

Monday and
Evening
UNTIL 9 P.M.

OUR SECOND OPENING

Monday and
Evening
UNTIL 9 P.M.

A Magnificent Event For the Fall and Winter Seasons, Extending Throughout The Entire Store.

In best Bib and Tucker we will receive the people. All will be made welcome. Every section will be at its best. The Basement Section especially will present a magnificent appearance. The exhibit of Fall and Winter Merchandise will exceed our Spring Showing. It will surpass all other similar events.

OLSON'S FINE ORCHESTRA WILL BE IN ATTENDANCE FROM 3:30 UNTIL 8:30;
FROM 7:30 UNTIL 9:00.

Silk Specials

These values are unusual and should appeal to those who want good silks at low prices.

Black Taffetas.

500 yards of 19 inch pure silk, fine finish, black taffeta. No stronger cloth made. This is a 65c grade which we will sell at a special price of, per yard..... 50c

Black Peau de Soie.

200 yards of a fine black silk, peau de Soie. Soft finish, will give perfect satisfaction for wear. We will offer for this a few days at only..... 69c

Black Guaranteed Taffeta.

500 yards of 21 inch guaranteed cloth, best black, best finish, and best value ever offered in Salt Lake. Reduced from \$1.00 to..... 75c

Fancy Taffeta Silks.

1,000 yards of full fancy striped taffetas for shirt waists and shirt waist suits. It is an exceptional quality, made to sell at 75c. A fortunate purchase enables us to offer these silks at..... 39c

Velvet and Velveteens.

Here are a few new lines which are marked at special prices:

Metallic Print Velveteens.

22 inch fine cloth, so very stylish and so much used for shirt waist suits and shirt waists. These come in Black, Brown, Navy, Greens, Red and only, per yard..... 75c

Corduroy.

22 inch heavy cord corduroy for coats and suits in black and all the street shades. A most excellent quality that has always sold in Salt Lake at \$1.25. Our price..... \$1.00



Dress Goods.

We will place on sale tomorrow a few exceptional bargains in new fall goods at unusually low prices.

All Wool Novelty Dress Goods.

28 inch Camelhair Mixtures, in plain colored Zibelines and mixed Covert Cloths, which come in a big range of new fall colorings, and are the quality that usually sell at 60c and 49c for..... 49c

Carpets, Rugs, Metal Beds.

The new carpet section is prepared to interest all purchasers of carpets. The stock is entirely new and the assortments larger than has hitherto been shown in Salt Lake, while no prices compare with ours.

In Oriental and Domestic rugs we feel positive of again leading in varieties and prices. The display of metal beds is immense and prices are reasonable.



YOUR PRESENCE IS RESPECTFULLY REQUESTED AT THE MILLINERY SECTION, ON THE OCCASION OF OUR FALL OPENING, ON MONDAY, SEPTEMBER TWENTY-FIRST, NINETEEN HUNDRED AND THREE. AMONG THE IMPORTATIONS TO BE INSPECTED ARE SELECT CONTRIBUTIONS FROM THE FOLLOWING GREAT FASHION EXPONENTS OF PARIS: VEROTE, LINN FAULKNER, MADAME POYNE, ESTER MEYER, SUSANNE BLOOM, AND MADAME CARLINE. THE EXHIBIT WILL FURTHER INCLUDE INVENTIONS FROM THE LEADING NEW YORK HOUSES THAT DICTATE STYLE: LICHTENSTEIN, FRANCOIS, MADAME LOUISE, E. ELSWORTH NILES, ATKINS, AND JOSEPHS. WE BELIEVE THE MERIT AND EXTENT OF THE PATTERNS OFFERED FOR CONSIDERATION WILL EXCEED ANY SIMILAR EVENT IN THE MILLINERY ANNALS OF THE WESTERN STATES.



White Figured Mohair Wool Waistings.

38 inch plain and small figures, including white grounds with small black polka dots. A very desirable fabric for shirt waists. These are the usual 65c grade, for..... 50c

Colored Albatross.

25 shades of these beautiful all-wool soft crepe goods in cream, black and all the dark and light shades. An unusual good cloth for only..... 50c per yard..... 50c

Zibeline Suitings.

50 to 54 inch fine new fall suitings in all the latest fall mixtures and plain colors. The regular selling price is \$1.25, but we make a special leader of this line at a popular price..... \$1.00

Lace and Embroidery Section.

Just arrived a new line of Zibeline braids in all colors. Persian band trimming 1/2 in. to 3 in. wide and prices from, per yard— 20c to \$3.00.

A nice line of drop ornaments in black and colors at, each— 8c to 40c.

Art Goods.

Our new line of pillow covers have just arrived, in conventional and floral designs, which are ready to be embroidered, the prices ranging..... 75c from 40c up to..... 75c

We can also interest you in an attractive assortment of silk tapestry pillow tops at special prices.

There still remains some beautiful lithographed pillow tops ornamented with real articles, ribbon, buttons, hair and other novel features. Most of these are of cute little youngsters—the sort that appeals to the women of the home. From \$1.25 the price is lowered to..... 95c



Women's Neckwear.

The entire line of Parisian collars and turnovers is here, including the pretty and daintily made silk stock for fall waists, and the new tailor-made collars, as well as the French embroidered linen collars which is the coming fad for winter waists. We show the finest line of chiffon ruffs and ostrich boas at the lowest possible prices. "To please" is the motto of the neckwear and all other divisions. We invite the ladies to inspect the line.

New handkerchiefs are arriving daily among which are the elegant linen embroidered and lace trimmed, to be sold at little prices, from..... \$1.50 each, 25c to..... 1.50

Forsythe Shirt Waists.

The fashionable Forsythe Waist, famous in all cities for style and excellence of workmanship, are being closed out. Sizes 32 to 44. Prices range from \$4.50 to \$7.00. Reduced to— \$2.95

For Fall and Winter wear it is the peer of all waists. The materials are white and colored Madras and Cheviot. These are imported materials. The waists are medium and heavy weights, and in small and stripe effects.

Your presence is respectfully requested.

These sketches are from our own importations.