

Z. C. M. I. Annual May Sale—One

MAY SALE REDUCTIONS IN

Silks and Dress Goods

Z. C. M. I. Silk and Dress Goods Department undoubtedly takes the lead in Salt Lake City. The newest and most stylish effects are shown in rich abundance. An attractive feature of the department is the reasonable prices asked for the goods. During this May Sale extraordinary bargains will be offered in Silks, Dress Goods, Dress Trimmings and Parasols.

Great Silk Reductions

Black Bonnet Taffeta Silk, 25 inches wide, elegant finish, soft and lustrous. Very desirable for skirts, dresses, waists, coats, etc. Sells regularly at \$1.75 a yard, during May Sale, a yard **\$1.25**

Black Taffeta Silk, 25 inches wide, fine quality. Splendid bargain at the price asked. Sells regularly at \$1.25 a yard, during May Sale, a yard **\$1.00**

We have just received a line of 80s, comprising the latest silk weaves—checked and figured taffetas, plain, figured and polka dot messalines, in dainty stripes, etc. This silk sells regularly from \$1.50 up to \$1.80 a yard, during May Sale, a yard **55c**

Also a line of Rough Pongee or Rajah Silk in polka dots, figured mandarin, etc. Sells regularly from \$1.25 to 1.75 a yard, during May Sale, a yard **55c**

All Silk Remnants during May Sale **HALF PRICE**

Our entire line of colored and black Messaline, 36 inches wide, Sells regularly at \$1.50, during May Sale, a yard **\$1.15**

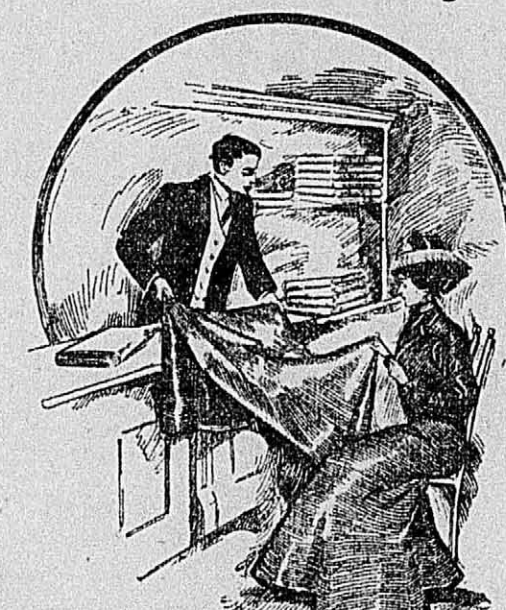
Our entire line of White Japanese Silks, especially suitable for graduating dresses. Sells regularly from 90c to \$1.25 a yard, during May Sale, the following price reductions will maintain:

60c yard for 45c 100c yard for 75c

75c yard for 60c 125c yard for 1.00

500 yards of Ecu Pongee Silk, 26 inches wide, every thread pure silk. Sells regularly at \$1.50 a yard, during May Sale, while it lasts, a yard **\$1.00**

Our entire line of Black and Colored Silks—excepting electric messalines—consisting of messalines, taffetas, Duchesse Japanese silks, crepe du chine, peau de crepe, pongee, peau du soie, black and white plaids and checks, during May Sale, a yard **25% off**



Great Parasol Sale

An exceptional bargain opportunity that only occurs once in a great while. These advantages of it, plain and fancy Parasols—plaids, checks and stripes, made of this season's goods, the very latest creations. These parasols sell regularly from \$3.50 to \$4.50. During May Sale, each **\$2.00**

Dress Goods Reductions

Cream Storm Serge, 36 inches wide, very suitable for two and three piece suits, dresses, children's coats, etc. A rare bargain opportunity. Sells regularly at \$1.25 a yard, during May Sale, a yard **85c**

Our entire stock of Dress Goods, nothing reserved—serges, Panamas, mixtures, stripes, henriettes, poplins, voiles, French serges, batistes, velvings, mohairs, brillantines, silk flowers, bengalines, Bedford cords, Egyptian, albatross, etc., during May Sale, a yard **25% off**

French chailles, 27 inches wide, big variety of patterns and colors, suitable for dresses, kimono and dressing saques. Regular \$2 a yard, during May Sale, a yard **30c**

French Chailles, 27 inches wide, big variety of patterns and colors, suitable for dresses, kimono and dressing saques. Regular \$2 a yard, during May Sale, a yard **50c**

French Chailles, 27 inches wide, big variety of patterns and colors, suitable for dresses, kimono and dressing saques. Regular \$2 a yard, during May Sale, a yard **60c**

Our entire line of Dress Trimmings **25% Off**

Parasol Reductions

A line of Ladies' 26-inch Black Sun Umbrellas that sell regularly at \$1.25. During May Sale, each **85c**

Our entire line of Ladies' Parasols and Sun Umbrellas, including gent's also, will be sold at **25% off**

40c values for 30c 1.55 values for 95c

60c values for 45c 1.00 values for 75c

75c values for 60c 1.25 values for 95c

1.00 values for 75c And up to \$10.00

Exceptional Bargains in Hosiery During May Sale.

Our entire stock of ladies', children's and infants' hosiery—not specially advertised, consisting of black, white, plain and fancy mixed colors, will be sold at the following price reductions:

20c values for 15c 25c values for 20c

35c values for 25c 50c values for 35c

60c values for 45c 65c values for 50c

75c values for 60c 1.00 values for 80c

1.25 values for 1.00 1.50 values for 1.20

1.75 values for 1.35 2.00 values for 1.60

2.25 values for 1.75 2.50 values for 2.00

3.00 values for 2.40 4.00 values for 3.20

Boys' 1-1 Rib Black Cotton Hose, with heavy double elastic leg and shaped ankle, with dye that will not fade and green, during May Sale, a pair **10c**

Boys' 2-1 Rib Black Cotton Hose, seamless, with three thread, heel and toe, fast dye, a pair **10c**

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Our Cloak Dept. Bargains So Early

STYLISH SUITS HALF PRICE

LADIES' and Misses' black and colored Cloth Suits, made up in the latest and most desirable styles. Never before have suits been offered so early in the season at HALF PRICE.

\$14.50 Suits for \$ 7.25	\$28.50 Suits for \$14.25
\$15.00 Suits for \$ 7.50	\$30.00 Suits for \$15.00
\$16.50 Suits for \$ 8.25	\$32.50 Suits for \$16.25
\$17.50 Suits for \$ 8.75	\$35.00 Suits for \$17.50
\$18.00 Suits for \$ 9.00	\$38.50 Suits for \$19.25
\$20.00 Suits for \$10.00	\$40.00 Suits for \$20.00
\$22.50 Suits for \$11.25	\$42.50 Suits for \$21.25
\$24.00 Suits for \$12.00	\$45.00 Suits for \$22.50
\$25.00 Suits for \$12.50	\$47.50 Suits for \$23.75
\$26.50 Suits for \$13.25	\$50.00 Suits for \$25.00
\$27.50 Suits for \$13.75	\$60.00 Suits for \$30.00

SEPARATE SKIRTS HALF PRICE

All our fine stock of ladies' black and colored Panama taffeta, cloth, cheviot, mohair and novelty goods separate skirts at half price.

\$4.50 Skirts for \$2.25	\$10.00 Skirts for \$5.00
\$5.00 Skirts for \$2.50	\$10.50 Skirts for \$5.25
\$5.50 Skirts for \$2.75	\$11.00 Skirts for \$5.50
\$6.00 Skirts for \$3.00	\$11.50 Skirts for \$5.75
\$6.50 Skirts for \$3.25	\$12.00 Skirts for \$6.00
\$7.00 Skirts for \$3.50	\$12.50 Skirts for \$6.25
\$7.50 Skirts for \$3.75	\$13.50 Skirts for \$6.75
\$8.00 Skirts for \$4.00	\$15.00 Skirts for \$7.50
\$8.50 Skirts for \$4.25	\$17.50 Skirts for \$8.75
\$9.00 Skirts for \$4.50	\$19.00 Skirts for \$9.50
\$9.50 Skirts for \$4.75	\$20.00 Skirts for \$10.00

No Approvals. No Exchanges. Alterations Extra.

Waists—Kimonos—25% off

Our entire stock of Ladies' Waists will be included in this sale. An immense variety—hundreds of dozens of new waists in dainty lawns, linsens, and lingerie, as well as a complete line of tailored linsens and an endless variety of black and colored silk, and white, ecru and colored net waists. Nothing reserved—our entire stock offered at **25% off**

PETTICOATS 25% OFF

Entire line of silk and mercerized Petticoats, black and colored, at **25% off**

KIMONOS 25% OFF

All Kimonos in lawns, crepes, dimity and silk—long and short effects. Hundreds of pretty styles, all new this season from which to choose **25% off**

Wrappers and Nurses' Dresses 25 per cent off
Knitted Shawls 25 per cent off
Babies' Coats 25 per cent off

In addition to all this new, fresh stock at such great reductions, we will have tables of Suits, Coats, Waists, etc., at prices always below the half price mark even. Yes, in some instances, less than one-fourth the original price of the article.

Great Underwear

Long Muslin Skirts at Half and Less Than Half

Ladies' long Muslin Skirts, having a double ruffle, tucked and with lace and tucking. A regular 75c value, during May Sale, **35c**

Ladies' long Muslin Skirts, with tucking, two rows of lace insertion and lace edging, and double ruffle. A regular \$1.25 value, during May Sale, **60c**

Ladies' long Muslin Skirts, flounce of deep embroidery hemstitched and tucks, with double ruffle. A regular \$1.25 value, during May Sale, **60c**

Ladies' long Muslin Skirts, trimmed with embroidery section and edging. A regular \$1.50 value, during May Sale, **75c**

Ladies' long Muslin Skirts, two styles in embroidery section, extra wide double ruffle with hemstitching and tucks. A regular \$2.25 value, during May Sale, **\$1.10**

Ladies' long Muslin Skirts, an extra fine value, with embroidery trimming, finely tucked flounce and deep ruffle. A regular \$3.50 value, during May Sale, **\$1.75**

Corset Covers Half Price

Ladies' Corset Covers, a full assortment of lace and embroidery trimmed samples, during May Sale, **Half Price**

Corset Dep'tment Reductions

Warner's Rust Proof C. B. Corsets in more than thirty different styles. The variety is so great we can fit all figures perfectly.

\$1.00 Corsets for 85c	\$2.75 Corsets for \$2.15
\$1.25 Corsets for 95c	\$3.00 Corsets for \$2.25
\$1.50 Corsets for \$1.20	\$4.00 Corsets for \$3.15
\$1.75 Corsets for \$1.35	\$4.50 Corsets for \$3.50
\$2.00 Corsets for \$1.55	\$6.00 Corsets for \$4.65

Special Corset Bargains

A line of samples and broken sizes in C. B. G. D. and Warner's Corsets, sold regularly at \$1.00 and \$1.25 a pair, during May Sale, while they last, a pair **35c**

FERRIS WAISTS for Ladies and Misses:
25c values for 20c 1.25 values for \$1.00
75c values for 65c 1.50 values for \$1.20

TAPE GIRDLES in blue and pink, INFANTS' BONNETS, in silk, lawn and straw, during May Sale, a pair **15c**

TAPE GIRDLES in white, all sizes from 18 to 26, Regular 50c values, during May Sale, a pair **35c**

All Bust Forms, Skirt Pads, Bustles, Corset Shields, etc., during May Sale, **20% Off**

CHILDREN'S ROMPERS, regular 25c values, during May Sale, **25c**

CHILDREN'S ROMPERS, regular 35c values, during May Sale, **35c**

ONE-FOURTH OFF
An elegant line of collar pins and belt pins, the newest effects for stylish wear, at ONE-FOURTH OFF

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May Sale—Glove Bargains.

Kid Gloves

16-button Glace Kid Gloves, black, ox bloods, navies, browns, tans, greens, plum, all sizes. Regular \$2.50 values, during May Sale, a pair **\$2.00**

12 and 16 button Glace Out Seam Gloves, in dark tans only. All sizes. Regular \$4.00 and \$4.50 values, during May Sale, a pair **\$3.00**

16 button Monitor Pique and Trefousse Glace Gloves, black only. Regular \$4.50 and \$5.00 values, during May Sale, a pair **\$3.00**

One and two clasp Pique Street Gloves, all colors, sizes, 5 1/2 and 6 1/2 only. Good \$1.50 values, during May Sale, a pair **75c**

16-button Suede Gloves, Regular \$3.00 values, during May Sale, a pair **\$2.00**

Women's Gauntlet Gloves, with stiff cuffs, black only. Regular \$2.00 values, during May Sale, a pair **\$1.25**

Small lot of gloves, odd ends and some repaired gloves, up to \$2.00 values, during May Sale, a pair **\$1.00**

Small lot of 16 button Gloves, which have been repaired, during May Sale, a pair **\$1.00**

All other Kid Gloves at reduced prices.

Silk and Lisle Gloves

"Kaysers" make Silk Gloves, with double finger tips and Lisle Gloves, black, white, and colors. All sizes, during May Sale will sell as follows:

6c values for 50c 1.00 values for 80c
12-button length Silk Gloves, black only, and sizes 5 1/2 and 6 only, Extra heavy quality. Regular \$1.00 values, during May Sale, a pair **75c**

12-button Silk Gloves, "Kaysers" make, double finger tips, black and white. All sizes. Regular \$1.00 values, during May Sale, a pair **75c**

16-button Silk Gloves, "Kaysers" make, double finger tips, black, white and colors, during May Sale will sell as follows:

Regular, \$1.25 values, during May Sale \$1.00
Regular, \$1.75 values, during May Sale \$1.35
Regular \$2.00 values, during May Sale \$1.50

12-button Lisle Gloves, black and white. Regular 60c values, during May Sale, a pair **40c**

16-button Lisle Gloves, black and white. Regular 75c values, during May Sale, a pair **50c**

16-button Lisle Gloves, black and white. Regular 75c values, during May Sale, a pair **75c**

16-button Lisle Gloves, black and white. Regular 75c values, during May Sale, a pair **75c**

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