

**Wright's**  
A GOOD PLACE TO TRADE

**Luncheon at the Soda Fountain . . . 20c**

The popularity of this Fountain Luncheon is growing. Offering choice of ham, cheese or peanut butter sandwich, tea, coffee, chocolate or milk and pie a la mode. All for . . . 20c

**Christmas Pictorial**  
Get a copy of the Christmas Pictorial Review. It is full of the Christmas spirit—Xmas stories and all of the latest fashions. Now ready . . . 15c

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# BIG VALUES Bring BIG CROWDS

## FASHION NEWS FOR THE WOMEN OF THE WORLD FOR WEEK OF NOVEMBER 16 TO 21.

If the costumes now being designed by members of the Fashion Art League of America are a criterion, the full skirt is no longer a possibility, but an actuality. Practically every costume shown by this fashion organization has a full skirt, the only exceptions being the closer draped evening gowns and sporting costumes. Some of the more radical designers are showing the old full skirt of 1880. It is laid in folds at the waist line, gradually increasing in the flare as it reaches the bottom. Other skirts hang straight and full from the waist line and come only to the boot tops. The bottom line of the skirt is very generally broken. Sometimes by scallops, again by being raised in the front and in the back, still again by being raised at the sides. One good-looking model in cloth had the full tunic at the sides lower than the front and back panels; the tunic being outlined in fur. All of the dancing skirts are very short and ruffled in the characteristic 1830 mode, the tulle edges being outlined in ruchings of ribbon and tiny clusters of flowers dropped here and there. Some of these frilly tulle frocks show a decided waist line marked by three rows of narrow satin ribbon. Many high collars are shown. Some are of fur and others of the material of the bodice, buttoning in the front to the very top of the collar. A favorite bodice for the young girl is a simple little blouse buttoning from the waistline—slightly raised—straight up the front to the neck and in the same line to the top of the collar. The skirts of these little frocks are full with the slit pockets at the side. The military influence is being shown more every day. Some of the latest models are in the French military blue with gray trimmings, the front being strapped in the typical "militaire" style. Even the Red Cross band is being featured on the sleeves. Festoons of cords are also being exhibited draped as on the officers' dress coats. The recent corset models show a decidedly higher back, also an increase in height at the sides, and some at the bust line in the front. Though there is a nip in at the waistline in the back, the line below the waist is very straight. The nip at the side of the front is also noticeable.

THE H. W. GOSSARD CO. offers you this fashion forecast, gathered through its world-wide organization, with the assurance that it is authentic.



## Millinery Special New \$12 Values . . . . . \$2.98

There's a stunning surprise in store for those who visit the millinery department today or any day this week. A sale of newest hats in such values that cannot be duplicated in Ogden for less than \$12. Whether you buy or not we want you to see these remarkable values.

Large and small velvet and plush hats and the new close fitted turbans—Very cleverly trimmed with ostrich novelties and flowers—many models which have not been seen before—Values actually worth to \$12. Tomorrow and Saturday, \$2.98.

## \$24.75 Ladies' Fall Suits of our Best \$35 Values

There'll be fifty suits here for your inspection tomorrow—handsome suits which are of the \$35 value. We have decided to make this week an unusually busy one in this department.

The styles are all absolutely new, the newest tunic and plain skirts, long and short jackets. Suits for girlish or matronly figures. The materials are all of the newest, the findings and workmanship of the best; 35 values at \$24.75. On these suits needed alterations will cost a little extra.



## Savings on Notions

Every housewife who does any sewing is constantly buying these staple notions and paying more for them—look over this list—supply all your wants now.

- J. & P. Coats Spool cotton, spool . . . . . 4c
- J. & P. Coats Darning Cotton, spool . . . . . 2c
- Safety Pins, all brass, regular 5c value, card . . . . . 4c
- Safety Pins, all brass, card . . . . . 3c
- Hair Pins, 5 pkgs . . . . . 4c
- Bow String Spool Cotton, card . . . . . 4c
- Pearl Buttons 12 on card . . . . . 4c
- Common Brass Pins, card . . . . . 4c
- Cotton Tape, black or white, roll . . . . . 4c
- Bone Collar Buttons, 6 on card . . . . . 4c
- Curling Irons . . . . . 4c
- Kid Curlers, bunch . . . . . 4c
- Stocking Darners . . . . . 4c
- Hooks and Eyes, card . . . . . 4c
- Crochet Hooks . . . . . 4c
- Wire Hair Pins . . . . . 4c
- Warren's Slipout Collar Supporters, each . . . . . 1c

## Drugs

- Mum . . . . . 22c
- Domestic Ammonia . . . . . 9c
- Borax . . . . . 60c, 20c, 9c, 4c
- Lavris . . . . . 45c
- Hind's Honey and Almond Cream . . . . . 39c
- Cutiicura Soap . . . . . 22c
- Vaseline Blue Seal . . . . . 4c, 9c
- Melba Face Powder . . . . . 45c
- Melba Cold Cream . . . . . 50c
- Richard Hudnut Face Powder . . . . . 50c
- Elcaya Face Powder . . . . . 50c
- Marie Louise Face Powder . . . . . 50c
- Pure Castile Soap . . . . . 69c
- Colgate Tooth Paste . . . . . 20c
- Kolyno's Tooth Paste . . . . . 20c
- Peseco . . . . . 45c
- 1 lb. Absorbant Cotton . . . . . 25c
- Colgate's Elder Flower Soap . . . . . 9c or 3 for . . . . . 24c

## Outing Gowns

Ladies' Outing Flannel Gowns made of a good quality of soft outing flannel. Made in long ample styles with trimmings of finished braid—75c value . . . . . 39c

## Sale of Middies

The popular new middie with the blue flannel collar. In all sizes from 2 years to size 38. Many women buy these for house wear; girls wear them to school; \$1.25 value . . . . . 98c

## Ladies' Bath Robes

A new line of Ladies' Sweaters in cardinal, white or gray; some have the ruff neck collars; others made with the flat collar. All are made of superior quality or woolen yarn. All sizes. \$2.48 Prices begin at . . . . . Second Floor.

## Ladies' Sweaters

Bath Robes are among the most popular of Christmas gifts. The assortment is better now than it will be later. Made of robe flannel in patterns woven especially for this purpose. \$2.48 Prices begin at . . . . . Second Floor.

## Ladies' Waists 98c

New Fall Waists of the usual \$1.50 value, with the newest long sleeve and cuffs, the new military collar or roll collar. Materials are dainty crepes and voiles with trimmings of lace and embroidery . . . . . 98c

## \$6 Silk Waists \$3.95

Silk Chiffon and Messaline Waists of the usual \$5.00 value, with long sleeves and high or low necks in light evening shades or dark colors. Three dozen on sale tomorrow and week, at . . . . . \$3.95 —Second Floor.

## \$1.25 Corsets 69c

The Empress Corset is one of the newest of this season's models—modeled to fit perfectly under the new style gowns and suits. These are made of a good strong coutille with six strong hose supporters—offered in either the medium or very bust and newest model of the long skirt. The usual \$1.25 value. On sale . . . . . 69c

## Blanket Sale

Not again this season will there be offered such a wide assortment of blankets at such prices as we quote below. You may make selections now and pay later if you wish.

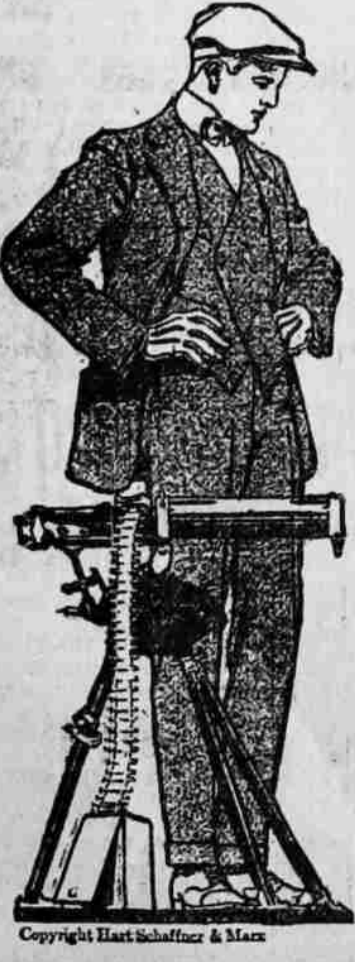
- 60c Sheet Blankets, gray with colored border . . . . . 43c
- 1.35 White Cotton Blankets, stitched edges . . . . . 98c
- \$2.00 Large Cotton Blankets of good weight, colored border . . . . . \$1.48
- \$2.25 Large Size Heavy Cotton Blankets, colored borders . . . . . \$1.69
- \$3.25 extra quality Plaid Blankets, heavy and large . . . . . \$2.63
- \$6.50 high grade Wool Blankets, attractive patterns, at . . . . . \$4.98
- \$4.75 Plaid Wool Blankets, size 66x90 . . . . . \$3.63
- \$8.50 extra fine Plaid Wool Blankets, fine value, at . . . . . \$6.87
- \$3.50 extra large Cotton Blankets, extra weight, for only . . . . . \$2.48
- \$3.75 Wool Finish Cotton Blankets, taffeta binding at only . . . . . \$2.87
- \$4.00 Cotton and Stitched Edges, Black Plaids, at only . . . . . \$2.98
- \$7.50 extra heavy Blankets for sleeping out of doors, at . . . . . \$5.95
- \$14.00 extra heavy very fine Wool Blankets for out of doors . . . . . \$11.43

## Calicos and Staple Cottons

- Cotton Challie for covering quilts, etc., yard . . . . . 4c
- Best Calico, yard . . . . . 5c
- Best Apron Gingham, yard . . . . . 6c
- 36-inch Cretonnes for quilt coverings, etc., yard . . . . . 10c
- 12 1-2c Red Seal Dress Gingham, yard . . . . . 10c
- 15c Toll Du Nord Gingham, yard . . . . . 12c
- 12 1-2c Ripplets for house dresses, etc., yard . . . . . 13c
- 36c Line Linen Finish Suitings, yard . . . . . 19c
- 35c Wood Plaids, yard . . . . . 14c
- 12 1-2c Scottish Linen Suitings, yard . . . . . 9c
- 35c Bath Robe Flannel, per yard . . . . . 25c
- 10c Outing Flannels, light and mark mill ends, yard . . . . . 7c
- 15c white and cream Outing Flannels, 36 inches wide, yard . . . . . 11c

## Silk Department

- 50c Serges, 36 inches wide, in all the styles and colors, such as black, navy, gray, red, etc., per yard . . . . . 33c
- 65c All Wool Serges, 36 inches wide, in black, navy, brown, red, Alice, etc., now at, yard . . . . . 44c
- \$1.50 Fancy Dress Goods, in stripes and plaids, inches wide, all wool materials, suitable for skirts, dresses and suits, yard . . . . . 88c
- \$1.00 Corduroy, in black, green, red, tan, cream, etc., 28 inches wide, yard . . . . . 58c
- \$3.50 Fancy Crepe de Chine and Crepe Meteors, 42 inches wide, including the season's latest designs and colors . . . . . \$1.98



## Special Fur Showing Tomorrow & Saturday



The greatest showing and Sale of Furs ever conducted in Ogden will take place on the Second Floor tomorrow and Saturday.

The Miller Fur Company of Detroit will have a special representative here with a great sample line of furs such as is seen only in the largest fur houses. Many exclusive furs and rare skins will be shown.

Our customers are invited to see the exhibit and select any furs they wish. Prices will be at least a third less than the usual retail. Selections may be made now and payment made later.

## 19.75 Men's Suits & O'Coats of the Usual \$25 Kind

Big price reduction in Men's Suits. Suits which you cannot duplicate under \$25 to \$30. Newest mixtures and plain materials. The splendid Hart Schaffner & Marx Suits—also the excellent Cloth Craft line—the very best cream of our best \$25 stock. Suits and overcoats on sale at . . . . . \$19.75

## Dandy Boys' Suits at \$3.95

Here's an exceptionally strong line of Boys' Suits at \$3.75—worth more. The coats are of the newest Norfolk style with the stitched down belt. The pants are the newest knickerbocker styles and the whole suit is exceptionally well made. The materials are all of the mannish sort and are selected with a view to their long wearing qualities. For boys from 4 to 16 years—\$3.95. A dandy jackknife free with every suit.—Men's Basement.

## Hosiery Savings

- Broncho Buster Hose, double reinforced toe and heel; an exceptional value, 2 pairs for . . . . . 25c
- All Pony Hose, any weight. Special per pair . . . . . 24c
- Ladies' Cashmere Hose, double and ribbed top, reinforced toe and heel, 25c value, all new stock, per pair . . . . . 19c
- Children's Cashmere Hose long, reinforced toe and heel, 25c value, pair . . . . . 19c

## A Sale of Dress Skirts

We offer a special purchase of Ladies' Newest Dress Skirts and Petticoats. All are the latest cuts and models.

- Ladies' Dress Skirts of this season's effect of a very handsome gray new model. Made in the tunic mixture—\$3.50 value . . . . . \$1.75
- Ladies' Dress Skirts in Fine Serges, in navy blue and black. Tunic skirt with a drop skirt of pleated materials—\$5.00 value . . . . . \$2.75
- Dress Skirts in extra sizes for large women, made of good serge in navy blue and black, plain gored styles, large size—\$5.00 value . . . . . \$2.95

## Bungalow Aprons

Wear Bungalow Aprons while doing house work. These big overall aprons are very handy garments. A new lot will be ready Monday, of percales in light and dark colors, net patterns—on sale . . . . . 39c

## In the Busy Basement

**TABLE COVERS**

- Heavy Velour Table Covers red and gold designs and practically indestructible, \$7.50 value . . . . . \$3.48
- 10-4 size Table Covers, browns, greens and reds \$2.50 value . . . . . \$1.87

**RUGS**

- 27x54 Axminster Rugs, in Oriental and floral designs . . . . . \$1.87

**BLANKETS**

- 75c Blankets . . . . . 58c
- 60c Blankets . . . . . 39c
- \$1.10 Blankets . . . . . 83c

**COUCH COVERS**

- Tapestry Couch Covers, fringed Roman stripes, dark and medium colors, 34c and . . . . . 87c
- 60-inch Extra Heavy Couch Covers, fringed, \$6.00 value . . . . . \$3.48

**SILVERWARE**

- \$2.50 Roger Bros. So d Nickel Silverware, knives and forks, set . . . . . \$1.87
- 50c Teaspoons, set . . . . . 29c
- 25c French Plated Shaving Mirror . . . . . 14c

**SAD IRONS**

- Electric Sad Irons fully guaranteed . . . . . \$2.98

**TEA CUPS**

- White Semi-Porcelain Tea Cups, only with saucers, 6 for . . . . . 40c
- Fine White Crepe Paper Napkins, 100 in package . . . . . 9c
- Stovepipe Collars regular 10c for . . . . . 5c
- Black Japanese Coat and Hat Hooks, regular 15c, dozen . . . . . 9c
- 15c 31 In-one Dish Bumper—no splash and water strainer combination . . . . . 8c

**GLASSWARE**

- Silver Deposit Glassware Vases, Toothpick Holders, Bon-Bon Dishes, Compot Horse Radish, worth up to 75c, each . . . . . 9c
- Glass Celery Dishes, colonial shapes, clear crystal glass . . . . . 9c

## Ladies' Stylish Coats at a Saving of a Third

Two hundred handsome new coats will be ready for those who shop tomorrow or week. Not a single garment but what is of this season's best style. The fabrics all new—splendid trimmings and faultless workmanship—note the savings:

- \$8 Fall Coats—1914 styles . . . \$5.95
- \$10 Fall Coats—1914 styles . . . \$6.95
- \$12 Fall Coats—1914 styles . . . \$7.95
- \$13 Fall Coats—1914 styles . . . \$8.95
- \$15 Fall Coats—1914 styles . . . \$9.95
- \$23 Fall Coats—1914 models \$14.95

## Girls' Coats \$2.95

Coats for girls of 6 to 14 years. The material is a good quality of cheviot, coats are this season's styles, trimmed with fur. Special this week, \$2.95—Second Floor.

## Girls' White Coats \$4.95

Those popular white coats which are being worn by so many of the younger girls this season, are to be on sale during the Beet Harvest Sale. Two styles are offered. The white velour coats in this season's jaunty models as well as the white chinchilla. Both are of the usual \$10 value—all sizes will be here for the first customers. The sale price to be . . . \$4.95

## Plenty of Shoe Bargains

There are plenty of sizes—and plenty of the shoes in our advertised bargains for all who come. Find these in the Shoe Store and in the Shoe Basement.

- Men's Odds and Ends—From \$3.50 to \$5—lace and button, tan and black, and patent, nearly all sizes; good sturdy shoes, but last year's stock . . . . . \$2.89
- Boys' Shoes—sizes 9 to 5 1-2; season's button, lace, patent, tan and calf . . . . . \$2.00
- Dancing Slippers—black kid, white kid, black satin, white satin, and all colors, patent leather, suede velvet. 200 pairs up to \$3.50 kind . . . . . \$1.98
- Ladies' Shoes—Lace, button, patent leather, calf and suede, patent with white top, also with cloth top, all kinds and styles, \$3.50, \$4 and \$4.50 quality for . . . . . \$2.89
- All of the odds and ends—broken lines, and shoes to be closed out are on the bargain tables in Shoe Basement. Ladies' Bedroom Slippers in red and tan, 2 to 8, at . . . . . 68c
- Old Ladies' Comfort, with felt lining or without, 2 1-2 to 9, at . . . . . \$1.69
- Our new line of Men's and Boys' Shoes are in and all selling at low prices.
- Girls' Button Shoes in vicci kid and gun calf with oak soles, 5 to 8, 9c; . . . . . \$1.29
- 8 1-2 to 11 . . . . . \$1.29
- 2 1-2 to 6 . . . . . \$1.98
- 1 1-2 to 2 . . . . . \$1.48
- Ladies' Shoes in patent, velvet, cloth and mat tops, gun button, and lace, and an all-velvet shoe, sizes 2 1-2 to 8, at . . . . . \$2.48
- Men's Heavy Work Shoes in tan and black with good calf in-ner and oak soles, size 6 to 11 at . . . . . \$2.48
- Ladies' Felt House Slippers . . . . . 89c and \$1.23
- All sizes, 2 1-2 to 8. Girls' and Girls' and Boys' Felt Slippers, 5 to 8 . . . . . 38c
- 9 to 11 . . . . . 48c

## Knit Underwear at Big Savings

These busy days are making many broken lines in the knit underwear department. Tomorrow you'll find the counters filled with good garments to be closed out. We sell the famous Munsing wear at lower prices.

- L. D. S. Garments, good grade of combed bleach cotton, medium heavy weight, a splendid \$1.25 value . . . . . 98c
- L. D. S. Garments, natural color, medium heavy weight, \$1.25 value . . . . . 83c
- Ladies' Union Suits, made of a fine bleached cotton, high neck, long sleeve, ankle length, special value . . . . . 49c
- Ladies' Un'On Suits, medium heavy cotton, fleece lined, high neck, long sleeve, ankle length, extra fine bleach. Spacia . . . . . 73c
- Children's Union Suits, fleece lined, crotch, grey—all sizes. Special per suit . . . . . 48c

