



JUNE WHITE SALE



MUST
CENTRALLY
LOCATED STORE
IN TOWN.
THE MEGGA
FOR SALT
LAKE'S PROUD
SHOPPERS.

Greater--Better--Finer Than Ever Before

Our annual June White Sale ranks first in importance among all white sales to Salt Lake women. It's a sale watched and waited for by thousands of Salt Lake's shrewdest shoppers and it's well they waited this time, for this is the greatest and best offering of white we ever made. You will find it decidedly different, decidedly better. Different because of greater facilities, larger stocks, more room and greater display opportunities. Better because selections are greater than in any previous sale and prices are reduced to the lowest possible point. In many cases the half mark is reached and on staple things, materials and garments you need right now.

A Great June Sale of

DAINTY WHITE DRESSES

ONE LOT OF SLIGHTLY SOILED LINGERIE AND NET DRESSES

Fifty in the lot, all good, desirable models and exquisite material. Regular prices were \$5.00 to \$15.00. Slightly soiled, but a dollar spent at the cleaners gives you a brand-new dress and we are going to close them out regardless of cost at—

\$2.98

500 Beautiful White Voile Dresses

These dresses come in very dainty styles with Val lace and ratine trimming or cluny lace and crochet button trimmed. Square and round neck, short sleeves, turn back cuffs and perfect fitting.

\$2.50

\$10.00 White Lingerie Dresses

A great variety to choose from at this price in lingerie and voile, trimmed with val lace, embroidery, cluny, flat and Irish laces. Beautiful yokes—some ribbon trimmed—some with touches of color—all exquisite styles and great values.

\$7.50

\$16.00 and \$21.00 White Dresses

In this lot you choose from several very handsome and desirable styles in plain and striped voiles, lingerie, etc., trimmed with rich laces, sashes, girdles—some in the combination coat style—plain voile skirt and figured voile coat.

\$12.00

\$25 and \$35 White Lingerie Gowns

A beautiful array at this price, neat, daintily embroidered and lace trimmed styles in plain and fancy voiles, ratine, voiles, etc. Exquisitely designed in the new tunic, cutaway and plainer styles, in all white and color combinations. Each creation a perfect beauty and only one of a kind.

\$19.50

White Wash Fabrics, Domestic, Curtains and Household Linens

- A fine sheer India linon, usually sold at 18c yard—Sale price, **10c** yard.
- Elegant sheer India linon, usually sold at 22½c—Sale price, **12½c** yard.
- Nainsook, good quality, usually sold at 15c—Sale price, **9c** a yard.
- Nainsook, a better quality, usually sold at \$2.25. Sale price—bolt of 12 yards, for **\$1.17**
- Nainsook, fine quality, usually sold at \$3.00. Sale price—bolt of 12 yards, for **\$1.85**
- Damoselle cloth, or the original convent cloth, usually sold at \$5.00. Sale price—bolt of 12 yards, 42 inches wide, for **\$3.10**
- Finest French nainsook, suitable for the daintiest underwear, usually sold at 75c. Sale price—the yard **39c**
- \$2.25 long cloth, 36 inch wide—bolt of 12 yards for **\$1.19**
- \$2.50 long cloth, 36 inches wide. Sale price—bolt of 12 yards for **\$1.45**
- \$4.50 long cloth, extra fine, 36 inches wide. Sale price—bolt of 12 yards for **\$2.50**
- Plain mercerized flaxon, 32 inches wide, usually sold at 25c—Sale price, yard **17c**
- Fancy mercerized stripe and check flaxon, 36 inches wide, usually sold at 50c—Sale price, yard **29c**
- Mercerized batiste, 45 inches wide, usually sold at 25c—Sale price, yard **15c**
- Extra fine imported mercerized batiste, 45 inches wide, usually sold at 65c yard—Sale price, yard **42c**
- Finest French lawn, 48 inches wide, usually sold at 60c—Sale price, yard **39c**
- Sylvia lawn, an ideal cloth for many purposes, usually sold at 65c—Sale price, yard **39c**
- 30c Persian lawn, 45 inches wide, yard **12½c**
- 35c Persian lawn, 45 inches wide, yard **19c**
- 40c Persian lawn, 45 inches wide, yard **25c**
- White pique, several size welts, usually sold at 50c—Sale price, yard **25c**
- Imported pique, all size welts, usually sold at 60c yard—Sale price, yard **35c**
- Dotted Swiss sheer mesh, all size dots, 25c to 40c values—Sale price, yard **15c**
- Madras waisting, many natty patterns, usually sold at 35c—Sale price, yard **18c**
- 25c white rose suiting 36-inch **15c**
- 20c white dimity checks, 27-inch **10c**
- 35c white kimono plisse, 32-inch **22c**
- 18c check nainsook, all sizes **12½c**
- 40c white voile, 36-inch **19c**
- \$1.25 white voile, 40-inch **69c**
- Fancy white goods, 19c to 30c values; stripes, checks, plaids, etc.—Grouped into one lot at, yard **10c**



Snowy white housekeeping linens, bedding, etc., make a strong price bid for recognition in this great June white sale.

- 45c Bleached 58-inch Table Damask, yard **25c**
 - 90c Bleached 72-inch Table Damask, yard **47c**
 - \$1.25 Bleached 72-inch Table Damask, yard **69c**
 - \$1.75 Bleached Napkins, ½ size, dozen **85c**
 - \$3.00 Bleached Dinner Size Napkins, dozen **\$1.90**
 - \$5.00 Bleached Dinner Size Napkins, dozen **\$3.45**
 - 15c Pillow Cases, 42x36-inch size, each **9c**
 - 22½c Pillow Cases, 42x36-inch size, each **13½c**
 - 25c Hemstitched Pillow Cases, 42x36, each **17c**
 - 90c Bleached Sheets, 81x90-inch size, each **49c**
 - \$1.00 Bleached Sheets, 72x90-inch size, each **55c**
 - \$1.15 Bleached Sheets, 81x90-inch size, each **75c**
 - 25c Berkley 100 Cambric, slightly imperfect, yard **12½c**
 - 15c Bleached Muslin—same as Lonsdale—yard **8½c**
 - 14c Bath Towels, hemmed or fringed, each **8½c**
 - 18c Bath Towels, hemmed, each **11c**
 - 25c Bath Towels, initialed, each **17c**
 - 45c Bath Towels, extra size and weight, each **25c**
 - 12½c Hemmed Huck Towels, good size, each **6½c**
 - 60c Table Padding, 54 inches wide, yard **33c**
 - 60c Nonshrinkable White Flannel, yard **39c**
 - \$1.00 Silk Embroidered Flannel, yard **55c**
 - 18c Bleached Canton Flannel, yard **11c**
- All White Dress and Art Linens Less One-Third.
All Pattern Table Cloths and Napkins, to match if desired, Less One-Third.

Annual June Sale of Embroideries

ANOTHER POPULAR EMBROIDERY SALE THAT EXCELS ALL PREVIOUS EFFORTS.

9c FOR EMBROIDERY INSERTIONS THAT SOLD REGULARLY UP TO 35c—Included in this lot are hundreds of odd insertions that sold regularly up to 35c per yard, all good desirable patterns and great bargain values.

15c FOR NEW CORSET EMBROIDERY—Regular 29c corset coverings in a variety of new patterns on good grade nainsook.

15c FOR BABY EDGINGS AND INSERTIONS—All fine baby edgings and insertions to match that sold to 35c per yard, offered in this sale at the above price.

35c FOR 27-INCH FLOUNCINGS WORTH UP TO \$1.25 A YARD—An immense collection of finest, daintiest open work and dainty embroidery designs. Values in this lot up to \$1.25.

48c FOR EMBROIDERY ALL-OVERS WORTH UP TO \$1.25—Neat, dainty, small embroidery effects and handsome cross bar embroidery styles in a remarkable variety for dress, waists, yokes, corset covers, etc. A remarkable offering at the price.

69c FOR 45-INCH FLOUNCINGS WORTH UP TO \$1.98—Here is the creme-de-la-creme of all embroidery offerings of the season. Full 45-inch flouncings in rare, exquisite patterns, dainty novelty effects, sheer and pretty for baby dresses, lingerie dresses, underwear, etc. Also white, colored and Bulgarian voiles. A truly sensational offer at this price.

PRICED AT COST AND LESS ENTIRE STOCK OF SILKS

In addition to the great white sale we offer every yard of silk fabrics in our entire stock at cost and less than cost prices—no reserves—no exceptions. All Crepes, Charmeuse, Broches, Glace Cords, Tub Silks, Habutais, Pongees, Poplins, Satins, Etamines, etc., all reductions unprecedented.

- Pure silk Messaline, the very best quality, high luster, elegant finish, all colors, including cream and black, 18-inch width, 69c quality; the yard **39c**
- Pure silk Messaline, 26 inches wide, all colors and black, an exceptional 35c value. Monday and weak, the yard **65c**
- Foulards, pure silk, rainproof, showerproof and waterproof, 24-inch width, big range of colors, including blues, greens, rose, gray, white and black grounds, with dots and figures of the newest variations. This well known \$1.00 and \$1.25 quality Monday, your selection at, the yard **59c**
- Tub Silks for waists, skirts and dresses and lingerie underwear; white grounds with colored and satin stripes, 36 inches wide, \$1.00 and \$1.25 qualities, the yard **75c**
- Japanese Tub Silks and plain Habutai, in all good colors and black, 27 inches wide, 50c and 60c quality, the yard **39c**

TAFFETA SILKS An elegant quality, pure silk chiffon finish in plain and two tone effects. All the wanted light, medium and dark colors, full yard wide. \$1.50 the yard quality; extra special, the yard **\$1.10**

CREPE DE CHINE, CREPE METEOR AND SATIN CHARMEUSE
One lot includes 40-inch all silk crepe de chine, satin faced crepe de meteor and lustre satin charmeuse in an extra \$2.50 quality. Monday and weak, the yard **\$1.75**
Another lot includes 40-inch crepe de chine, 38 and 40-inch brocade messalines and satin charmeuse, splendid selection of colors, excellent \$2.00 qualities. Monday and weak, the yard **\$1.39**

- BLACK SILKS**
18-inch pure silk Taffeta, 65c grade, 39c.
18-inch pure silk Messaline, 60c grade, 39c.
27-inch pure silk Messaline, 85c grade, 65c.
36-inch pure silk Taffeta, \$1.00 grade, 59c.
36-inch pure silk Taffeta, \$1.25 grade, 69c.
36-inch pure silk Taffeta, \$1.50 grade, 89c.
36-inch pure silk Taffeta, \$1.65 grade, \$1.10.
- WHITE SILKS**
18-inch pure silk Messaline, 65c grade, 39c.
18-inch pure silk Taffeta, 85c grade, 39c.
18-inch pure silk Taffeta, \$1.00 grade, 60c.
27-inch pure silk Messaline, 85c grade, 65c.
27-inch pure silk Taffeta, \$1.25 grade, 79c.
36-inch pure silk Tub Silk, \$1.00 grade, 79c.
36-inch pure silk Messaline, \$1.25 grade, 85c.
36-inch pure silk Messaline, \$1.50 grade, \$1.05.

Natural Color All-Silk Pongees

- 27-inch natural Pongee, worth 75c the yard **48c**
- 27-inch natural Pongee, worth 85c the yard **53c**
- 36-inch natural Pongee, worth \$1.25 the yard **85c**
- 36-inch natural Pongee, worth \$1.35 the yard **98c**
- 36-inch natural Pongee, worth \$1.75 the yard **\$1.39**
- 36-inch crepe Pongee, worth \$2.00 the yard **\$1.45**
- 54-inch natural Pongee, worth \$2.50 the yard **\$1.79**

Annual June Sale of UNDERMUSLINS

MIDSUMMER PRICES ON NEW, DAINTY UNDERMUSLINS AT THE OUTSET OF THE SEASON.

- GOWNS**
A big showing of latest ideas and models in dainty lace and embroidery trimmed gowns. Splendid variety and exquisite fabrics in this sale—
98c Gowns **65c**
\$1.25 Gowns **89c**
\$1.35 Gowns **98c**
\$1.75 Gowns **\$1.19**
\$2.00 Gowns **\$1.25**
\$2.50 Gowns **\$1.50**
- PRINCESS SLIPS**
Exquisite lace and embroidery trimmed slips in the latest cuts and most desirable models priced in this sale—
\$1.75 Princess Slips **\$1.19**
\$2.50 Princess Slips **\$1.50**
\$3.75 Princess Slips **\$2.00**

- COMBINATIONS**
A new collection of beautiful skirt and drawer combination suits—all the latest styles. Embroidery and lace trimmed, in nainsooks, new cotton crepes, etc., in this sale—
85c Combinations **58c**
95c Combinations **65c**
\$1.50 Combinations **98c**
\$1.75 Combinations **\$1.19**
- CORSET COVERS**
Entire stock reduced for this sale. These dainty little garments are trimmed from the simple style to the exquisite lace and embroidery effects on only the best of material.
35c Corset Covers **21c**
50c Corset Covers **30c**
59c Corset Covers **45c**
75c Corset Covers **59c**
\$1.00 Corset Covers **79c**

SACRIFICE OF BEAUTIFUL PETTICOATS UP TO \$5.00 VALUES
We are closing out all our handsome white petticoats, dainty lace trimmed styles, ribbon drawn, etc., at the above price.

\$1.00 PETTICOATS 48c One line of plain neatly trimmed muslin petticoats goes at this price.

- CHILDREN'S UNDERMUSLINS**
Embroidery trimmed drawers, sizes 2 to 6 **12c**
Embroidery trimmed drawers, sizes 8 to 14 **21c**
Embroidery trimmed V-neck gowns, 50c grade, sizes up to 10 years **39c**

FRENCH HAND EMBROIDERED UNDERWEAR 1/4 Off
Our entire exquisite stock of hand embroidered under garments in most desirable and exquisite styles, ranging in price from \$1.50 to \$5.00 a garment, now being discounted 25 per cent.

