

An Important Autumn Announcement



An opening that will open the eyes of every woman in Salt Lake and vicinity as to where the greatest values in ready-to-wear garments exist; not an occasional good value, but where every one of nearly 1,000 garments now shown is an equally big value, attractive style, excellent workmanship and fine quality material.

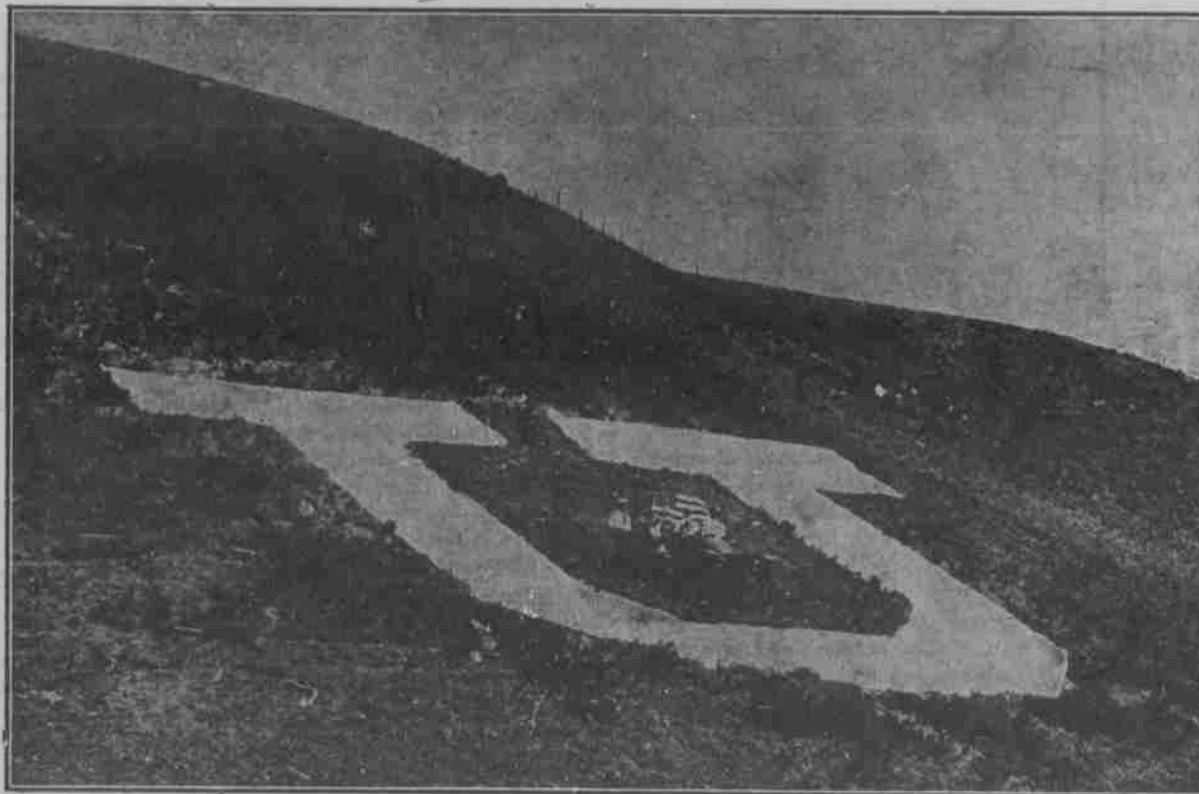
Never before has our early showing of garments equalled the complete and elaborate display of new and captivating Fall Fashions in high class wearing apparel we are now showing, which, coupled with the

GREAT SAVING PRICES

Will surely attract you here Monday



You know the "U" --- You ought to know the Car---



The
American

No noise but the wind

Quiet, flexible, speedy,
tremendous reserve
power and easy as an
electric to handle.

*Guaranteed free of
repairs for one year*

ROOKLIDGE-GILMER CO.

225 South West Temple Street

Opposite Commercial Club

Phones: Bell 5442; Ind. 1857