



Time Now to Tell You of Z. C. M. I. Annual MUSLIN SALE IT COMMENCES MONDAY AT 8 A.M. AND LASTS FOR THREE DAYS ONLY.

Our Annual Muslin Underwear Sales are looked forward to by every woman in Salt Lake City and vicinity, for they are recognized as the greatest white merchandise exposition ever attempted by any firm in this intermountain country. The ladies have learned to select these garments at this time of the year, knowing that prices will not be so cheap later, and besides they now secure the advantage of first selections. This year we anticipate larger, more satisfactory results, than from any Muslin Underwear Sale we have ever held.

PRICES ARE REDUCED 25 TO 33 1-3 PER CENT.

And when Z. C. M. I. says "Reduced Prices" you can depend that it is bonafide reduction FROM THE REGULAR SELLING PRICES. If our customers will consider real quality, we have no fear of competition in price. We have long held the reputation in this State of giving more value for your money than any other store can do, and we always give you merchandise at the time wanted. The styles are all new and the trimming especially rich and fine—all out generously full and roomy—no skimping of materials in any of these garments. The quality of each piece speaks for itself and will command your patronage at the phenomenally low prices here asked. There'll be a rush at the Doors Monday Morning, so lose no time in coming. Some articles are slightly soiled, hence the FIRST low prices on each item.

LADIES' SKIRTS.

All first quality muslin; plain, embroidery and lace trimmed; made with full flounce and deep double ruffle. Example of the very best workmanship. They will fit right and always hang well.

75c SKIRTS for	50 and 55c
\$1.00 SKIRTS for	65 and 75c
\$1.25 SKIRTS for	80 and 95c
\$1.50 SKIRTS for	95c and 1.10
\$2.00 SKIRTS for	1.35 and 1.50
\$3.00 SKIRTS for	1.95 and 2.25
\$4.00 SKIRTS for	2.70 and 3.00
\$5.00 SKIRTS for	3.40 and 3.75
\$6.00 SKIRTS for	4.35 and 4.50
\$7.50 SKIRTS for	5.25 and 5.65
\$9.00 SKIRTS for	6.25 and 6.75
\$10.00 SKIRTS for	6.95 and 7.50

Whether you are needing any skirts right now or not, it will pay you to purchase a few at these prices.



Positively No Exchanges Or Approvals

During this sale. The sizes marked on all goods are correct, so if you are careful about the sizes desired, there will be no trouble.



Get Your Shopping Tablet and Pencil

and while reading this ad. make notes for tomorrow's shopping. It will help you in your trading, and will save lots of time.

INFANTS' MUSLINS.

The following are just a few hints of the many bargains in infant's wear for this sale. Every article offered represents a bona fide reduction in price, the materials being exactly the same as have brought much higher prices heretofore. Just think of getting

75c SLIPS for	45 and 55c
\$1.00 SLIPS for	60 and 75c
\$1.25 SLIPS for	80 and 95c
\$1.50 SLIPS for	95c and 1.10
\$2.00 SLIPS for	1.35 and 1.50
\$3.00 SLIPS for	1.95 and 2.25
\$4.00 SLIPS for	2.70 and 3.00
\$5.00 SLIPS for	3.40 and 3.75
\$6.00 SLIPS for	4.35 and 4.50

Now Mothers, when at this sale, do not forget the Children's needs. Such opportunities for getting bargains are rarely offered, so buy plentifully even though you do not need the articles at present.



Muslin Drawers.

A beautiful stock for Ladies and Misses. Every known style; some extremely plain, while others have a graduation of pretty trimmings, to suit the wishes of every lady.

15c DRAWERS for	10c
20c DRAWERS for	15c
25c DRAWERS for	20c
30c DRAWERS for	20c
40c DRAWERS for	25 and 30c
65c DRAWERS for	40 and 50c
75c DRAWERS for	50 and 55c
85c DRAWERS for	60 and 65c
\$1.00 DRAWERS for	65 and 75c
\$1.50 DRAWERS for	95c and 1.10
\$2.00 DRAWERS for	1.35 and 1.50
\$2.50 DRAWERS for	1.60 and 1.85
\$3.00 DRAWERS for	1.95 and 2.25
\$3.50 DRAWERS for	2.20 and 2.65
\$4.00 DRAWERS for	2.75 and 3.00
\$5.00 DRAWERS for	3.40 and 3.75
\$6.00 DRAWERS for	4.35 and 4.50
\$7.50 DRAWERS for	5.25 and 5.65

Ladies' Chemise.

We have them in a variety of styles, with all the newest trimmings, in lace, embroidery and perfectly plain effects. Full of good quality muslin, and worth every cent usually asked, but during this big January sale, they will be sold like this—

65c CHEMISE for	40 & 50c
75c CHEMISE for	50 & 55c
85c CHEMISE for	60 & 65c
\$1.00 CHEMISE for	65 & 75c
\$1.25 CHEMISE for	80 & 95c
\$1.50 CHEMISE for	95 & 1.10
\$1.75 CHEMISE for	1.15 & 1.30
\$2.00 CHEMISE for	1.35 & 1.50
\$2.25 CHEMISE for	1.55 & 1.70
\$2.50 CHEMISE for	1.70 & 1.85
\$2.75 CHEMISE for	1.90 & 2.10
\$3.00 CHEMISE for	2.25
\$3.50 CHEMISE for	2.65
\$4.00 CHEMISE for	2.70 & 3.00
\$5.00 CHEMISE for	3.40 & 3.75

Besides the regular Chemise, have a fine line of the popular skirt Chemise—all in this sale.

Night Gowns.

For Ladies and Misses, in the Empire high and low neck, in all styles of lace, embroidery and ribbon trimming. An elegant line, with a wide range of prices. The price argument is—

\$1.00 GOWNS for	60 & 75c
\$1.25 GOWNS for	80 & 90c
\$1.50 GOWNS for	95c & 1.10
\$1.75 GOWNS for	1.15 & 1.30
\$2.00 GOWNS for	1.35 & 1.50
\$2.25 GOWNS for	1.40 & 1.70
\$2.50 GOWNS for	1.60 & 1.85
\$3.00 GOWNS for	1.95 & 2.25
\$3.50 GOWNS for	2.25 & 2.65
\$4.00 GOWNS for	2.70 & 3.00
\$5.00 GOWNS for	3.60 & 4.10
\$6.00 GOWNS for	4.25 & 4.85
\$7.00 GOWNS for	4.50 & 5.25
\$8.00 GOWNS for	5.75 & 6.75

Others might advertise similar prices for night gowns, but the quality of goods is apt not to be so good.

Corset Covers.

One of the prettiest lines ever offered to the Ladies of Salt Lake. In all the latest cuts, high, medium and low neck, in loose and tight fitting patterns. Daintily trimmed with Valenciennes and Torchon Lace, embroidery and wash ribbons, etc., etc.

35c Corset Covers for	20 and 25c
40c Corset Covers for	25 and 30c
50c Corset Covers for	25 and 35c
65c Corset Covers for	40 and 50c
75c Corset Covers for	50c
\$1.00 Corset Covers for	65 and 75c
\$1.25 Corset Covers for	80 and 95c
\$1.50 Corset Covers for	95c and 1.10
\$1.75 Corset Covers for	1.15 and 1.30
\$2.00 Corset Covers for	1.60 and 1.85
\$2.50 Corset Covers for	1.95 and 2.25
\$3.00 Corset Covers for	2.25 and 2.65
\$4.00 Corset Covers for	2.70 and 3.00

Every lady will want two or three of these covers, so it will be well to make your selections early in the sale.

Extraordinary Sale of Embroideries

As a Complement to the Great Muslin Underwear Sale, we have arranged for a RADICAL CLEARANCE OF EMBROIDERY EDGINGS AND INSERTIONS, a rare assortment of Pretty Patterns for Waists, Skirts, Corset Covers and Lingerie Trimmings. So cheaply priced as to give you an opportunity to supply all of your wants for very little money.

40c to \$1.00 a Yard.

An especially fine stock of Edgings and Insertions; finely wrought patterns in all widths. The widest and richest designs will be picked out first, so if you're interested, come early. Sale begins at 8 Monday morning. Regular 40c to \$1.00 values

For 25c Yard.



OUR DRUG DEPT. IS AT 112-114 SOUTH MAIN STREET.

Manufacturers Ends.

We are going to offer a beautiful lot of manufacturers ends of Swiss, Nainsook and Cambric Edgings and Insertions. They have already been marked at half their regular value, and now we will cut the present price in half again, making them come

At 1/4 Original Prices.