checks, Taffetas, Louisines, Messelines, small seeded effects and the pin stripes. Popular prices: \$1.00, \$1.25

FOULARD SILKS FOR SHIRT WAIST SUITS.

They will be more in vogue this season than heretofore. Anticipating a demand for these delightful fabrics many beautiful styles have been purchased in Navy and Black grounds, with small polka dots, as well as colorings in small floral designs. Popular prices: 75c, \$1.00 and \$1.25.

## SHANTUNG AND PONGEE SILKS.

Both the American made power loom Pongee and the hand made foreign Shantung will be very scarce and higher in price within 60 days' time, as the demand in the east is exception-ally large. We show these beautiful silks which are suitable for waists and shirt waist suits in 19, 23, 27 and 34 inches, in plain embroidered at 75, \$1.00, \$1.25 and \$1.50.

WHITE JAPANESE SILKS FOR WAISTS Because of the war prices have materially advanced. Having bought early we are in position to sell at old prices. This material is especially desirable for wash shirt waists and the widths are 20, 23, 27 and 36 inches. Prices: 39c, 50c, 65c, 75c, \$1.00 and \$1.25.

The new lines showing the latest spring shades are ready for inspection. There are plain colors and changeable effects. Three grades are shown at these popular prices: 58c, 85c and \$1.00. COLORED TAFFETA SILKS.

HAVE A SPRING LOOK.

In white and colors in combina-tions of lace and embroidery are shown in the Art Section.

HAVE A SPRING LOOK.

Spring Hosiery

On Monday we will sell Misses' ribbed Hose for 12%c.

Center Pieces

Handsome New

HAVE A SPRING LOOK SPRING

Millimery Opening Next Wednesday.

Ladies' crushed leather, all shades, at 25c, 35c, 50c, 60c, 65c, \$1.25 \$1.65, \$1.85.

Girdles in silk, all shades, gilt or gun metal buckles, plain or trimmed, at 65c, 75c, 90c, \$1.25, \$1.35, \$1.50, \$2.00, \$2.75.

GOODS.

A better idea of the completness of the line may be had from our window

display.

One beauty of our store is that goods are so placed that they can be seen to advantage.

When in the store--if you have time--visit the Basement Section. Interesting bargains can always be picked up down there. Even if you do not con-template a purchase go down and look

NEW The last few days have brought to us all the new ideas that the market affords in belts, from the inimitable and only original "Buster Brown" belt to elaborate girdles in black, gilt, gilt trimmed, gun metal, cut steel, etc. The crushed effects are here also in all shades of leather and silk. The prices, too, are interesting, because



For a naity dress nothing approaches these voiles. An exceptional scope of styles in the newest weaves and colorings await your inspection. The widths are 28 and 43 inches. Popular prices: 60, 65, 85, \$1.00, \$1.25, \$1.50 and \$2.50. The width is 42 inches and come in black and all colors. Being soft and thin it is one of the choicest cloths for spring wear that will be shown this season. Popular prices: \$1.25. 

beautiful creations, which are of the most pronounced ideas of the season. Moderate prices will prevail. HAVE A SPRING LOOK. New and Exquisite Laces

happens to be wrong right it right quick-is a rule we hold to.

HAVE A SPRING LOOK.

Complete lines are now displayed. The lines comprise everything that can

KNIT CORSET COVERS in high neck and long sleeves and low neck

work to keep the people aware of the

Stylish Ready-20-

Wears.

The Millinery Section will place, on

sale Monday a line of which we are

particularly proud, being as it is, the

most fashionable exhibit of the kind

that we have submitted to the public.

Neat dressers will be charmed with the

and Hosiery

Underwear

be thought of.

and no sleeves.

fact.

So popular are laces that those to be worn this season throughout the world represent in value the wealth of an empire. We are showing every kind in vogue for millinery and dress purposes -sheer vals, Lierre, Oriental and net frop laces. The widths are from two inches to eighteen inches and the prices

range from 15 cents to \$2.50 per yard. DROP GRINGE ORNAMENTS in black and colors-worth from 20 to 25 cents-but while they last-14c.

NECK AND SLEEVE RUCHINGS-A beautiful line has just been received, in colors of cream, white, blue and pink.

