

OUR GREAT JANUARY CLEARANCE SALE

BEGINS AT 8 O'CLOCK TOMORROW (TUESDAY) MORNING

The Time For Unloading All Winter Merchandise Has Come

And Will Positively Surpass in Bargain-Giving Importance Any Previous Sale Ever Held in Utah

EXTRA SALES PEOPLE

AND

EXTRA DELIVERY WAGONS

Have Been Secured

Guaranteeing Prompt Service

This January Clearance Sale will be an earthquake that will shake the foundations of values and obliterate all cost. but we must resort to these heroic measures in order that we may fully carry out this store's policy of complete new stocks for the new season; nothing carried over. That's why you always get the latest and best here and why we offer the most stupendous bargains now.

GOODS SOLD FOR
CASH ONLY

IN THIS SALE

No Approvals
No Exchanges. No Samples

This is our great Semi-Annual House Cleaning Event which all Utah looks forward to. A time when every article is sacrificed regardless of cost, without reserve, without exceptions.

1/2 PRICE

ON ALL

LADIES AND MISSES'

SUITS

LADIES, MISSES AND CHILDREN'S

JACKETS, Cloth and Fur CAPES

FUR JACKETS AND NECKSCARFS

NOTHING EXEMPT



**FRENZIED
PRICES ON**

Silks	Blankets
Dress Goods	Comforts
Linings	Curtains
Trimmings	Portieres
Hosiery	Linens
Gloves	Domestics
Underwear	Flannels
Handkerchiefs	Sheets
Corsets	Pillow Cases
Laces	Umbrellas
Embroideries	Baby Bonnets
Ribbons	Jewelry
Notions	Leather Goods
etc., etc., etc.	

NOTHING EXCEPTED

STOCKS IN EVERY DEPARTMENT ARE LARGER AND MORE COMPLETE

OWING TO THE LATE ARRIVAL OF WINTER THEREFORE IN THIS SALE

THE PRICE-CUTTING WILL BE ABSOLUTELY THE GREATEST

WE HAVE EVER MADE. IN MOST CASES THE SELLING PRICES BEING FAR LESS THAN THE ORIGINAL COST.

We Intend to Break All Our Past Selling Records

in this sale, and to this end we've ordered such prices placed on the various stocks that could not be considered for one moment in the regular course of business, but we are positive that such pricing will insure for us a new mark for high record sales which can only be accomplished by enormous reductions and tremendous losses, such as a sale of this great magnitude must inevitably entail.