

# Z. C. M. I. GREAT ANNUAL MAY SALE.

Greatest Achievements in Low Prices for First Class Goods Ever Attained in Utah.

This Mammoth Sale, Unparalleled in the West in its Extent, its Reduced Prices and Splendid Values, is for

## One Week, Monday, May 16th, to Saturday, May 21st,

And Covers the Departments of DRY GOODS, DRESS GOODS, GENT'S FURNISHINGS, LADIES' MISSES and CHILDREN'S APPAREL, SHOES, CARPETS, WALL PAPER, HOUSE FURNISHINGS, MILLINERY, NOTIONS, CHINA, CROCKERY, Etc., Being the

## MOST SPLENDID BARGAIN HARVEST FOR MONEY-SAVING PEOPLE THAT EVER HAS BEEN KNOWN IN THIS INTERMOUNTAIN REGION.

We Have Space Here for Only a Few of the Thousands of Special Bargain Offers. Note them:

We have in this annual May sale the greatest offerings of this season. No such values ever have been placed before the people of this intermountain country at any previous time or by any other house, as we offer this week. Our entire stock, from the best to the cheapest, has been marked at prices that will attract every wise purchaser within reach of our mammoth institution. We are prepared to maintain our reputation for having the Greatest Bargain Sales of any institution in the West. Here are a few of the thousands of bargains to be obtained in this sale, but they will convey an idea of the reduced rates we are giving to customers along the whole line.

### SILKS AND DRESS GOODS DEPARTMENT.

**SILKS.**  
Black Brocade Silks, sold regularly at \$1.25, in sale at **65c**.  
Black Tulle de Bois, sold regularly at \$1.25, in sale at **75c**.  
Special for the Great May Sale—All our black and colored, plain and fancy silks, will be sold at a reduction of **25 PER CENT OFF**.  
Our 27-in. black and colored India Silks, worth regular, 75c per yard, will be sold in the sale at **45c**.  
Our entire stock of colored Tulle, Tulle, sold everywhere at \$1.50 per yard, will be sold in this great sale at **75c**.  
All the figured India and Poulard Silks will be sold at less than Eastern prices. These silks are all new and stylish, worth regular, 75c, the sale price is **45c**.  
One lot of beautiful Brocade Silks in all colors and styles, worth regular, \$1.25, in sale at **75c**.  
One lot of beautiful Brocade Silks in all colors and styles, worth regular, \$1.50, in sale at **60c**.  
One lot of beautiful Brocade Silks in all colors and styles, worth regular, 75c, in sale at **50c**.  
Fifty pieces of striped and checked Wash Silks, worth regular, 50c, in sale at **35c**.

**DRESS GOODS.**  
Table No. 1—All our regular goods sold at 60c to 75c, in sale at **35c**.  
Table No. 2—Dress Goods, actually worth from \$1.50 to \$2.50 per yard, will be sold in the sale at **65c**.  
All French Novelty Dress Goods will be sold at one-third less than market price.  
Our entire stock of storm robes, in black, navy blue and navy, will be sold at greatly reduced prices. **ONE-THIRD OFF** on all Dress Trimmings in stock.  
See Black 25-in. Sun Umbrellas or Parasols, worth regular, \$1.25, will be sold in this Great May Sale at **65c**.  
Only one to each customer.  
Our 48-in. all-wool black Henriettes, sold regular at \$1.00, will be sold in this sale at **65c**.

**SHIRT WAISTS.**  
Ladies' Percale Shirt Waists, neat patterns well made, and every waist this year's cut and style, regular price 50c, 75c, \$1.00 and \$1.25, in sale at **35c, 50c and 75c**.

### WASH DRESS GOODS DEPARTMENT.

Organic Baylis, regular price 12 1/2c, sale price **8 1/2c**.  
Cardinal Lapeline, regular price 8 1/2c, sale price **6 1/2c**.  
Org. Bl. Germain, regular price 25c, sale price **15c**.  
Org. Trismon, regular price 25c, sale price **15c**.  
Point de France, regular price 15c, sale price **10c**.  
Hermosa Muslin, regular price 15c, sale price **10c**.  
Imperial Dotted Swiss Mulls, regular price 25c, sale price **15c**.  
Lapet Stripes, regular price 15c to 25c, sale price **12 1/2c**.  
Organic Valence, regular price 15c, sale price **11c**.  
Tulle d'Alma, regular price 12 1/2c, sale price **8 1/2c**.  
A yard wide sheeting, bleached and unbleached, per yard, **5c**.  
Unbleached Canton Flannel, per yard, **6c and 8 1/2c**.  
A very fine 32-inch Satin that sells regularly at 15c, sale **10c**.  
A heavy twilled flannel, black ground with white figures and stripes, regular price 12 1/2c, sale **8 1/2c**.  
Only 12 yards to each customer.  
All our standard prints that retail regularly at 8c to 10c, sale **4 1/2c**.  
**REMNANTS AT HALF PRICE.**  
A line of French Organics that retail regularly at 25c, at this great sale **5c**.  
White Red Spreads—A nice line of spreads, regular price \$1.25, sale price **90c**.

**FIVE-CENT TABLE.**  
Our five-cent table in our former sale has always been a drawing card. In this great sale we will endeavor to have it sold down with bargains that cannot fail to satisfy our customers. Don't forget to remember it.  
Great Bargain in Wagon Covers made from 10c duck, former price \$2.50 and \$3.50, will be sold at this sale only, for **\$2.00 and \$2.30**.

**LINEN DEPARTMENT.**  
Unparalleled bargains in Table Damask. Imported from the best Scotch, Irish and German Manufacturers. Lanes, Towels, Lunch Cloths, Doilies, etc., chemically and Dringely, at a **REDUCTION OF ONE-THIRD**.  
All our immense stock of fine fancy DAMASK Towels, hemstitched and fringed, with white and colored borders, will be sold at this great sale at **25 PER CENT DISCOUNT**.  
Turkish Bath Towels (Hemstitched and Unhemstitched). **10 PER CENT OFF**.  
Don't fail to see our 5c Special Towels.  
This towel would be cheap at 10 cents.  
A special line of Scotch Towels that retail at 25c per yard, will be sacrificed at this Great May Sale for, per yard, **10c**.

### HOSIERY AND UNDERWEAR DEPARTMENT.

Ladies' Past Black Hose, were 10c, in great sale **5c**.  
Ladies' Past Black Hose, were 15c, now **10c**.  
Ladies' Past Black and Rust Hose, regular price 25c and 30c, in sale **25c**.  
Children's Past Black Hose, worth 10c, may sale price **5c**.  
Children's Ribbed or Blood Hose, were 10c, sale price **7 1/2c**.  
Children's Past Black Hose and On Road Hose, will regularly at 25c and 40c, May sale price **25c**.  
Hose Supporters, worth double, in sale at **10c, 20c, 25c**.  
Ladies' Vests, low neck, no sleeves, were 25c, now **15c**.  
Ladies' Silk and Lisle Vests, low neck, no sleeves, worth 50c, now **30c**.  
Ladies' Vests, high neck, no sleeves, worth 40c, sale price **25c**.  
Ladies' Silk Vests, low neck, no sleeves, worth \$1.00 and \$1.25, in great May sale only **75c**.  
Children's Medium Weight Union Suits, worth 25c, to be sacrificed at **20c**.  
Ladies' Equestrian Drawers, regular 50c, in sale **45c**.  
Extraordinary values in Ladies' Children's and Infants' Muslin Underwear.  
Ladies' Black Satin Skirts, nicely finished, worth \$1.50, \$1.40 and \$1.25, in sale at **65c, \$1 and \$1.65**.  
Twenty per cent reduction in the balance of our Large Stock of Ladies' Fine Underclothes, in Silk, Robes, Skirts, Suits, etc., etc.

**APRONS.**  
Handsome variety of Children's White Embroidered Aprons. Sizes 2 years up. Regular price 25c to \$1.75, May sale for **25c to \$1.15**.  
Assortment of Children's Colored Aprons, small sizes, only 25c, worth 40c.  
Ladies' Gingham Aprons in sale at 15c, each, worth 25c.  
Ladies' White Aprons, regular price 25c to 50c, in sale **15c to 40c**.

**Children's Hats and Bonnets.**  
Children's Sun Hats, **25c, 25c and 50c**.  
Children's Sun Bonnets, regular price 25c to 35c, in sale **10c to 50c**.  
Remnant of Brown Buck Hat 25c per cent, including line of Silk Bonnets.  
**STRAW HATS.**  
Mammoth assortment of Ladies' and children's Straw Hats, embracing all the season's novelties, in plain and fancy braids, all at **25 PER CENT OFF** REGULAR PRICE.  
**Corsets and Corset Waists.**  
Ladies' well made, well formed, White Summer Corsets, per pair only **25c**.  
Only one pair to each.  
Ladies' extra quality Corsets, May sale **25c to 50c**.

### CLOAK DEPARTMENT.

**Ladies' Spring Suits.**  
We have the largest and best selected stock this side of New York. Jackets, Capes and Suits at **HALF PRICE**.  
Separate Skirts, 25 PER CENT OFF.  
Ladies' Spring Capes, will go in this sale at **HALF PRICE**.  
Ladies' Wrappers, 125 cheap, made from fine Laines and Persian light grounds, worth \$1.25 to \$1.75. In this great sale **75c**.  
Ladies' Spring Jackets, worth regular, from \$3.00 to \$10.00. Will sell at three uniform prices—**\$1, \$2 and \$3**.  
Entire Stock of New Spring Capes and Jackets will go in this Great May Sale at **25 PER CENT OFF**.  
Our lot of Children's Long Coats, worth from \$2.50 to \$4.00 each. Your choice in the May sale for **\$1.00**.  
Our entire stock of Ladies' and Misses' Gossamers, made on French Machine, **25 PER CENT OFF**.  
Ladies' Silk Waists, worth from \$3.00 to \$4.00. In great sale **\$3.25**.  
Our stock of Children's New Spring Reckers, ages 4 to 24, will be sold at **25 PER CENT OFF**.  
Child's Dressing Suits and Tea Gowns, regular prices, from \$2.00 to \$3.50, in May sale, **\$3.75**.  
For Elderly Ladies—Black Plain Robes, comfortable, convenient and dressy, will be sold at about **ONE-THIRD REG. VALUE**.  
Sweeping reductions in all Wrappers and Tea Gowns.  
Ladies' Silk Waists, our entire stock, one-fourth less than regular price.

### CARPET AND WALL PAPER DEPT.

10 Patterns Smith's Best Mosquitoes, sewed, laid and lined, **\$1.00**.  
8 Patterns Best Body Brussels, sewed, laid and lined, **\$1.25**.  
500 Yards Best All Wool, Extra Supers, **59c**.  
500 Yards Best C. C. Extra Supers, **49c**.  
500 Yards Best Half-Wool Union, Extra Supers, **39c**.  
A limited amount of Best Body Brussels, sewed, laid and lined, **\$1.02 1/2**.  
Rugs, in all grades and sizes, **25 PER CENT DISCOUNT**.  
Carpeting, Silk, Brussels, Matras, Irish Point, Pl. De Paris, Clungs, Persian and Nottingham, **25 PER CENT DISCOUNT**.  
China Mattings, Linoleums, Floor Oil Cloths, Window Shades and Table Covers at astonishing Low Prices.  
Wall Paper per double roll **5c and UP**.  
Good Kitchen, Dining Room and Parlor Papers, per double roll **5c to 25c**.  
Borders to match all papers, at Half Price.  
**AN OPPORTUNITY OF A LIFETIME.**  
Kindly bring down of rooms both for carpets and wall paper to avoid delay.

### MILLINERY DEPARTMENT.

Ladies' Misses' and Children's Straw Hats, trimmed and untrimmed, will be sold in the Great May Sale at a **REDUCTION OF 25 PER CENT**.  
All our beautiful trimmed Pattern Hats will be sold for this week at **25 PER CENT DISCOUNT**.  
Just think, a fine \$5.00 Hat for \$3.75 for this week only.  
Also reduction in all our Flowers and Fancy Trimmings in the Millinery Department.  
**NOTIONS DEPT.**  
Colored border printed Handkerchiefs, regular price 50c, in May sale at **3c**.  
Ladies' Scaloped Embroidered Handkerchiefs, worth regular, 12 1/2c, in May sale at **5c**.  
Ladies' Scaloped Embroidered Handkerchiefs, worth regular, 25c, in May sale at **10c**.  
Ladies' Scaloped Embroidered Handkerchiefs, all linen, worth regular, 25c and 30c, in sale **15c**.  
Ladies' Scaloped Embroidered Handkerchiefs, worth 25c to 40c, in sale **25c**.  
Ladies' all linen, scaloped Embroidered Handkerchiefs, regular price 15c to \$1.00, in sale **50c**.  
Ladies' Plain, all linen, hand finished Handkerchiefs, regular price 15c, in sale **10c**.  
Great reductions in the entire stock of Handkerchiefs for this May sale.  
Our entire stock of Fancy Ribbons will be sold at 25 per cent off market price for this week only. Remember **25 PER CENT OFF**.  
One lot of Swiss and Nainsook Embroideries at **HALF REGULAR PRICE**.  
Our elegant line of Swiss, Nainsook and Canton Embroideries will be sold at greatly reduced prices.  
Ladies' Silk Stock Collars, regular price 25c to 50c, in sale **20c**.  
Ladies' Silk Stock, regular price 25c, in sale **15c**.  
**LACES.**  
Our entire line of Laces, most complete ever shown in this city, including Swiss and French Valenciennes, Mirette Applique, Tulle, Chantilly, Set net Veilings, Black and Cream Alencon, etc., will be sold at low prices that will surprise you.  
**GLOVES.**  
One lot of Ladies' 5 and 7 hook Foster Kid Gloves in 5c and 8c, worth \$1.00 to \$1.25 per pair, in this Great May Sale at **50c**.  
Ladies' Biarritz (Pique), regular price \$1.00, in sale **50c**.  
Ladies' Chantilly Kid Gloves, all sizes, regular price \$1, in sale **50c**.  
Ladies' Boston Mousquetaire, regular price \$2.25, in sale **\$1.25**.  
The balance of our stock in Silk, Lisle and Kid gloves will be sold at greatly reduced prices.  
Our entire stock of Ladies' and Misses' Silk Mitts will be sold at reduced prices.  
We also give great bargains in the following items that space will not permit us to enumerate as lengthily: Ladies' Pattern Hand Bags, Hats, Plain and Fancy Ribbons, Best Blackings, and a host of other articles in our Millinery Department.

### CLOTHING DEPARTMENT.

Men's Suits, Boys' Suits, School Suits, Child's Suits in new at **HALF PRICE**.  
Children's Suits, worth \$1.25, \$2.00, \$2.50 and \$3.00, in sale for **\$1, \$1.25, \$1.40 and \$1.75**.  
100 Men's Suits, worth \$2.50 to \$3.00, 200 Boys' and School Suits, worth \$1.00 to \$1.50, 100 Children's Suits, worth 25c to 50c, at **HALF PRICE**.  
Men's Hattermann Underwear, worth \$1.50 per suit, for **50c**.  
Men's Working shirt, worth 75c, at **35c**.  
Children's Waists 50 to 66 2-3 per cent off.  
Men's Blue Cloth Yachting Caps, worth 75c, at **25c**.  
Straw Hats at **HALF PRICE**.  
And a hundred other special bargains.

### SHOE DEPARTMENT.

Ladies' Fine Shoes that sell regular for from \$2.50 to \$3.50, included in this sale for **\$1.95 to \$2.45**.  
Ladies' Fine Shoes, regular price \$3.00, sale price **95c to \$1.45**.  
Ladies' Oxfords, in both black and tan, that retail for from \$2.00 to \$3.00, in sale at **\$1.45 to \$1.95**.  
Ladies' Laid Strap Slippers, regular price \$1.00, in sale for **\$1.50**.  
Ladies' Fine Cape Strap Slippers, in small sizes, that sell at retail for \$2.00, your choice in sale per pair only **50c**.  
Men's Fine Shoes, in great variety, that sell regularly for from \$2.00 to \$3.00, included in sale at **\$1.25 to \$1.45**.  
Children's Fine Shoes, sizes 5 to 11, regular selling price \$1.50 to \$2.00, in sale at **95c to \$1.15**.  
Children's Fine Shoes, sizes 5 to 8, regular price \$1.25 to \$1.75, in sale at **75c to 95c**.  
Men's Fine Shoes, that sell regularly for from \$2.50 to \$4.00, in sale at **\$1.45 to \$2.05**.  
Boys' Fine Shoes, regular price, \$2.00 to \$3.00, in sale for **\$1.00 to \$1.45**.  
Men's Bicycle Shoes and Oxfords, regular price, \$2.50 to \$3.50, sale price **\$1.45 to \$1.95**.  
These are golden opportunities that should not be missed.

### CHINA AND CROCKERY DEPT.

The most elaborate and carefully selected stock in the West. A pleasure to every one who really wants a good, serviceable article at a low price.  
For this occasion we will have some Elegant Tableware in our Grocery Department, at these prices:  
We are anxious to close out our many odd pieces of China, sets of tea, remnants of stock, patterns, etc., and will offer them at prices that will move them in a hurry as we must have room for new goods, all these are excellent values and in style.  
We offer a large assortment of Bird Cakes. For this week we give **25 PER CENT OFF**.  
All Hall Lamps below cost.

IT IS ONLY through large and timely purchases that we are able to make these unprecedented offers. In most instances the prices in this sale are as low as the ordinary dealer has to pay the manufacturer, in all cases they are lower than any competitor gives for the same quality and style of goods. Our stock is new and fresh, nothing old or out-of-date about it, but all fully up to the times in quality and style. In our nearly a third of a century in the business we have never offered as much for so little as we shall this week. Goods of the highest excellence have been marked down to astonishingly low figures.

# Z. C. M. I.

T. G. WEBBER, Supt.

OUR UNPRECEDENTED FORTUNE in making purchases has enabled us to do this and in unflinching adherence to the main line policy of the Institution, we extend to the people the advantage we have gained in our business experience and opportunities. For evidence of the thoroughly special bargain character of the Great May Sale, we refer you to the partial list of our splendid offers in our condensed catalogue of this sale, which we will be pleased to hand you. Read it and come and see for yourselves.  
Said You will be cordially welcomed.