

THE TALK OF THE TOWN

SECOND AND
LAST WEEK.
POSITIVELY
ENDS NEXT
SATURDAY
NIGHT.

This Great Unloading of Choicest Fabrics Ever Brought to Salt Lake.

Nothing Old! No Back Numbers!

Everything Bears Evidence of Newness, Freshness and Style.

The Magnitude of Our Stock Still Enables Us to Show Unbroken Assortments in Every Department.

NOTHING BUT
EXCLAMATIONS
OF DELIGHT
FROM EACH AND
EVERY
PURCHASER.

THIS WEEK DRESS GOODS

Will be Unmercifully Sacrificed. Enormous Loss Welcomed Stock Must be Unloaded.

PRICES CUT TO ATOMS.

MONDAY, TUESDAY, WEDNESDAY.

Will be devoted to the outpouring of

Black Dress Goods Values,

such as has never before been attempted in this section.

40 to 44-inch figured Satin Soles, all wool Serges, Perolas and Crepons. Regular prices of these lines were and will be again after this sale is over, 75c to \$1.25. Will be sacrificed during the

next three days at per yard..... 50c

34-inch pure wool black and navy Cheviot Camel's hair, winter weight goods. Regular price

\$1.25, during the next three days per yard..... 69c

Imported black Satin Soles, black Brilliantine, Perolas, Serges, etc., in widths from 44 to 52 inches. Grand values in the regular way of selling at \$1.25 to \$1.50 a yard. In the next three days

sacrifice selling per yard..... 85c

52-inch black dress fabrics in this season's best and most popular suitings, consisting of Pebble Cheviots, Zibelines, Broadcloths, Venetians, etc. Regular selling prices were and will be after this sale \$1.75 to \$2.50 a yard. In the next

three days sacrifice selling per yard..... \$1.00

THURSDAY, FRIDAY, SATURDAY.

COLOR DRESS GOODS.

will receive such a shaking up that cannot fail to stimulate quick buying.

Fifty pieces handsome Silk and wool mixtures, all Wool checks and other novelty dress fabrics, worth in the regular way of selling 50c to 75c, during the above three days of grand sacrifice

selling per yard..... 29c

OUR ENTIRE STOCK OF COLORED DRESS GOODS INCLUDED IN THIS CLEARING SALE

AT AN

ENORMOUS SACRIFICE

Tremendous Clearing Reductions in Silks.

They must not be carried over. Price no object to close them out.

500 yards of good colored Taffeta, including black, 55c quality reduced to..... 57c

1,000 yards of rich Swiss finished colored and black Taffeta Silk, \$1 to \$1.25 qualities reduced to..... 73c

400 yards colored Satin Duchess \$1.00 to \$1.25 qualities, reduced to..... 89c

30 shades of the richest Panné Velvets, \$1.65 quality reduced to..... \$1.23

Chiffon and Mousseline de Soies full line of colors and black, 85c quality reduced to..... 59c

Beautiful Crepe de Chenes in a line of colors including black, \$1.50 quality reduced to..... 98c

Rich black Panné de Soie, \$1.25 quality reduced to..... 75c

Very rich black Armure Silk, 22 inches wide, \$1.15 quality, reduced to..... \$1.00

Elegant black Satin Duchess 27 inches inches wide, \$1.45 quality, reduced to..... \$1.15

Splendid quality black Taffeta Silk, 36 wide, \$1.65 quality, reduced to..... \$1.20

Buy Your BLANKETS Now or Never.

\$3.95 half wool blankets, light gray..... \$2.65

for..... \$2.65

\$5.00 California all wool gray blankets, 11x14..... \$4.45

\$5.00 heavy all wool Vienna blankets, extra size for..... \$7.20

\$5.00 all wool white blankets..... \$4.65

\$16.50 extra size, finest all wool white blankets..... \$13.50

ALL PRICES SMASHED ON

LACE CURTAINS.

Nottingham lace curtains, cream and white for..... 40c

\$2.25 ruffled Swiss Curtains with wide lace and insertion for..... \$1.55

\$3.25 ruffled net Curtains, trimmed with wide lace and insertion for..... \$2.40

\$5.00 Irish point Curtains, beautiful patterns for..... \$3.65

\$5.00 Tambour Curtains, heavy borders, for..... \$3.40

\$5.00 fine Brussels Net Curtains, plain centers, dainty borders, for..... \$4.40

Dotted and striped Swiss..... 8c

Fancy striped Serim..... 7c

Ladies' Tailored Suits.

Be sure to see the beautiful assortment for..... \$6.00

ALL COLORS, VARIETY OF STYLES, EVERY ONE A GENUINE BARGAIN.

Another lot of suits, some sold as high as \$25.00, made in every new style and color. Cleared out for..... \$11.50

If you want a good suit for a small amount, ask for the all wool gray Cheviot suit we have for this week for only..... \$3.00



A CLEAN SWEEP OF ALL BROKEN LINES

Of Tailor-Made Suits, Box Coats, Automobiles, Skirts, Furs, Waists, Etc. Come and See the Values we give during This Clearance Sale.

Dress Skirts.

Silk \$16.50 tucked and hemstitched Silk Taffeta dress skirts..... \$8.25

for..... \$8.25

\$15.00 Taffeta Silk skirts deep according to fashion at bottom with stitched drop skirt for..... \$7.50

\$5.00 Navy blue, all wool, serge skirts for..... \$2.00

\$5.00 all wool gray Cheviot dress skirts for..... \$2.50

Heavy cloth skirts, stitched on bottom, for..... \$1.90

\$7.00 all wool Oxford gray plaid back skirt, for..... \$3.50

Wool

Golf

WAIST SALE!

SATEEN—Heavy tucked front waists for..... 50c

MERCERIZED SATEEN WAISTS—Fancy tucked and pointed front, for..... \$1.00

OUTING FLANNEL—Flannel waists for..... 25c

\$2.00 FANCY PERSIAN and Paisley waists for..... 75c

WOOL—Beautiful assortment of tucked and braid trimmed waists cut to..... \$1.00

SILK—Variety of black and colored Silk waists, regular prices \$6.00 to \$9.50, cleaned out for..... \$4.50

Handsome \$12.00 waists, evening shades, these are exceptionally good values for..... \$5.00

Petticoats.

SHORT Flannelette..... 20c

Knit, all colors..... 85c

LONG \$1.25 Sateen petticoats..... 50c

Flannelette lined Sateen petticoats..... \$1.10

Ladies' Jackets Cleared Out.

SOME AT LESS THAN HALF PRICE.

\$1.25 black Kersey cloth jackets..... \$2.75

\$3.50 Pebble Cheviot and black and colored Kersey cloth jackets, different styles..... \$4.15

\$10.00 Box Coats..... \$4.50

\$22.00 three-quarter Box Coats, hand-sewnly stitched, for..... \$11.00

CAPES—Prices Cut in Two.

Stitched and Satin trimmed black cloth capes, also braid and fur trimmed capes, choice..... \$1.50

Golf capes, beautiful plaids..... \$4.40

Furs at 50c on the Dollar.

During this clearance sale we shall sell every fur garment in stock at 50 per cent of the former retail price. A good opportunity to secure any style of furs at..... HALF

\$4.00 for Marten Scarf with bushy tail.

\$5.50 for fine electric seal cape, Chin Chilla collar.

65c for good electric seal muffs.

DRESSING SACQUES.

Kimono, outing flannels..... 55c

Elder down Sacques, all colors..... 60c

INFANTS' SACQUES.

All Colors, all wool Elder down..... 39c

WRAPPERS.

DIVIDED IN FOUR GRAND LOTS. Some of these are sold at less than Half Regular Price.

Lot 1—65c. Regular 85c to \$1.25 WRAPPERS.

Lot 2—85c. Regular \$1.45 to \$1.55 WRAPPERS.

Lot 3—\$1.15. Regular \$1.85 to \$2.25 WRAPPERS.

Lot 4—\$1.75. Regular \$2.50 to \$3.50 WRAPPERS.

GREATEST SACRIFICE

is made in our entire stock of YOKINGS, FRONTINGS, BLACK SPANGLED NETS, SPANGLED AND NET ROBES, ALL OVER NETS AND LACES.

All Cleared Out at Enormous Loss

GREAT CUT ON GLOVES.

Our regular \$1.50 gloves, best in the world for the price will be slashed to only..... 79c

\$1.50 Palais Royal Gloves, in both Glace and Suede, sale price..... \$1.15

This celebrated \$2.00 Majestic Gloves, the finest gloves in the land; never before sold for less; in this great sale per pair..... \$1.49

Marvelous Corset Values.

Choice of the \$1.00 corset waists, sale price..... 45c

All our \$1.00 and \$1.25 corsets will be sold in this sale at..... 69c

All of our fine \$1.50 corsets go at..... 98c

RIBBONS BELOW COST.

50c and 60c fancy neck ribbons, per yard..... 25c

75c and 80c fancy pillow ribbons, No. 60 and 80, in all colors, sale price..... 39c

All Silk Taffeta ribbons in white and colors, No. 40, per yard..... 15c

All Silk Taffeta ribbons in white and colors, No. 12, per yard..... 8c

All Silk Taffeta ribbons in white and colors, No. 7, per yard..... 5c

Winter Underwear Bargains.

Children's fleece lined Union Suits..... 21c

Ladies' fleece lined Union Suits, Melba cut, for..... 35c

Ladies' wool vests or drawers in white and natural, each..... 49c

Ladies' wool Union Suits, natural color..... \$1.10

WINTER HOSE.

Children's heavyweight ribbed, fleece lined hose..... 9c

Children's wool..... 15c

Ladies' fleece lined..... 15c

Ladies' full fashioned black Cashmere hose..... 20c

Men's heavyweight black wool hose..... 15c

Men's fine black Cashmere hose, double sole..... 20c

HOW IS YOUR SUPPLY OF CHILDREN'S School Handkerchiefs?

Now is the Time to Lay in Your Stock.

Children's colored bordered school handkerchiefs, per dozen..... 15c

Ladies' all pure linen, hemstitched handkerchiefs, regular 25c handkerchiefs for..... 12c

Men's all pure linen hemstitched handkerchiefs, regular 25c handkerchiefs, for..... 12c

Ladies' and men's fine linen hemstitched handkerchiefs, handsome embroidered initials, regular 40c handkerchiefs, for..... 25c

Babies' Winter Bonnets.

Our immense stock to be cleaned up at positively ridiculous prices.

White Silk Bonnets..... 5c up

Silk and Wool Bonnets..... 5c up

All Stamped Linens WAY BELOW COST.

All Neckwear, Dress Trimmings and Trimming Braid, in Half Price.

Braided & Armstrong's Embroidery..... 40c

ALL DRESS LININGS

go with the rest of the stock at tremendously cut prices.

Best quality Cambric..... 4c

Nubian black and colored percale that always sells for 15c and 17c..... 9c

Near Silks and Spun Glass linings in black and colored. Regular fixed prices 20c and 25c..... 15c

Good selisia linings, 15c grade..... 9c

Double faced waist linings, 20c grade..... 12c

Best quality Mercerized Satens in black and colors. Regular price 40c, per yard..... 30c

Children's Jackets and Coats.

SHORT JACKETS FOR CHILDREN..... \$1.25

FOR..... \$1.25

Kersey Cloth, braided.

Boucle Cloth, sailor collars of solid color cloth, braid trimmed.

All wool Elder down cloaks, all colors, \$1.10

Colored cloth cloaks, Silk soutache and fancy braid and fur trimmed. Regular price \$2.45

\$5.00, for..... \$5.00

Special Stress Laid on our Linens, Domestic, Etc. Cyclonic Upheaval of Values

WASH GOODS.

Staple as these goods are the knife is used unmercifully.

Best American Indigo..... 5c

Best Shirting..... 5c

Best Amoskeag apron Ging..... 6c

Best sea island, yard wide..... 7c

Yard wide Shikaine, per yard..... 10c

Furniture twills, bright, pretty designs..... 6c

Our entire line of Scotch Zephyr, Gingham and Madras Suitings in this clearing sale regardless of cost or value.

FLANNELS.

Outing Flannels in light and medium shades, staple checks and stripes, equal to the best made, that sells regularly at 12 1/2c a yard, for..... 7c

Heavy unbleached Canton Flannel, long, soft fleece, heavy twilled back, 39 inches wide, regular 12 1/2c value..... 8c

Flannelettes in the best wrapper patterns, the 12 1/2c quality..... 8c

French Flannels in the best leading plain colors for waists and dresses..... 45c

Yard wide, all wool, Elder down in all the leading shades, regular..... 49c

price 75c, at..... 49c

HOUSEKEEPING LINENS.

200 dozen Irish Linen, soft finished, hemmed Huck towels size 15x36, 20c quality reduced to..... 10c

Cream Turkish towels, size 24x46, heavy and absorbent, a regular 25c article, while they last..... 15c

High grade pure Linen, hemstitched Huck towels, Richardson's make, all white and with handsome colored borders, size, 19x38. This is a grand value at 35c. While they last at..... 19c

72-inch cream pure Irish Linen table damask, 85c a yard in the regular selling price. In this sale at..... 70c

72-inch, full bleached handsome Irish Damask table linen, the grade that sells at \$1.25 a yard all the year round. In the clearing sale at..... 85c

58-inch Turkey red Scotch table Damask, pure oil colors. Regular 40c goods. While they last..... 25c

Full dinner size, bleached Linen Damask napkins, handsome designs, \$1.10

\$1.75 a dozen quality, at..... \$1.10

Bear in mind that our entire stock of superb table linens, napkins and towels are included in this sale. NOTHING RESERVED.

DOMESTICS.

Full yard wide, good quality, soft finished bleached Muslin, at..... 5c

Fruit of the Loom and Lonsdale Muslin..... 8c

Full yard wide, soft finished, as good as Lonsdale..... 10c

1. L. sheeting, yard wide..... 5c

PILLOW CASES AND SHEETS.

42x36 pillow cases of best standard cotton, each..... 10c

46x36 pillow cases of best standard cotton, each..... 11c

50x38 pillow cases of best standard cotton, each..... 12c

72x90 SHEETS..... 49c

81x90 SHEETS..... 52c

90x90 SHEETS..... 12 1/2c

CROCHET BED QUILTS.

10-4 size, white crochet bed spreads, the \$1.00 kind, for..... 55c

10-4 white crochet bed spreads, our well known Crown Grade, No. 325 that sell at \$1.40 all the year round..... \$1.00

Our well known extra size Clarendon crochet quilts. Pearl hemmed and ready for use, \$1.75 is the regular price..... \$1.25

for..... \$1.25

TABLE OIL CLOTHS.

5-4 table Oil Cloths, wood colors, per yard..... 16c

5-4 table Oil Cloths, white and marble, per yard..... 20c

Shelf Oil Cloth, per yard..... 5c