



THIS MORNING

At 8:30 It Begins



A Shake-up of Merchandise Prices That Will Startle the People of Salt Lake City

Compare Prices

We are going after a large share of the money that will be spent for Dry Goods in the next few weeks

Compare Prices

Every Department on the Main Floor Included in the Value-Giving

Ready-to-Wear, Juvenile, Draperies, Linens, Domestics, Hosiery, Underwear, Notions, Men's Furnishings, Dress Goods, Silks, Laces, Embroideries, Leather Goods and Shoes. Also Our Entire

Economy Basement Store Departments

Will be included in the Tremendous Shake-up of Dry Goods Prices. Below are a few of the many values:

Ladies' Garments

Ladies' Dresses
Large lot of dresses, consisting of lingerie, handsome-embroidered pongee silk and taffeta dresses, neatly trimmed with lace on collar and cuffs. The price paid would not pay for the material. Also linen dresses with Ratina lace collars and cuffs.
\$10.00, at **\$4.95**

White Serge Suits
Ladies' white serge suits, very latest
\$20.00 values, at **\$7.95**

Wash Dresses
Ladies' wash dresses with sailor collars, made of fine line val. lace—all sizes to commence sale. Values in lot to \$5.00.
\$1.95

Silk Petticoats
Ladies' messaline petticoats, all colors.
\$3.50, at each **\$1.55**

\$2.00 Waists for 25c
Large assortment of ladies' lace wash waists, also waists, handsome designs, trimmed with embroidery line val. lace—all sizes to commence sale. Values in lot to \$2.00; white **25c**

Norfolk Wash Suits
Randomly made, trimmed with latest blue collar and with patent leather belt to match. Skirt made in style with blue buttons as a **\$3.25**
Ladies' Dressing Saeques **25c**
Ladies' Dressing Saeques **10c**
Child's Under Waists with side buttons **6c**
Boys' Blouses, plain and fancy colors, all sizes, values to 25c **15c**

Ladies' Muslin Drawers
Ladies' muslin **15c**
Ladies' muslin combination suits and gowns, hand-trimmed with lace and **35c**
50 muslin underwear, consisting of combination princess slips and gowns, embroidery lace combinations **98c**

Ladies' Knit Underwear and Hosiery

\$1.50 Ladies' Knit Silk and Lisle Union Suits **59c**
75c Ladies' Knit Union Suits, lace trimmed **35c**
50c Ladies' Knit Union Suits **25c**
35c Ladies' fancy knit vests in white, pink, blue and black **7c**

35c Ladies' Silk Hose 10c
The kind that sells for 35c, special 10c.

\$1.00 Ladies' Silk Hose 35c
White, black, tan and assorted colors. Values \$1.00—special 35c.

19c Children's Sox 5c
Children's sox, 19c value, at per pair 5c.

35c Ladies' Aprons 10c
With bib and side pocket, gingham and percale, plain and fancy colors. 25c value, 10c.

Children's Rompers
Regular 50c value, assorted light and dark colors **20c**

25c Embroidery Tea Aprons
Made of fine white lawn and embroidery in fancy colors—7c.

Embroidered Doilies
Trimmed with dainty cluny lace.
Regular 15c, special **5c**

Doilies and Center Pieces
Consisting of hand embroidered madeira and Mexican drawn work on fine linen. Values in this lot to \$3.00, at **59c**

Embroidery Flouncings
Full 17 inches wide. Wide margin of embroidery. Sells everywhere for 35c. Special, **10c**
15c cambrie embroideries, up to 12 inches wide, special, per yard **5c**

5c Ladies' Handkerchiefs, white cross bar **1c**
10c Men's Fine White Handkerchiefs **5c**
All-over Oriental Lace, worth \$1.00 yard, at **35c**

Irish and Cluny Laces
With edgings and insertions to match. **2 1/2c**
15c value

Domestic and Wash Goods

7 1/2c AMERICAN INDIGO PRINTS—In all the latest patterns, blues, reds, light grounds; regular 7 1/2c American prints; special, per yard **4c**
(Limit 12 yards to a customer.)

10c GINGHAMS—The well known Mill Town Brand; good assortment of patterns, 27 inches wide; regular 10c quality; special at, per yard **4c**
(Limit 12 yards to a customer.)

10c AMOSKEAG GINGHAMS—In a large assortment of checks; regular 10c Amoskeag gingham; special, per yard **6c**
(Limit 12 yards to a customer.)

15c CAMBRIC MUSLIN—Bleached; the standard Rival brand; a good, fine cambrie muslin at 15c; special, per yard **9c**
(Limit 12 yards to a customer.)

10c PERCALES—36 inches wide, in grays only; about 200 yards in the lot; to close out at, special, per yard **5c**
(Limit 12 yards to a customer.)

20c PILLOW CASES—36x42, superior quality cases, bleached and hemmed; special, each **14c**
(Limit 12 yards to a customer.)

25c PILLOW CASES—36x45, bleached and hemmed, superior quality; special, each **18c**
(Limit 12 yards to a customer.)

10c BATISTE—32 inches wide, in the very latest patterns; about 90 full pieces to select from; a good value at 10c per yard; special, per yard **5c**
(Limit 12 yards to a customer.)

16 2-3c GALATEA CLOTH—28 inches wide, assorted patterns; Sampson's best galatea cloth; regular value 16 2-3c per yard; special, per yard **10c**
(Limit 12 yards to a customer.)

20c TURKISH TOWELS—18x40, good, soft, absorbent towel, hemmed; special, each **12c**
(Limit 1 dozen to a customer.)

6 1/2c BARBER TOWELS—12x22, soft, absorbent cotton towel; always sold regularly at 6 1/2c each; special, each **3c**
(Limit 1 dozen to a customer.)

Men's Underwear

\$1.00 Men's Keep Cool Union Suits; special **59c**

75c Men's Open Mesh Union Suits **35c**

\$1.50 Men's Silk and Lisle Shirts and Drawers, white and colors **48c**

\$1.50 Men's Balbriggan Union Suits **65c**

25c Boys' Athletic Shirts **6c**

50c Men's Open Mesh Shirts and Drawers **23c**

\$1.00 Men's Coat Shirts and Drawers, fine gauze **45c**

MEN'S SILK HOSE—All colors and fancy styles; 35c values; at, per pair **15c**

\$1.00 MEN'S SILK HOSE—All colors, at **35c**

OVERALLS—Men's 75c overalls, blue denim, with bib and side pockets **25c**

BLACK SATINE SHIRTS—Men's black satine over-shirts, also cheviot work shirts; usually 75c, at **35c**

Millinery

Ladies' trimmed millinery, latest styles, including the new Ratina wash sailors; values to \$8.00 **95c**

Notions

Dressmakers' White Thread, per dozen spools **10c**

Hooks and Eyes, card of 2 dozen **1c**

5c Warfield Linen Thread **3c**

Boys; per package **1c**

Hair Pins; 2 packages **1c**

5c Crochet Cotton **3c**

10c Sewing Silk; per spool **2c**

Soaps

10c Dutch Cleanser; per can **7c**

5c Ivory Soap **4c**

5c Crystal White Soap **4c**

5c Star Naptha Washing Powder **4c**

5c Fairy Soap **4c**



Our Entire 38 Windows are Devoted to Showing a Portion of the Wonderful Values we are Offering. During this Sale we will have

No Approvals—No Exchanges

