

Outing Flannels.

The best assortment of outing flannels ever shown, all desirable colors, stripes and checks, good heavy fleece, the kind you've always paid 10c for. This week...

Per yard, 8 1-3c



Extra Special Sale of Fancy Hosiery.

Solid Gold Shell Rings.

AT 29 CENTS A PAIR.

1,500 pairs of the latest novelties in Hosiery, both in colors and design will be placed on sale Monday morning. The lot includes plain and drop stitch hose, fancy checks, plaids, stripes and polka-dots. Not a pair worth less than 50c.

An elegant assortment of four stone opal, gold shell rings, others set with beautiful imitation Rubies, Emeralds, Diamonds, Amethysts, Sapphires, Turquoise, etc., worth \$1.25. Warranted to wear for five years—

Sale Price, 50c.

New Fall Ribbons

The latest things in new fall ribbons including all the newest and prettiest effects in an endless variety of colors and styles.

All Silk Taffeta Ribbons 1 1/2 inches wide in all colors. 12 1/2c

Soft finish all silk wash Taffeta Ribbons, four inches wide per yard 23c

All double faced satin ribbons in all widths and shades will be sold this week at tremendous reductions.

Flannelettes.

An excellent grade of warm fleeced goods in all desirable colors for wrapper and house dresses at the special price of 10c per yard



THE SHOPPERS' PARADISE.

Great Waist Sale.



For this week's special selling we were fortunate enough to secure the entire output of two of New York's most prominent waist manufacturers at exactly half price, spot cash, and taking the entire stock without reserve were the powerful factors that consummated the deal. This purchase included this season's choicest productions in Silk, French Flannel and Fleece Wool Waists, made in the newest and most approved designs. At this writing the goods are not all unpacked, but will be all ready and placed on sale in our cloak room Monday morning at just

HALF REGULAR PRICE

Specials in Handsome Black and Colored Silks

We are now showing the handsomest collection ever exhibited at this store. The following are only a few of the many striking values to be found in this department:

A full line of new fancy Waist Silks and plain colored Taffetas in all the desirable shades. 75c per yard

\$1.50 fancy black Waists in striped, corded and figured designs. Special this week 95c

Rich Novelty Silks for evening and street wear in an immense variety of striking color combinations, per yard \$1.25

TREMENDOUS PETTICOAT VALUES.

25c for colored striped flannelette short skirts, deep hem.

50c for Saxony knit short skirts in all colors, bottom finished with fancy stripes and crochet edge.

\$1.35 for all wool Saxony yarn, knit or flannelette, short skirts. Knit skirts are finished with colored striped borders and flannelette skirts with ruffles trimmed with torchon lace. All colors.

\$1.25 for black and colored saten flounce.

\$2.25 for three styles of saten petticoats, all colors, finished with pleated or corded flounces or narrow ruffles. All good values.

\$3.35 for beautiful mercerized saten flounce petticoats, Vandyke flounce over pleated flounce.

\$7.25 for black and colored taffeta silk petticoats, accordion pleated flounce trimmed with ruffles.

14.50 for black and colored taffeta silk petticoats made with Vandyke flounce with small ruche over gathered ruffles, also trimmed with ten-inch accordion pleating strap seam top and bottom.

16.00 for beautiful black and colored taffeta silk petticoats, some are made with narrow ruffles and lace and insertion trimming, others with deep accordion pleated flounce and trimmed with colored ruche. A fine line to select from.

WHAT IS THE ENVIABLE REPUTATION SO JUSTLY EARNED BY "SALT LAKE'S FOREMOST POPULAR STORE." Success Only Spurs us on to Greater Efforts. The General Public is Rapidly Learning that our Bargains cannot be Equalled Elsewhere in Salt Lake, that our Qualities are Higher and our Selling Prices Lower. For this Week we are Going to Outdo ourselves in Bargain Giving by Presenting a Succession of

Fair and Conference Offerings Extraordinary,

In Every Department, Which Will Both Delight and Astonish All Who Trade Here.



Fashions Favorite Dress Goods.

All our fashionable dress fabrics for the Fall and Winter of 1901 are now in. Many of the styles are exclusive here and not obtainable elsewhere and include everything that is new for street and house wear.

Oxford Zibelines New Basket Camel Hair Weaves Broadcloths Venetians Chalk Line Pebble Chevots Homespun Unfinished Worsted

Scotch Chevots, Granite Cloths, All Wool 36 in. Tricots, etc. 29c for per yard

All wool Habit Cloths, Coverts, Chevots and Granite-cloths, per yard 48c

Whipcords, Satin Soletis, Chevots Vigoreux, Satin finished Venetians in all the popular colorings and mixtures, per yard 59c

25 pieces new Camel Hair and Scotch mixed effects in plaids, Checks and solid colors. Regular value, \$1.35. This week special price per yard 75c

\$1.00—Extra Special in Fashionable Fall Black Goods.

\$1.00 Per Yard.

For this week we offer something unusual in fashionable new Black Goods.

We have gathered up a number of high class fabrics from our new Fall Stock. Fabrics that sold from \$1.25 to \$1.85 per yard and offer them as a Conference Special at \$1.00 per yard. They include:

46 inch Whip Cords, 46 inch Fine Satin Soletis, 46 inch Sicilians, 52 inch Venetians, Fall Weight Broadcloths.

46 inch Fable Chevots, 46 inch French Serge, 46 inch Brilliantines, Handsome Black Perolas, Prunellas.

\$1.00 Per Yard—\$1.00

Special Remnant Week

Fine Wool Remnants in Lengths from 2 to 6 yards culled from early Fall selling. Among these you will find many most desirable patterns of Ladies' and Children's dresses at less than half original values.

9c—Extra Values in Dress Linings.

16c black, gray and brown Seelases, per yard 9c

15c Percales in black and gray per yard 9c

15c colored Percales, per yard 9c

Special Prices on Wrappers and Eiderdown Robes and Dressing Sacques.

1.10 For percale wrappers, braided trimmed.

1.65 For fleece lined or percale wrappers, regular \$2.00. Variety of styles.

2.25 For Angora Flannelette wrappers, elaborately trimmed with washable velvet ribbon or braid.

70c For Eiderdown Dressing Sacques, all colors, finished chechet edge.

4.50 For All Wool ripple eiderdown robe, red and navy, frog front.

Mail Orders Promptly Filled

SPECIAL OFFERINGS FOR THE WEEK IN OUR CLOAK AND SUIT ROOM.

This is a season for variety of styles and novelties. Each day new ideas are added to our

Grand Assortment of Fine Coats and Wraps.



Newest Coats and Wraps.

\$1.00 For Children's Cloth Reefers.

\$1.00 For infants' short all wool eiderdown cloaks (slightly soiled).

\$2.50 For Children's heavy Boucle Cloth Jackets, regular \$5.00 to \$7.50 values.

\$2.85 For Ladies' short Kersey Cloth Jackets in black, tan and navy.

\$3.00 For Ladies' black Cloth Capes, regular \$5.00 capes.

\$4.00 For Ladies' jet and braid trimmed Plush Capes, regular \$7.50 value.

\$5.00 For Ladies' Electric Seal Cape. Regular \$8.50 value.

Ladies' New Tailor-Made Suits.

600 of them to select from in Norfolk, Blouse, Eton, Louis XV, Reefer. Tight fitting and vest effects. Materials include Chevots, Coverts, Homespun, Broadcloths, Oxford, Velvets, Corduroys, Zibelines, Pebble Chevots and Granite Cloths. Prices range from \$10 to \$50

WE QUOTE THREE PRICES FOR THIS WEEK'S SALE.

SUITS FOR \$13.50.

Ladies' handsome Tailor Suits in the new dip front blouse jacket styles, made of Serge, graduated flounce skirt, colors, black, blue, castor or brown. These suits are not to be equalled anywhere in the city at this price.

SUITS FOR \$16.00.

Ladies' and Misses' swell tailor suits, two styles, made of serge or cheviot in black, brown or blue, either in blouse or reefer style. These come handsomely finished with tailor stitching and trimmed in variety of styles with satin, velvet or taffeta straps.

SUITS FOR \$23.00.

Ladies' swell Norfolk walking suits, also Eton suits, made in latest styles with new shape skirts. Come in castor, black, oxford, navy and green, fancy trimming of stitched bands of taffeta or cloth straps; all remarkable values.

Exquisite Showing of Newest Skirt Styles.

SEPARATE DRESS SKIRTS.

For \$6.50 You can have choice of 5 styles in dress skirts. These are made of serge, venetian, covert and cloth and all are correct styles, either trimmed with silk or satin bands or rows of tailor stitching; and come in black royal navy, castor, oxford, brown and gray. We show a most complete line at this price.

For \$12.50 You can have choice of three styles of taffeta silk dress skirts. They come either of solid tucks or plain, and are handsomely trimmed with liberty silk ruffle quilted ribbon trimmed ruffles or graduated tucked flounces.

TWO OF THE VERY LATEST STYLES IN WALKING SHIRTS.

\$6.50 For heavy oxford gray cheviot skirts, graduated flounce, trimmed with three wide stitched straps of same material.

\$9.50 For swell Corduroy skirts in tan and navy, deep flaring flounce trimmed with tailor stitching.

BOX COATS.

Ladies' 27 inch Box Coats in castor, tan and black, plain velvet or tailor stitched \$5.50 to \$25.00

Ladies' Automobiles in castor, tan, oxford and black, in all latest cuts and materials \$13.00 to \$35.00

Ladies' Raglans and Newmarkets in great variety of styles, materials and colors. You can surely be suited out of our immense stock of these garments. We have them ranging in price \$13.50 to \$50

Remnants.

125 remnants of all mill ends of bleached and unbleached table linens at about half of their regular retail price. Some are slightly soiled, but all are perfect goods in every way. Lengths from 1/2 to 5 yards. Prices from 45c to \$5

Mail Orders Promptly Filled

Conference Glove Specials.



Our glove department includes the widest range of newest desirable colorings. All the old lines have cleaned out and a brand new, clean, fresh and beautiful stock greets at this counter.

LARGE LOT of broken sizes in our regular \$1.25 gloves to be cleaned out this week in all the desirable shades. A most fashionable 1.50 fall glove for \$1.00

COHN'S SPECIAL embroidered back warranted gloves in all sizes and newest colorings. The best glove on the market \$1.00

FINE PARIS REAL FRENCH KID GLOVES soft and durable, new embroidered backs and dainty colorings, regularly sold at \$1.25 \$1.75, this week only \$1.25

AN EXQUISITE ASSORTMENT of pique seam Paris point high grade suede gloves in all the desirable shades. A most fashionable 1.50 fall glove for \$1.00

MAJESTICS—The glove without a peer, made of the finest French kid, Paris point backs, pique seams, widest range of colorings. The most durable and satisfactory glove on the market, per pair \$2.00

THE MARVEL, a washable kid glove, made in the highest grade finish, all colors; soap and water cleans them perfectly, water does not harden them, per pair \$2.00

At the Lace Counter.

Hundreds of yards of the very newest effects in trimmings and laces together with large and complete assortments of the latest styles in women's neckwear are offered at prices that insure great money saving.

Veilings.

Tuxedo veilings, 18 inches wide with silk chenille dots, good quality black or white 15c per yard

Plain Chiffon Veiling, good quality in assorted colors 20c per yard

Chiffon Veilings with silk embroidered dots, very desirable, per yard 45c

Dress Trimmings.

Black and white embroidered Chiffon, Applique Trimmings, the newest thing of the season, exceptional values at per yard 45c

Black Silk Braid trimmings in straight and designs that can be separated 65c per yard

Black Spangled Trimmings, choicest assortment from any 1/2 to four inches wide 65c and up

Neckwear.

Embroidery top collars, finely worked 25 different patterns at 10c

Point de Venise Rever Collars, Arabian and White excel- lent quality 50c

Black Liberty Silk Neck Boss. A large assortment of the most becoming styles \$2.00 up

French Flannels and Waistings.

New Waistings in beautiful Persian and Dresden patterns. Oriental styles, dots, spots, stripes, etc. For fancy waists, house gowns, kimono's, wrappers, etc.

50 pieces celebrated Duvette Flannelette in light, dark and medium colors, per yard 20c

Gray twilled Oregon Flannelette, excellent for under skirts and men's shirts per yard 45c

An entirely new plain and striped French Flannel in the latest shades such as rose, green, old rose, lavender, blue, red, gray, pink, etc., per yard 50c

French Flannel waisting in polka dots and stripes on light and dark grounds per yard 65c

Very newest Persian and Paisley patterns, very rich designs of high grade French flannels, per yard 90c

Big Sale of Sample Handkerchiefs. No Two Alike.

150 dozen manufacturers' exquisite sample handkerchiefs in the choicest and prettiest patterns, were closed out to us at a mere fraction of their worth. Read the following and see the tremendous sacrifice prices at which we offer them:

50 Hemstitched and embroidered Linen Handkerchiefs reg. 10c values for 5c

25 doz. Hemstitched Embroidered and lace edge Linen Handkerchiefs Regular 10c values for 8c

35 doz. Pure All Linen handsome embroidered and lace edged Handkerchiefs, 20c grade, reg. 12c for 12c

25 doz. dainty lace edge fine hemstitched handkerchiefs, 25c grade for 15c

35 doz. extra fine deep embroidery edge pure linen handkerchiefs some worth up to 50c for 20c

5 doz. highest grade beautiful designs. Extra fine quality pure linen, embroidery and lace edge handkerchiefs, sold up to \$1.00 each Special for 55c

Conference Specials in Warm Underwear.

Boys' heavy weight fleece lined vests or drawers, plain flat weave in mottled gray, value 60c, this week 43c

Boys' ribbed fleece lined drawers, size 24 to 34, ecru only, 23c per pair

Children's camel's hair underwear, vests, pants and boys' drawers. A full line of sizes. Prices from 20c up to 60c, according to size.

Children's fine natural wool vests, pants and drawers, from 25c to 50c, according to the size.

Children's fine Jersey ribbed vests or pants, in white or natural, 54c any size for 50c

Children's heavy weight fleece lined union suits, open front, half open back, sizes from 2 to 9 years \$1.00, \$1.25, \$1.40.

Women's natural color wool vests or pants, flat weave and heavy weight, \$1.50 quality, reduced to \$1.25

Women's pants or vests, Phyllis make, natural color and white, reduced from 69c to \$1.00

Women's ribbed mixed wool vests or pants, white and natural, reduced from 85c to \$1.25

Women's vests or pants, fine ribbed, white or natural, Norfolk and New Brunswick manufacture, reduced from 90c to 63c

Women's fine black wool vests, absolute fast and stainless, pants to match, with a French cut hand, reduced from \$1.00 to \$1.00

EXTRA SPECIAL CONFERENCE INDUCEMENTS IN LINENS AND DOMESTICS.

Blankets, Comfortables and Quilts in the Basement.

100 Comfortables, weight 6 pounds, size 62x72 inches, regular \$1.20 value \$1.50, special \$1.20

50 Comfortables filled with pure white Rock Island cotton, covered with a good quality silkline, size 72x78, regular value \$1.80 \$2.15, special \$1.50

Good quality soft flannel sheet blankets, regular 70c 55c grade, Special \$2.20

25 pairs gray mixed wool blankets, regular \$1.00 quality, \$2.20 Special \$1.50

An odd lot of pure all wool California blankets. They consist of white Vicuna, gray mottled, silver gray, and are worth from \$2.50 to \$7.00, Special \$4.75 each

Bates' white crochet quilt, extra large size, regular \$1.65 \$1.25 value, Special \$1.00

1/2 size white crochet quilts, value \$1.00, Special, 75c each

Extra Towel Values.

25 doz. good heavy unbleached Turkish towels, regular 10c

25 doz. heavy unbleached bath towels, size 22x45, regular 20c 15c

100 doz. bleached Initial Turkish Towels, size 26x38, regular 25c quality, Special 18 2-3 each, or 6 for \$1.00

50 doz. union linen huck towels, size 18x36, worth 15c 20c

Extra large fringed damask towels, worth 20c

White Goods.

Fine quality yard wide English long cloth, regular 18c grade, Special, for piece of 12 yards \$1.50

Good quality of white nainsook, regular 15c quality, 11c yard

Ready-made Sheets and Pillow Cases.

HEMMED.

100 doz. hemmed pillow cases, made of good quality soft finished bleached cotton. Size 45x36, 10c

HEMSTITCHED.

Hemstitched sheets made of best quality sheeting, equal to Ullica Mills muslin in every way—

72x90 hemstitched sheets, regular price 70c, Special 69c

81x90 hemstitched sheets, regular price 90c, Special 77c

90x90 hemstitched sheets, regular price 90c, Special 85c

90x90 hemstitched sheets, regular price \$1.00, Special 89c

Bleached and Unbleached Muslins and Sheetings.

Good quality unbleached 5c yard muslin

Extra heavy yard wide unbleached muslin, regular 7 1/2c yard value 9c

Heavy bleached muslin, full yard wide, good \$ 1-3c value 7c

Best quality bleached muslin, equal in every way to Fruit of the Loom or Lonsdale 8 1/2c

33 inch good quality bleached cambric muslin, regular 10c grade, Special, yard 8 1/2c

Good quality 9-4 bleached sheeting, regular 25c value, Special 20c

42 inch bleached sheetings, 12c per yard

46 inch bleached sheetings, 14c per yard

50 inch bleached sheetings, 16c per yard

54 inch bleached sheetings, 18c per yard

6-4 bleached sheetings, 20c per yard

8-4 bleached sheetings, 22c per yard

9-4 bleached sheetings, 24c per yard

10-4 bleached sheetings, 27c per yard

Table Linens and Napkins.

56 inch bleached table damask 50c

60 inch bleached table linen 60c

70 inch all linen Irish table damask 80c

72 inch double satin Irish table damask, actual value \$1.20 \$1.45

54 inch unbleached table linen 30c

70 inch half bleached table linen, regular 60c value, Special 45c

10 doz. half bleached loom dice napkins, regular \$1.65 value, \$1.25 per dozen

25 doz. 1/2 size bleached napkins, regular \$1.95 grade, Special \$1.50

25 doz. full dinner size bleached table napkins, regular \$2 \$2.50 value, Special, per dozen

Extraordinary Values in New Flannels.

Cream Domest Flannel, 25 inches wide and good weight, 6 1/2c per yard

28 inch extra heavy twilled cream domest flannel, special price, 10c per yard

1 yard wide bleached domest flannel, regular 15c grade, 12 1/2c per yard

26 inch wide unbleached canton flannel, 6 1/2c per yard

30 inch extra heavy unbleached canton flannel, regular 10c 7 1/2c per yard, only 7 1/2c

33 inch extra heavy twilled black canton flannel, long soft fleece, regular price 10c per yard, only 11c