

# WALKER'S JANUARY WHITE SALE

**Sale begins Monday morning-- lasts the week.**

With the dawning of the new year, we inaugurate the greatest sale of white goods ever made in this city—to surpass the wonderful record made last year by this splendid January event, we have extended every effort—Months ago we began planning, and with this end in view, our buyers visited the markets, seeking only the very best in white goods and buying in quantities that would allow for even closer selling margins than ever before—Every piece of embroidery, every muslin undergarment, every piece of linen and every yard of white wash fabrics, new and fresh, bought for the year 1909—Come and select from these lines at the lowest prices ever quoted on similar lines, even close to the quality.

## An innovation is the January sale of muslin underwear

*To do things differently is our aim—to be leaders is our custom, and in keeping with this policy we've arranged our January undermuslin sale in a new and better way.*

Every garment that was bought for the year '09 was closely inspected, the price carefully computed and the selling price marked just as close to cost as was possible to make it—There'll be no tame little reduction of one-fourth off, but every garment has been marked so low that were we to quote the selling prices as you'll find them marked in other stores, the reductions would show much greater than the usual 25 per cent.

**It's the new way and the only way—every piece will be marked in plain figures at the sale price and the values will be self-evident.**

The wonderful assortment represented in this beautiful stock of undermuslin has never been equaled in this city—Every garment is a beauty—every one perfect and the styles are the very latest from the fashion centers. Fabrics are dainty, sheer long cloths, nainsooks, cambries and muslins with fetching embellishments of lace, embroideries, insertion, ribbons, etc.—a collection that every appreciative woman in this city will revel in.

The Main street windows give an idea of qualities and exclusiveness of the garments—each garment ticketed to show the great savings to be realized.



In addition to the white goods offerings there'll be countless money saving opportunities on seasonal merchandise not white, in every department.

**Six days of unprecedented white goods selling.**

The initial event of 1909 will be but an example of the way Walker's will do things this year—greater, better, broader will every event be—nothing half way—We'll go the limit every time—This sale will open a new chapter in merchandising in Salt Lake City—it will bring thousands of people into the store to see the great billows of white merchandise—and the money saved on every item purchased will verify the opinion generally expressed that Walker's is THE metropolitan store of the West.

Every department will offer remarkable values—There'll be splendid reductions in all sections of the great store.

## Our premier embroidery event, Monday

The sensation of the season will be the great display of embroideries at Walker's this week—Our previous sales of this character, though always expressing the very best, both in quality and in prices, never gave such great promise as this wonderful event.

The collection comes from the greatest embroidery makers in the world; fabrics are all dainty, sheer, hand loom Swisses; the designs express all that delicacy, beauty, originality and daintiness implies; the quantity is simply marvelous; thousands upon thousands of yards of beautiful new flounces, insertions, edgings and waist frontings.

**The prices in keeping with all other lines advertised during the white sale, are lower than ever before. Every piece has been carefully judged as to cost and quantity, and the price made as low as sane merchandising allows**

Four numbers quoted to illustrate just exactly what this great sale means to you in dollars and cents. The windows will show what it means to you from the truly aesthetic standpoint. Read, look and come—you'll buy.

Beautiful shirt waist frontings in wide range of elegant designs—worth \$5.00 each—At the January white sale, price .....	<b>\$1.79</b>
Daintiest of insertions and flouncings—Insertions are 6 to 12 inches wide—Flouncings are 18 to 20 inches wide—Values excellent at \$1.50 to \$2.50 the yard—January white sale price .....	<b>45c</b>
Beautiful insertions and edges in endless variety—Worth 50c the yard—January white sale price .....	<b>23c</b>
Insertions and edges—a remarkable assortment of loveliness—Worth to 75c the yard—January white sale price .....	<b>33c</b>

Center aisle—Main store.

## Linens and white wash fabrics marked down as never before

**Every white article in the entire linen and domestic aisle at previously unequalled reductions. Not a single exception—they're all marked down**

White linen cambrie, 36 inches wide, worth 50c the yard; January white sale .....	<b>35c</b>
White dress linen, 36 inches wide, worth 65c the yard; January white sale .....	<b>50c</b>
White linen sheeting, 90 inches wide, worth \$1.35 the yard; January white sale .....	<b>\$1.00</b>
Bleached bath towels, worth 20c each; January white sale .....	<b>15c</b>
Cream bath towels, splendid 40c values; January white sale .....	<b>25c</b>
White huck towels; size 18 by 36; splendid 35c value. January white sale .....	<b>25c</b>
All-linen huck towels; size 19 by 38; a great 35c quality. January white sale .....	<b>25c</b>
Fine white madras waistings; excellent 35c grade. January white sale, the yard .....	<b>25c</b>
Fine white madras waistings; regular 45c the yard quality. January white sale .....	<b>35c</b>
Fine India linons; regular 10c the yard quality. January white sale .....	<b>5c</b>

**A beautiful sample line of high-grade napkins and table cloths, worth from \$1.50 to \$20.00, to go during the January white sale, at .....**

Fine sheer India linons, splendid 20c the yard quality; January white sale .....	<b>15c</b>
Sheer, dainty Persian lawns, regular 25c the yard grade; January white sale .....	<b>20c</b>
Finest Persian lawns ever sold at 40c the yard; January white sale .....	<b>30c</b>
Soft nainsooks, made by Jones Brothers of Manchester, England, worth 40c the yard; January white sale .....	<b>30c</b>
Sheer nainsooks, made by Jones Brothers of Manchester, England, worth 50c the yard; January white sale .....	<b>40c</b>
English long cloth; full 36 inches wide, worth 18c the yard; January white sale, 12-yard pieces .....	<b>\$1.65</b>
Fine English long cloth, 36 inches wide, worth 25c the yard; January white sale, the piece, containing 12 yards .....	<b>\$2.00</b>
Pearline lawn, something new and a splendid value at 75c the yard; January white sale .....	<b>50c</b>
Dotted and figured swisses, splendid 85c and \$1.00 qualities; January white sale, the yard .....	<b>69c</b>
Lonsdale cambric muslin, 36 inches wide, finest 15c grade; January white sale, the yard .....	<b>11c</b>
Berkeley cambric, well known 25c grade; January white sale, the yard .....	<b>20c</b>
Lonsdale bleached muslin 36 inches wide, our regular 12 1/2c the yard quality; January white sale, the yard .....	<b>8 1/2c</b>
White Daisy flannel, 27 inches wide, worth 12 1/2c the yard; January white sale .....	<b>8 1/2c</b>
White Canton flannel, 27 inches wide, a recognized 12 1/2c value; January white sale, the yard .....	<b>10c</b>

**The great sacrificing includes table linens, napkins, fancy linens, waistings, long cloths, nainsooks, sheetings, muslins, cambries, etc., etc.**

Bleached table damask, full 66 inches wide; John S. Brown's make, worth \$1.25 the yard; January white sale .....	<b>\$1.00</b>
John S. Brown's table damask, 70 inches wide, pure white bleached, worth \$2.25 the yard; January white sale .....	<b>\$1.75</b>
McBride's fine white Irish dimities, the most complete line we ever carried; each grade in neat checks and stripes. Choose at the following reductions:	
15c quality, January white sale .....	<b>12 1/2c</b>
20c quality, January white sale .....	<b>15c</b>
25c quality, January white sale .....	<b>20c</b>
30c quality, January white sale .....	<b>25c</b>
35c quality, January white sale .....	<b>30c</b>
45c quality, January white sale .....	<b>35c</b>
50c quality, January white sale .....	<b>40c</b>
Fine white dress linens; 300 yards, 36 inches wide; worth 50c the yard. January white sale .....	<b>29c</b>
All-linen towels—a hundred dozen in the lot—size 17 by 35; worth 25c each. January white sale .....	<b>20c</b>

### January white sale offers from the art needle-work section

The entire stock of white art goods reduced, these being mentioned to give you an idea:

A splendid line of Battenberg scarfs—designed to sell at \$1.75 each—To close at, your choice .....	<b>\$1.00</b>
Beautiful Cluny doilies—elegant designs—should sell at \$2.00 each—Choose during the January white sale at .....	<b>\$1.25</b>
Fine Swiss embroidered scarfs and squares, a splendid variety and the designs are beautiful. Choose like this:	
The \$2.00 values go at .....	<b>1.30c</b>
The \$1.00 values go at .....	<b>50c</b>
The \$1.75 values go at .....	<b>85c</b>

**No samples, no exchanges, no approvals will be allowed on January white sale goods.**

In the "Men's corner" the following examples will show how we are doing it:

### Men's fine muslin night shirts, January white sale 59c

A splendid 50 dozen lot—bought especially for this great sale. Made of finest muslin. Designed with French neck—good and full in length and width. Full line of sizes. Neatly finished with feather-stitch braid—in white and colors. A splendid \$1.00 value. Choose all week, or while they last, at, only 59c.

**Entire stock of men's white bosom shirts at exactly half-price.**

Regular \$2.00 full dress shirts—	<b>\$1.00.</b>
\$1.50 full dress or short bosom shirts—	<b>75c.</b>

This sale of shirts must close the lines—the \$2.00 shirts have cuffs attached—the \$1.50 shirts have detached cuffs. Choose from either line at just half the actual selling values.

East aisle—Main store.

### Tremendous reductions on lace curtains during the January white sale

Every pair of lace curtains and white curtaining material in the department reduced—a sample from each line quoted as examples—

\$10.00 Brussels lace curtains, pair .....	<b>\$6.75</b>
\$8.00 Irish point curtains, pair .....	<b>\$5.75</b>
\$6.50 Scotch net curtains, pair .....	<b>\$4.50</b>
\$3.00 muslin curtains, pair .....	<b>\$2.00</b>
\$2.50 muslin curtains, pair .....	<b>\$1.75</b>
60c grade curtain muslins, the yard .....	<b>40c</b>
75c grade curtain muslins, the yard .....	<b>50c</b>

The lines shown in our West Third South street windows will give further proof of the greatness of this sale.

First floor—back—Annex.

**Cut flower department—Roses, beauties, carnations, and a splendid line of palms at reduced prices.**

