

Record-Breaking Sales With Record-Breaking Prices for the First Week in December

We are going to start this month as no December was ever started before—Monday shall begin the Record-Breaking week of the year. With qualities, assortments and prices that are bound to convince you. We are going to have you help us make it stand out as the Greatest Business week ever known in Retail Salt Lake.

We have \$500,000 worth of goods in this store, During December we will sell \$200,000 worth. A Goodly Portion of that Business will be done Monday, Record-Breaking Prices will make the Record-Breaking Day.

Not one sale, but thirty different Sales in thirty different Departments will make up Mondays attractive Program. We will present the fruits of some of the Greatest Commercial deals ever made by any store, and they come when Xmas stocks are complete and in their beauty. Consider the timeliness of the opportunities afforded right at the very beginning of the Holiday Season. Be here when the Doors open at 8 A. M. to take advantage of the features,

THAT WILL MAKE MONDAY, THE BANNER DAY OF THE YEAR!

MONDAY! 7½c AND 8½c Outing Flannels at 5c a yd. 1,000 yards Outing Flannel in pink and white, blue and white, gray and white, checks and stripes, patterns suitable for night gowns and quilting purposes, value 7½c and 8½c, for one day at 5c	MONDAY! 12½c AND 15c KIMONOS AND WAIST FLANNELETTES 8½c A YD. 100 pieces double fold and single fold flannelettes, in a fine line of colorings, copies of foreign styles, very choice for waists, children's dresses, Kimonos and house gowns, dots, stripes, plaids and Persian and Japanese effects, value 12½c and 15c, for one day, at 8½c	ESTABLISHED 1864  ONE PRICE TO ALL NEVER UNDERSOLD	Monday Only! \$1.75 LONG KIMONOS 98c About 250 of these handsome flannelette long kimonos, patterns are of very pretty stock designs. Trimmed around neck and down front with material of ground color. Predominating shades are light blue, cardinal and navy. For Monday only, 98 cents.	MONDAY! 16½c Curtain Swisses at 11c a yd. Another 20 pieces of the best Curtain Swisses—full size—18 in. wide—dots, figures and geometrical designs; regular 16½c, for one day at, a yd. 11c
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MONDAY. \$7.00 BLANKETS at \$3.96 a pair Extra large soft gray bed Blankets, warranted all wool, pretty borders, bound edges, 11-4 sizes, weigh five pounds, measure 72x84 inches, value \$7.00, for one day, at a pair, \$3.96	RICH AND BEAUTIFUL Feather Boas Sensationally Reduced You'll marvel at the possibility of these extraordinary values in high grade, elegant, fluffy Feather Boas at our next week's sale prices. The secret is, we closed out the importer's entire line for spot cash away below value, and you can reap the benefit here next week. \$4.00 Feather Boas full length, fine, fluffy quality, on sale at \$2.50 \$5.00 Feather Boas, \$3.50 on sale next week. \$12.00 Feather Boas, 5 strands, extremely long, on sale at \$6.95 \$18.00 Feather Boa and Muff set, white only, a beauty, \$12.00 on sale at	LADIES' AND CHILDREN'S Hakfs. for Christmas We have this year a stock of handkerchiefs without comparison in Salt Lake. The most beautiful productions of the world are here. They are bought direct from Belfast, Ireland, St. Gall, Switzerland, and other markets. Hundreds of styles—hundreds of qualities to choose from. Surely such a stock offers excellent opportunities for making your selection. Our remarkable values in each and every one of the popular prices, and particularly in the fine hand embroidered and real lace trimmed handkerchiefs will make Christmas handkerchief buying here next week most profitable. At 3 for \$1.00 A great variety of pure linen, plain or embroidered Handkerchiefs, and Swiss embroidered Handkerchiefs—scalloped or hemstitched edge styles—all good 50c values. At 3 for 50c Pure linen, plain hemstitched Handkerchiefs, and a great variety of Swiss embroidered, scalloped edge or hemstitched Handkerchiefs—worth 50c each. At 3 for 10c Children's colored border or plain white hemstitched Handkerchiefs in a variety of patterns—in the very best 3c grades. At 3 for 25c Neatly embroidered Initial Handkerchiefs—pure linen; plain hemstitched Handkerchiefs, and a great variety of scalloped edge or hemstitched embroidered Handkerchiefs; each worth 15c.	Price Cutting on Silks and Dress Goods That should enable us to dispose of thousands of dollars worth of Dress Fabrics in a hurry. Herewith find example of price-cutting that should prove decidedly interesting to any person at all in want of the goods. Black Silks Black Taffeta Silk—36 in. wide, very fine quality, chiffon finish, high lustre, suitable for dresses, waists and petticoats; regular value \$1.35; sale price, per yd. 98c Black Douze de Soie—32 in. wide, beautiful, soft quality, no better wearing silk; suitable for entire dresses and waists; regular value \$1.40; sale price, per yard, \$1.10 85c Dress Goods; Values for 43c yd. Consisting of plain and fancy 38 to 40-inch all-wool Dress Goods—Scotch plaids, fancy stripes and check Suitings, plain Fantasies, Serges, Abatrosses, Cashmeres, etc., in all colors, including cream and black; actual values 65c to 85c a yard; Monday and week at, a yard, 43c 32-inch best quality all-wool, excellent finish Chiffon Broadcloth; very stylish for day or evening wear, in a complete range of colors and black. The \$2.50 quality, Special Monday and week at, a yard, \$1.83	A Millinery Sensation! \$20.00 and 15.00 Hats at \$9.50 and 7.50 You'll readily agree with us if you but see Monday's special offering at \$9.50 and \$7.50, that a low price does not necessarily mean ordinary looking, trimmed hats; these have a smart, stylish, attractive look about them sure to please, in black and in most every new fall color, in every size and shape that's wanted. \$20.00 and \$15.00 values generally—Monday choice at	MONDAY. Turn Over Collars Up to 20c Values at 10c Ladies' embroidered Turn Over Collars with scalloped or hemstitched edge and Mexican drawn work, turn-over collars in a variety of patterns; best 20c values; Monday sale price, 10c MONDAY. Ladies Neck Wear Sale Up to 50c Values at 20c Ladies' newest styles neckwear, including fine Lace Stock Collars, fancy Stock Collars, Jabots, Lace fronts and fancy bows—all best 50c and 30c grades—Monday day sale price, 20c
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SWEEPING AFTER-THANKSGIVING REDUCTIONS THAT AFFECT THE READY-TO-WEAR CARMENTS!

SEVEN TYPICAL EXAMPLES FROM THE WOMEN'S WEAR SECTION, FAIRLY ILLUSTRATING THE HIGH QUALITY AND LOW PRICING THAT ARE ALWAYS IN FORCE.

MONDAY. 25c Pillow Casing at 16½c a yd. 1,000 yards Bleached Pillow Casing, 45 inches wide, the best quality, made, regular 25c, for one day at a yard, 16½c	The Coat illustrated below is worth \$17.50, now \$10.95. The design is pre-eminent the best of the long coat season, made of fine quality Beaver cloth, all colors, all sizes, trimmed beautifully with applique braid, semi-lined with Furber's satin. Fully 52 inches long. All week \$17.50 Coat, \$10.95	Illustrated below a Coat worth \$25, specially priced \$13.95 This strikingly pretty coat is made of medium weight Broadcloth, lined and lined throughout with guaranteed satin, handsomely trimmed with applique and soutache braid. Four shades—black, brown, navy and tan. This \$25.00 coat extra special, \$13.95	This \$35.00 Jacket illustrated above Special at \$23.95 This beautiful Pony Fur Jacket is a distinct novelty in ladies' coats. Semi-fitting, double breasted, straight front. Lined with Heddling Bros' satin, and trimmed with full braid and satin. Specially priced, \$23.95 \$9.00 to \$10.00, Lace and net waists \$2.69 to \$4.95 Handsome all net waists, some trimmed with Val., others with cluny lace, others all over heavy lace—all lined; fasten in back; three-quarter sleeves. Very special, \$2.69 to 4.95	The Coat illustrated below Special at \$9.75 worth fully \$15.25 more. This coat is built on the lines of man's coat, and is ultra stylish in every particular; made of excellent Wool Kersey, and lined throughout with good quality satin; trimmed with velvet and braid. Next week, \$9.75	MONDAY. Corset Sale \$1.00 Values at 50c Ladies' Corset Covers in long or medium shapes, all sizes, qualities hard to duplicate for less than 50c. perfect fitting models 50c	MONDAY. Souvenir Match Safes Greatest 50c Values at 25c Souvenir match safes with shield of Myron Temple—come in gun metal or oxidized silver—excellent 50c values—on sale 25c Monday for
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MONDAY. 25c AND 20c WHITE SATIN CHECKED NAINSOOKS, WHITE PIN STRIPED DIMITIES, WHITE ENGLISH LONG CLOTHS AND WHITE INDIA LINDNS For One Day at 16c a yd.	A FEW OF THE MANY BARAINS IN Linens & Lace Curtains The price concessions we are making are extraordinary. 100 Hemstitched Damask Lunch cloths, one yard square, regular 39c, next week, 39c 48 inches wide, half bleached table linen in disc designs, value 42c, next week, a 42c \$2.25 colored Grenadine Curtains, next week, \$1.39 \$3.00 White Madras weaves Lace Curtains, next week, \$1.95 \$5.00 Curtains in white and Arabian colors, Battenberg and Marie Antoinette effects, next week, per pair, \$3.60 \$9.00 White Brussels Curtains, next week, per pair, \$5.85	Young Men's CLOTHING Never Sold at Such Prices! Less than Wholesale! Each item is generally reduced, comparison will do them good. Every suit goes at ½ off Some of the finest suits we have ever carried. Rich patterns, the very latest styles, high class tailoring. Every Suit Marked in Plain figures. \$15.00 Young Men's Suits \$11.95 \$12.50 Young Men's Suits \$9.95 \$12.50 Young Men's Suits \$7.95 \$10.00 Young Men's Suits \$6.65 \$8.00 Young Men's Suits \$5.35 \$6.50 Young Men's Suits \$4.35	Great Savings on SHOES Credit yourself with a dollar or two when you buy any of these. Many other even better values here, but no space to give them newspaper publicity. CHILDREN'S DONGOLA KID SHOES, with patent tip, light sole and spring heels, sizes 5½ to 8, value \$1.00, a pair, 70c LADIES' GOOD GRADE KID SHOES, with light or heavy soles, military heels, dull kid tops, value \$2.25, a pair, \$1.69 LADIES' PATENT IDEAL KID DRESS SHOES with light, long turned soles, newest Cuban heels, dull kid top and made over a swell fitting last, all sizes, value \$4.50, special, a pair, \$3.15 COMPLETE LINE OF MEN'S, WOMEN'S, BOYS' AND CHILDREN'S HOUSE SLIPPERS, IN FELT OR LEATHER AT SPECIAL SALE PRICES NEXT WEEK. MEN'S GOOD RUBBERS, all sizes, special, a pair, 68c	Crowd Commanding Inducements in FLANNELS AND BLANKETS That must influence liberal buying. This is emphatically the chance for the careful housekeeper to save greatly. Yard wide cream Shaker Flannel, value 15c, next week, 9½c A 16-28 Bleached Canton Flannel, next week, 11c All 65c Twilled all wool Shirting and Shirting Flannels, plain colors and pin striped effects, gray, brown, black, next week, 46c The best 75c white all wool Flannel 7-8 wide, next week, per yard, 57c \$4.50 White Blankets, 11-4 size, next week, a pair, \$2.90 \$5.50 Mottled Gray Wool Blankets, next week, a pair, \$3.30 \$8.50 Mottled Gray Wool Blankets, next week, a pair, \$5.60 \$10.00 White all Wool Blankets 14-4 size, the largest made, next week, a pair, \$13.85	MONDAY. Knitted Corset Covers 40c Quality for 25c Ladies' white knitted Corset Covers—Jersey ribbed—all sizes—in a splendid heavy fleeced quality—worth 40c each, on sale 25c Monday at	MONDAY. Ladies Union Suits Best 85c Values for 59c Ladies' pure white Jersey ribbed fleeced Union Suits—all sizes—in the best 85c grade—on sale 59c Monday only at
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