

OCTOBER ECONOMY SALE

COMMENCING MONDAY MORNING, We will give the People of Salt Lake a Lesson in Economy. The many visitors who are yet in town will also do well to be on hand bright and early, and learn by actual demonstration what we mean by "Economy." To simply tell you that it means the saving of money on purchases is not sufficient—you must be here and apply the test of real "value" which you will find is characteristic of all the merchandise we offer for sale. We do not try to see how much we can get for the new goods, but FOR HOW LITTLE WE CAN SELL THEM. The first price which an article receives at this store is an economical one, so that when we discount it, the offer becomes a Genuine Bona-fide Bargain—the kind that creates confidence among our patrons, and brings them back to this store for future trading.

THE STOCKS ARE ALL NEW.

Fall and Winter Goods have been pouring in to every Department from the leading manufacturers of this country and Europe. Every article here advertised is fresh and clean from the factories—no shelf worn goods among them. Just the sort of goods for the cold weather season. We want you to come here and see the immense display, and then buy what you want. Some idea of the remarkable character of this Great Economy Sale is reflected in the various important things featured on this page. If we don't have what you want, tell us; but if we do have what you want, tell your neighbors.

The Cloak and Suit Department

We Invite You to Visit this Charming Section. It is teeming with new goods—brimful of the newest and cleverest ideas, making the selection of a new garment a matter of unusual ease. The stock comprises every new, high class, original and exclusive design. English Box Coats, Tourist Coats in gray and Scotch mixed fabrics, Wool Chinchilla, Astrachan and Squirrel Trimmed Coats of all styles. A full line of Suits and Separate Skirts for Ladies and Misses, in Panama, Broadcloth, Voile, Chiffon Panama and other cloths.



Fall and Early Winter Furs

High Class Novelties. No one contemplating the purchase of furs this season can afford to do so without inspecting our authoritative showing. There is an individual style to our furs that appeals to particular people. Ladies' Fur Neck Scarfs, Boas and Fancy Scarfs of everdescription. A Beautiful Line of Children's Furs in sets and separate pieces. An elegant lot of Fur Lined and Fur Trimmed Coats. Prices to suit all sized purses.

\$1 Ladies' Night Robes, 75c

DURING THE ECONOMY SALE.
LADIES' MUSLIN NIGHT GOWNS, high neck and long sleeves, with embroidery insertion and tucking, a \$1.00 gown to be sold this week for **75c**.
CHILDREN'S MUSLIN DRAWERS, WITH TUCKING, 15c AND UP.
JUST IN—A fine new line of Mouslin Underwear, Aprons, Infants' Slips, Skirts and Misses' Drosses.

SOME RECENT ARRIVALS IN THE DRESS GOODS SECTION.

There is hardly a day passes but what we receive some new goods for this department of the store. The assortment now is unquestionably the largest and most varied we have ever shown. All the new weaves and new colors are represented, making a selection to your taste and demands an absolute certainty.
BOULEVARD SILK FACED VELVETEENS.
We have just received a shipment of real choice Boulevard Velveteens, those rich and natty looking clothes, worn so much now for both Dress and Walking Suits. We have them in black and colors.
WIDE WALE CORDUROYS.
Another late comer is a handsome line of colored and black wide wale Corduroys, every piece warranted for color and wear, unsurpassed for high class costumes. Must be seen to be appreciated.
BEAUTIFUL PENSION CHALLIES.
They haven't been opened any more than a few days, so if you are interested in their newness, and in the exclusiveness of their style and pattern, you will do well to come here Monday morning and see them. There is nothing finer made for those who want something just a little better than the ordinary. You ought to have some for your Kimona, Wrapper, or Dressing Sacque. Prices are sure to induce a purchase.

SHOES FOR MEN

SHOES FOR WOMEN

SHOES FOR CHILDREN

Correct in style, Perfect in fit, satisfying in length of wear. That's our **SHOES**

DRESSING SACQUES 60c

DURING THIS GREAT ECONOMY SALE.
A very pretty line of Dressing Sacques, made of fleece flannel-ette, in stripes, shepherd checks and floral designs; light and dark colors, all sizes. So nice and comfortable these autumn days. Special for the October Economy Sale **60c**

\$3 WRAPPERS FOR \$2
How much easier it is to work with a good fitting wrapper on than when you wear a tight fitting dress—and oh, how much easier to buy!
We have a very good line of wrappers, made of Teazledown Flannel, in pretty pink, blue and light grey stripe effects. The value is \$3, but the special price for this Economy **\$2.00**

INITIAL LINEN HDKFS, 25c
DURING THIS GREAT ECONOMY SALE.
A beautiful line of Ladies' Linen Handkerchiefs, made of fine quality Shamrock Linen, with pretty hand embroidered initials. Worth 40c each, but to insure a quick clearance during this great October Economy Sale will be sold at **25c**

SILK AND LEATHER BELTS 25c
DURING THIS GREAT ECONOMY SALE.
You have never been offered such bargains before in your life. No other store dares to sell them at this price. We buy so many that we get lowest prices. Have sold them all summer at 35c to \$1.00, but the special price during the Economy Sale will **25c**

Our Clothing Dept.

Deserves a visit from you whether you purchase or not. We have all the latest styles and fabrics. On price we can do better than any other store in Salt Lake City.

INFANT'S APPAREL

SPECIAL OFFERS FOR THE ECONOMY SALE.
INFANTS' SACQUES, in elderdown outing flannel, knitted and silk embroidered flannel, a splendid line, in white and all colors. Economy Sale Price **35c up to \$2.50**
INFANTS' KNITTED BOOTEES, in wool and silk. A complete assortment, in all the latest colors, will be sold during Economy Sale at **15c up to \$1.00**
INFANTS' KNITTED KNEE AND PANTEE LEGGINS, in colors, white and black, will be marked during this **35c up to \$1.25**
INFANTS' KNITTED BANDS AND WRAPPERS, in cotton, wool, silk mixed and all silk, our line was never more complete. Economy Sale Price **25c up to \$2.00**

Ladies' 3 Coats in black, blue, green, castor and tan, as well as all the new Fancy Mixtures; an immense assortment of styles; every garment of this season's make. Prices range from—
\$7.50, \$10, \$12.50, \$15 and up to any figure desired

Capes We sell so many Capes. Our new line is just in, and the assortment is sure to please. Those in black Kersey cloth are—
\$8.50, \$10.00 and up to \$20.00

BABIES', CHILDREN'S AND MISSES' COATS.
The largest line of these Fall and Winter Wearables ever shown in this city. Bearskin, Crushed Flush, Chinchilla Cloth, Panama Velvets, Broadcloths, and Flannels are the fabrics for the Babies and Children's Coats, in red, royal blue, Reseda green, brown, tan and gray, ages 1 to 6 years. Prices range from—
\$1.75 to \$15.00.
For Misses the variety of styles, fabrics and colors is fairly bewildering. Every coat new this season, many ideas not seen before. Prices from—
\$4.00 to \$25.00.

Two Big Specials

\$1.00 and \$1.25 Velvets at 50c
For this Great Economy Sale, we will offer an especially fine line of Figured Velveteens and Crushed Velvets that have sold regular-ly at \$1.00 and \$1.25 a yard, for **50c**

REMNANT SILKS.
Will be displayed on the counter to the left of the entrance to the Dress Goods Dept. during the Great October Economy Sale and will be marked **Less Than Cost.**

KID GLOVES.

DURING GREAT ECONOMY SALE ONLY.
Women's fine Pique Street Gloves, in all the latest shades, newest Paris point, worth regularly \$1.15, for October Economy Sale **\$1**
Z. C. M. I. Special Street Gloves (the most serviceable glove on the market) in all colors, Paris point embroidered backs, worth \$2.00, Economy Sale Price **\$1.50**

SILKS AND DRESS GOODS AT RADICALLY REDUCED PRICES

All the New Weaves and Shades. Values That Will Appeal to Every Woman.

Hundreds of bolts of new Taffeta Silks, in black and other colors, the quality that always sells at 85c a yd. during the Great October Economy Sale, the price will be 60c	A large line of Novelty Dress Goods in dress pattern lengths or by the yd. regular prices from \$2.50 to \$3.75 a yard, Economy Sale \$1.00 bargain price . . . \$1.00	Also another lot of Dress Goods, in dainty figured effects, regular price 85c to 85c a yard, during the Great October Economy Sale, 50c the price will be . . .
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Shawls and Steamer Rugs

SPECIALS DURING THIS GREAT SALE.
A complete line of new Shawls just received. Single and Double Wool Shawls, in mixed gray, brown and green plaid patterns, as well as plain grays, browns and blacks, and black and white checks—
\$1.75 to \$7.50.
A splendid assortment in those thick, soft, warm, reversible Shawls, at all prices from—
\$3.00 to \$11.00.
Breakfast and Evening House Shawls, in plaids and checks—
75c to \$1.50
An elegant line of Steamer Rugs, equally useful to travelers by team and rail over land—
\$7.50, \$9.50 and \$15.00.

Embroideries at Half Price

During Great Economy Sale Only.
An especially fine lot of Mill Ends Embroideries, consisting of Nainsook, Swiss and Cambrie, Edgings and Insertions, in lengths from 4 1/2 to 6 1/2 yards, offered during this October Economy Sale at half regular prices.

Staple Dept., Big Offers.

DURING THE GREAT ECONOMY SALE.
3 1/2-inch Madras Gingham, suitable for Ladies' and Misses' Waists, Children's Dresses and Men's Shirts—every desirable pattern, regular price 25c yard, Economy Sale price **15c**
A splendid line of Zibeline Flannellettes in suitable patterns for Ladies' Dresses, Wrappers, Dressing Sacques, Kimonas and Children's School Dresses, a staple line known by the public to be worth 15c a yard, will be given an Economy Sale price of **10c**
The popular Arnold Flannellette, a finer line than was ever before shown in this city, in designs of Persian, Japanese, Dots, Stripes, Plaids and Figures, regular price 30c yard, Economy Sale offer **15c**
Anno's Apron Gingham, sold regularly at 7c yard, Economy Sale price **6c**
All light and dark colored Outing Flannel, regular \$1.25, Economy Sale price **7c**
The Outing Flannel, dark and light colors, Economy Sale price **8c**
Outing Flannels, usually sold at 12c, Economy Sale price **10c**

Cotton Blankets,

In White, Tan, Gray Mottled and Striped.
12-4 size, regularly \$2.25, Economy Sale Price **\$1.75**
12-4 size, regularly \$2.15, Economy Sale Price **\$1.60**
12-4 size, regularly \$1.85, Economy Sale Price **\$1.40**
12-4 size, regularly \$1.50, Economy Sale Price **\$1.25**
12-4 size, regularly \$2.00, Economy Sale Price **\$1.75**
12-4 size, regularly \$1.85, Economy Sale Price **\$1.45**
12-4 size, regularly \$1.50, Economy Sale Price **\$1.20**
12-4 size, regularly \$1.10, Economy Sale Price **85c**
12-4 size, regularly \$1.00, Economy Sale Price **80c**
12-4 size, regularly 75c, Economy Sale Price **65c**
12-4 size, regularly \$1.10, Economy Sale Price **85c**
12-4 size, regularly 95c, Economy Sale Price **65c**

THREE WHITE HAT SPECIALS.

ECONOMY SALE PRICES.
The first is one we have sold right along for \$7.00, one of the newest effects in white felt, exquisitely trimmed with white velvet ribbon, wings or plumes, every conceivable shape. Just the proper thing for afternoon and evening wear this season of the year. For the Economy Sale this **\$5.00**
Another real smart dress Hat in white is one we always get \$5.00 for; not so expensively trimmed as the one just described, but a real handsome cheaply stylishly made in very latest shapes, not so many left but what we should urge you to come quickly to get one. Remember it's a five dollar hat, which will be sold during the Great Economy **\$3.50**
The third all white Hat will probably suit you better for all general purposes; it is one of the more popularly styled creations, exclusive and late in style, chic and desirable. A full value hat even at \$5.00, but during the Economy Sale you may have one for **\$1.75**

THE NEW MILLINERY.

SPECIAL BARGAINS FOR ECONOMY SALE.
We will show a choice assortment of Ready-to-wear Hats, unsurpassed for quality, style and serviceableness. October Economy **\$1 to \$2.50** Sale Prices
A beautiful line of trimmed Hats, very dressy; all the latest ideas of Fashion, colors and garniture. During the Great October Economy Sale **\$2.75**
SEE OUR SPECIAL OFFERINGS AT \$4.00 TO \$6.00 SCHOOL CAPS AND HATS . . . 45c to \$1.25
We claim to have the prettiest hats in the city for Women and Children—the Best Values, the Latest Styles. All we want is the chance to prove to you the justness of our claim. We invite the closest inspection.

NEW NECKWEAR

Ladies' Stock Collars in lace, silk and washable materials, regular values 35c to 50c. Special Economy Sale **25c** price . . . **25c**

IMITATION TORCHON LACES 5 cts

A splendid lot, 3/4 to 3 1/2 inches wide, with insertions to match, worth from 10c to 15c a yard. Special Economy Sale Price **5c**

Bath Room Necessities.

SPECIALS FOR THIS ECONOMY SALE.
BATH TOWELS.
The kind that don't scratch, a fine, soft texture, so agreeable to the skin. They are made of Terry Cloth, and are bleached. Four sizes, four good values at regular prices—now four big bargains.
24x32-inch, usually sold at \$1.75 each, Economy Sale **\$1.40** Price will be **80c**
16x22-inch, usually sold at \$1.25 each, Economy Sale **\$1.00** Price will be **60c**
BATH MATS.
We are showing an elegant line of Bath Mats, in all the latest shades, designs and colors; the former prices have been from \$1.00 to \$2.50, but during the Economy Sale you may discount the prices one-fifth. Bath Mats will be sold at—
TWENTY PER CENT OFF.
ONE-FIFTH OFF BED SPREADS.
For this week we will place on sale 500 Marseilles and Honey Comb Fringed and Hammed Bed Spreads, 25 different patterns to select from, ranging in price from \$1.00 to \$9.00 each, but the Economy Sale Price will show a **DISCOUNT OF 20 PER CENT.**

LET US SHOW YOU THE **"MILLER RANGE"**
WE FEEL CONFIDENT YOU WILL BUY ONE.
The price you have to pay for one is a little higher than what is asked for other ranges, but the Miller is worth so much more in lasting qualities and every other point that goes to make up a good range, that comparing is useless. It will outlast two ranges of any other name, burning less coal and will heat more water in a shorter time than any other. Buy one and always be satisfied.

Zion's Cooperative Mercantile Institution
HAS THE PEOPLE'S CONFIDENCE

VISIT OUR CARPET DEPARTMENT.
In anticipation of an unusual large business in Carpets and Rugs we provided ourselves with an exceptionally large and beautiful collection of floor coverings, conspicuous for elegance of designs and richness of coloring. The qualities are the best that leading manufacturers produce. The prices are as low as dependable quality will allow us to make them. An elegant line of Lace, Silk and Tapestry Curtains.