DESERET EVENING NEWS: SATURDAY, MARCH 29, 1902.

Merchandise ever assembled here.

in the majority of Eastern retail stores.

COOD-BY TO THE HELLO CIRL.

"Hello, central!" was one of the nineteenth century's pet phrases, with its answering cry, in dulcet or sharp tones, from some feminine throat far away, "What number, please?" But "Hello, central!" now that the twentleth century is here, promises soon to be a phrase merely historic.

science has made a stride forward, The "hello girl," presiding genius of the telephone ever since its installation, must seek fresh employment before long. For there has arrived, and is now in practical, successful operation, a girlless, centralless telephone system, with which, with a few twists of a curious dial, any one can get the number he wants, directly, in a few seconds.

No delay, no maddening reply, "They're busy, -'ll let you know!" lurks in the recesses of this new instrument. No third person sits in the tan-tilizing somewhere, ready to "listen in," if she pleases, to cut off the hurried man or the flurried woman at will, to man or the nurried woman at win, to juggle with wires, put in and pull out plugs, and when the subscriber is driv-en to the verge of desperation not in-frequently to "talk back." On the contrary, he who "calls up" now, if he be on the line of the new tel-evade, has at once a private wire in

phone, has at once a private wire in

his hand. He slips a finger tip into one of the ten little holes along the curving sides of this metal dial on the telephone box (the holes are numbered 0 to 9), having first taken the receiver off its hook. He jerks the dial around sharply until it catches. Swung on a pivot the dial moves easily and quickly. It moves

catches. Swung on a pivot the dian moves easily and quickly. It moves back to its place automatically. If 2.741 is the number to be called, the man inserts his finger in the No. 2 hole and makes the first movement. For Nos, 7, 4 and 1 he twists the dial in the come woy.

same way. As the disk-finally comes back to its As the disk-finally comes back to its starting point he presses a button just below. At the other end the bell is al-ready ringing. The connection has been made, the person called in four to five

seconds. Had the other end of the wire been the man would have heard, afbusy, the han would have heard, ar-ter he had gone through these rapid motions, a faint buzzing sound. Auto-matically, again, does this telephone announce the fact that any other wire announce the fact that any other wire is engaged. Otherwise, if the linger is put into the right holes, the proper number is secured infailibly. The deli-cate, complicated, perfect mechanism behind it all never falls. Operated on superior the superior of the super-

behind it all never fails. Operated on mathematical principals, it is surer-even than human hands. A big, bare room, filled with rows of high keyboards of glistening metal, is the substitute for "central." A strange. "central" this, indeed! It is nothing here achieve a property allows along but a machine room, with a single elec-trician listening to the constant clicks. These begin at one row of boards, they are echoed on to a second, thence to a third.

There is no sign of a petticoat or any There is no sign of a perticular of any sort of a telephone operator. The man in charge has simply the task of keep-ing this machinery in order. Saturday night he, with the clerks in the front office and the manager, locks up the exchange, not to return until Monday morning. And through seven nights in the week and all day Sunday the ex-change clicks away, the service goes on without hitch, with no human hands to ald it

The banks of instruments in the room clek away, subscribers call each other as they please, the "wipers" move up and down the "selectors."

The Greatest Preparations in our History Have Been Made to Meet the Coming CONFERENCE ACTIVITY At this Popular Store.

Conference Dress Goods Specials. Full Dress Lengths.

AN UNEXCELLED OFFER FOR CONFERENCE WEEK IN BLACK AND COLORED DRESS GOODS.

A FULL DRESS PATTERN OF FANCY SOLID COL-OR SPRING SUITINGS IN ALL THE DESIRABLE NEW \$1.19 SHADES AT, PER PATTERN, FOR ONLY.....

38-INCH FANCY JACQUARD SUITINGS IN A VARI-ETY OF NEW DESIGNS, COME IN ALL COLORS, AND BLACK, WORTH 35C PER YARD, THIS WEEK WE GIVE \$1.47

MELROSE CHEVIOTS AND FIGURED PRUNELLA. A BRAND NEW SHIPMENT OF THESE STYLISH FAB-RICS IN BLACK AND ALL STYLISH COLORINGS, WORTH 400 BY THE YARD, IN THIS WEEK'S SPECIAL \$1.89 BALE A FULL DRESS LENGTH FOR ONLY.....

COLORED DRESS GOODS.

ALL WOOL TRICOTS, WHIPCORDS, AND HENRIET-TAS IN AN EXCELLENT RANGE OF COLORINGS, CON-29c FERENCE PRICE..........

38

to

40

in

Width.

We call particular attention to these These goods because they are strictly all wool Very Superior and contain an extra high grade quali-Goods ty of stock. They are choice shades of Will Go at all the newest spring colorings, and 48c (sold nowhere else under 75c per yard.) Inches The materials are Brilliantines, Whip-And we Say It's cords, Cheviota, Etamines, Henriettas, The Biggest Scotch Tweeds, Cheviots, Shephard

Bargain in checks, Vigoreaux and Venetians. Town.

BLACK GOODS.

A most complete department in every detail. Anything you are look-ing for in Black Goods is sure to be here and specially priced. 44-inch black English 38-inch figured satin finished Perolas, per yard 45c Mohairs, per yard 37c ngured75c 46-Inch black figured Mohair 38-Inch black Cheviot,

ALL WOOL FRENCH CHALLIES.

The newest printings in all the latest colorings, dots, rings, stripes and figured designs, per yard

The richest Persian and Oriental designs in a great varlety of new patterns and color combinations, the 75c grades for, per yard

Satin striped challies in plain colors and Persian printings, sell elsewhere at \$1.00 per yard

New Jewelry Novelties. Our own importations of really beautiful jewelry. All exclusive designs and copies of high class patterns. They can hardly be told apart from the originals. Basas Jeweled Hat Pins that sell else-SOLID GOLD SHELL RINGS, ELEGANT PATTERNS, WAR-PATTERNS, Hat Pins that sell every-SOLID GOLD SHELL RINGS. RICH CLUSTERS AND EXQUIS ITELY JEWELED, WARRANTED Elegant jeweled, enameled or plain finished

222-224 MAIN ST



Front trimmed with stitched straps and swell brass buttons. WAISTS FOR 75c. Ladies' Waists. Variety of styles, tucked, insertion trimmed, made of Egyptian tissue, Lawns, ginghams or Percale,

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SPRING AND SUMMER UNDERMUSLIN BARGAINS.

MONEY BACK, ONLY 50c

The telephone girl is truly passing.

She is no more a modern necessity. Fall River, Mass., has the most com-plete, largest and most practically oper-ated of all the girliess telephone systems of America, though it is closely pressed by those of New Hedford, near by, and Augusta, Ga. The latter cities have each more than 500 subscribers on hese automatic wires.

Fall River has seven hundred, how-Fall River has seven hundred, now-ever, and appreciation of this service in this New England mill town is rapid-ly growing. Yet these three cities are but a few of those that operate tele-phones of the new order with no girl

t "central." Geneva, N. Y.; Albuquerque, N. M.; Albert Lea, Minn.; Auburguer, N. Mad-ison, Wis; Princeton, N. J.; Ithica, N. Y., and even the far distant wilds of Skaguay, Alaska, all have automatic

But the going of the telephone girl is on no such small scale as this short list would indicate. The German government has experimented, and successfully, with the new invention. It has had a trial set of keyboards for 400 subscribers working in Berlin for a year and a half now, and will soon install the system on a much larger scale. The the system on a much larger scale. The Strowger patents, operating these in-struments, are to be taken up in France. In Havana, Cuba, the girlless tele-phone is to be the system of the Cuban capital. Twenty-five hundred instru-ments have been ordered to begin with, and ten thousand atogether are to be but in place age scon as possible

put in place as soon as possible. A curious circumstance has led to the theosing of this "no central" phone for Havana, so the story goes. It is said that the difficulty of getting "central" girls who could speak all the languages required would be too great. At all events no telephone girls are to be

there But it is in Chicago that the "hello Firl' will find her first important Wat-erloo. Already the cables are being laid. Here will be established the first centralless telephone system of the first rank. It will take probably two years to get the wires in place and the intri-cate mechanism adjusted, but when it is complete Chicago will start off with fifteen thousand autophones, with an

ultimate capacity under the present plans-and these may be enlarged-of fifty thousand of these telephones. Extraordinarily interesting are the details of this mechanism that seem to come more nearly to human intelligence than any other machinesy, and yet they than any other machinery, and yet they are so intricate and complicated that they are almost beyond the comprehen-sion of all besides professional engineers and scientists.

"Each man his own telephone operator" is simple enough, but the method by which, in the limits of a single room, one line picks up another without hu-man aid, in a very small fraction of a minute, holds the two together as long as desired, and then, upon the simple hanging up of the receiver, disconnects them, is nothing short of the perfection of modern science.

The photographs taken of the Fall River exchange at its busiest hour show the mechanism, unaided by hands, do-ing its work silently, save for the click following click, like the reports of a boy's popgun.

But one man, the expert electrician, is stationed in all this room. His only duty, besides caring for the machinery, is to answer "trouble calls" and keep track of the work of his construction and repair men. So, dear "hello girl," "Goodby!" "Ring off!"

Strength and Endurance

Are factors of the greatest success. No person can do full justice to him-

In no season of the year are they more easily exhausted than in the spring.

need not discuss the reason for this here. It's enough to say there is one, and that Hood's Sarsaparilla eives strength and endurance, as thousands



FOR \$3.95. One lot of New Spring Cloth Jack-ets. Gibson, Blouse, Short or Skirt-ed Etons, Cheviot, Venetian or Cov-ert, Navy, Grey, Black and Castor. These would sell elsewhere for \$5.00 to \$6.00. We bought them at a cut price. We give you the \$3.95 advantage. Choice for only....

LADIES' SILK ETONS FOR \$8.50. Moire Silk Eton Jackets, lined with white silk, edges finished with

with white sink, edges infinited with fancy silk piping. CHILD'S NEW SPRING REEFER JACKETS, \$1.69. Broadcloth, braid trimmed, colors cardinal, navy, castor and royal, sizes 2 to 12 years. CHILD'S NEW SPRING CLOAKS FOD \$2.95

FOR \$3.95. Covert and Broadcloth, light weight, triple cape collars, finished with white piping, all colors. LADIES'LONG STLK AND CLOTH GARMENTS.

Immense assortment to select from in taffeta, Peau de Sole, Moire, Che-viot, Brilliantine, Covert and Broad-cloths. Loose or half fitting backs, lined or unlined. Prices **\$8.50** ranging from \$30 down to

INFANTS' LONG CLOAKS FOR

\$1.75. Cashmere or Bedford Cord ribbon and braid trimmed.

New Silk Waists.

JAPANESE SILK WAISTS FOR

Wash Silk Waists. Open front cut full, new collars, new cuffs, dainty and bright colored stripes. PEAU DE SOIE SILK WAISTS FOR \$4.95. Black and Colored, tucked all over

in clusters of fine tucks, button in front, finished at yoke with hemstitched straps and fancy rings.

SATLEN PETTICOATS FOR \$5c. Black and Colored Sateen. Four styles, deep umbrella ruffles, fin-ished with three narrow accordeon pleated ruffles, others with corded and pleated ruffles or vandyke over ruffles, Regular \$1.35 values, BLACK BRILLIANTINE PETTI-COATS FOR \$1.50. Made with deep corded ruffle \$5.

40c

59c

75c

COATS FOR \$1.50, Made with deep corded ruffle fin-ished at bottom with narrow foot ruffles, regular price, \$2.95, SILK PETTICOATS FOR \$5.95, Nick PETTICOATS FOR \$5.95,

Black and all colors, two styles either with one deep ruffle or two accordeon pleated ruffles. Silk un-derlay, regular price, \$8.00.

*

Wrapper Specials.

WOMEN'S NEW CALICO WRAP-PERS FOR 79c. Spring designs, light, dark and medium colors, braid trimmed. WOMEN'S WRAPPERS OF STANDARD PERCALE FOR \$1.39. Colors red, black and blue, neat spring designs, capes and ruffles, collars, cuffs and back strap trimmed with washable braid.

New Spring Belts.

Hundreds of New Spring Belts, in fine leather or new pleated Satin Belts, made with choicest styles of Gilt, Oxidized, Black or Cut Steel Buckles. All sizes and worth up to 75c each. Conference

Embroideries.

of Fine Nainsook also insertions in

widths from 4 to 10 inches, beauti-fully worked in a large variety of new designs and fully worth from 45c to 75c per yard. Special Conference price, TOWN, BETTER ASSORTED, BETTER VALUES, AND LOWER PRICES THAN ANYWHERE ELSE IN SALT LAKE. EMPRESS BATISTE, a fine sheer summer fabric, in a

colors, stripes and figured designs, well worth 17%c. This 12+C week's price, per yard

LANARK DIMITIES in 100 different patterns to select from, all choice, new and up-to-date designs, including every conceivable color combination, 20c dimities for, per 190

COTTON CHALLIES. High class cotton Challies in an immense variety of new printings, an excellent waist and house dress fabric, special, per yard....

MERCERIZED GINGHAMS in an endless variety of col-25c ors, plain and striped designs a high grade waist and dress fabric, per yard

All Warm Garments Below Half Actual Cost-We Need the Room.

PLUSH CAPES-Choice of four styles, 22 to 30 inches long, me either plain jet or braid trimmed. Regular prices \$5.00 to \$8.00, sale\$1.85

CLOTH CAPES-Three styles, Kersey cloth, either braid, fur or taffeta trimmed. Regular prices chance sale \$1.95

LADIES' WINTER JACKETS

If you can't come to secure these Bargains Send in your Mail Orders. Satisfaction Guaranteed.

WOOL WAISTS-French Flan hel and a few Albatross waists. Solid color, striped or polka dot, variety of styles, regular prices. \$1.25 to \$2.25. Last 75c chance sale FLANNELETTE WRAPPERS -Outing flannel wrappers, braid and ruffle trimmed, regular prices \$1.00 to \$1.50. Last 5c grade at, per 50c TO \$1.00 DRESSING SACQUES AND KI- 75c MONAS FOR ONLY 25c eling, per yard Made of striped or checked out-ing flannel, just the thing for this cool weather. We have over 150 of them, but they won't last long at this slashing cut price.

150

19x38 inch extra quality Union Linen Towels, fancy colored 23x46 inch Unbleached Turkish Towels, extra good weight 70 23x48 full bleached hemmed Turk-

in a ready made pillow absolutely fast colors, 30c case, size 42 x 36, per yard 58 inch Turkey Red Scotch Table hemmed ready for use, Damask, guaranteed to keep its col worth fully 10c each. 45c or, 65c value, per yard 63x90 Hemmed Forest Home Sheets 72x90 Hemmed Forest Home Sheets 58 inch Loom Dice Half Bleached Table Linen, the kind that wears and gives satisfaction, per 48 48c yard, only Home Sheets 81x90 Hemmed Forest Home Sheets 90x90 Hemmed Forest Home Sheets 66 inch full bleached Irish Dam-nsk, every thread pure linen, value \$1.00 per yard, special 75 72 inch full grass Bleached Pure Irish Linen, Satin Table Damask. This is the linen we always sell at \$1.25 per yard, but in this Confer-ence Sale it goes at, \$1.00 per yard. เรื่องไหงใหญ่หน้าหรือเรื่องใหญ่หน้าหรือมใหญ่หน้าหรือนไหรไหน้ไหรไหน้ไหวไหวไหน้ไหวไหวไหวไหน้ไหวไหวไหวไหวไหวไหวไห CONFERENCE SPECIALS! Precales and Seer per yard\$1.00 Suckers. High Grade Seersuckers in lengths from 10 to 20 yards, in plain and stripes 121/20 grade, per 81 Specials in Towels and Full yard wide Bate's Seersuckers in narrow and wide stripes, reds and Blues, 15c grade for, 10 Toweling.

yards all colors and patterns, to se-18 inch Checked roller Toweling, lect from. This is the regular 15c 30 cloth, special price, per yard 18 inch All Linen Huck roller tow-



yard One lot worth 25c per yard goes

Specia

5c Each.

44C

48c

53c

57c

8±c

10c

10c

