

EVERYBODY IS WELCOMED TO THE GREATEST ANNUAL MAY SALE!

In the History of Utah, at Z. C. M. I.

Commencing Monday, May 14th,

FOR ONE WEEK

Continuing to Saturday, May 19th.

Z. C. M. I.

How are we able to establish such wonderfully low prices in this Great May Cash Sale, when prices of goods have gone up everywhere? The answer is easy. We prepared in time. Noting the probability of an increase in prices, we placed orders in advance, at the lower figures than prevailing, and the contracts being made, we gained an immense advantage. To accomplish this a great outlay of ready cash was necessary. But it was the opportunity of gaining a vast benefit to our patrons, and we took it. Prices have gone up higher than was anticipated, so the profit is much greater to

Z. C. M. I.

our customers than was expected, and we are correspondingly gratified, feeling perfectly content that our action will be duly appreciated by the increased trade it will bring us from a discriminating public. Our goods are of the highest excellence, new and seasonable. There is no old stock; everything is of the freshest make and latest style. Compare our prices with those of others for similar goods and we know you will be delighted with the bargains offered: Here are a few samples:

Notions Department.

The largest and most complete in the West, a wonderfully extensive collection of the best and most useful articles classed under this heading, and all the choicest the market affords. We have everything you want in our line, and this week all goes at bargain prices.

Ladies' White Chamote Gloves sold regularly at \$3.00, in sale 60c

Ladies' White Kid Gloves with Colored Embroidery and Four Diamond Buttons to match, Sizes 5 1/2 to 6 1/2, sold regularly at \$1.00, in May Sale.....75c

Miscellaneous Lot Fine Kid Gloves, which have been slightly damaged and repaired, but which cannot be sold as PERFECT. The regular price on same ranges from \$1.00 to \$2.25, sale price 50c

Several Broken Lines Kid Gloves sold regularly at \$1.50, \$1.75 and \$2.00 in sale only.....\$1.00

Ladies' "Real Kid" Pique Street Gloves, 2-clasp, sold regularly at \$1.50, in sale.....\$1.25

Ladies' "Prime Real Kid" Pique Street Gloves, 2-clasp, sold regularly at \$2.00, in sale.....\$1.50

An immense line of

ONE TABLE FANCY RIBBONS

Sold Regularly 35c, 40c and 50c and Plain and Moire Taffetas worth regularly 35c, 40c and 50c, all go at the uniform price of 25c Yard

All other Ribbons at Reduced Prices.

HANDKERCHIEFS.

Lot Colored Printed Border Handkerchiefs sold regular at 5c, in sale.....3c

Lot H. S. Lawn Handkerchiefs Sold regular at 10c, in sale 5c

Lots Plain Linen H. S. Handkerchiefs sold regular at 12 1/2c, in sale 10c or 2 for.....25c

Lot Ladies' Scalloped and Embroidered Swiss Handkerchiefs worth regular 35c, 40c and 50c, in sale.....25c

Ladies' Unadorned H. S. and Embroidered Linen Handkerchiefs regularly at 35c, in sale.....25c

EMBROIDERIES

Consisting of Nainsook and Swiss Edgings and Insertions 4 1/2 Yd. lengths, will be sold at LESS THAN HALF REGULAR PRICE.

All other embroideries in sale at 20 Per Cent Discount.

Our Entire Line of Vestings, and All Over, Spangled Nets, Drapery Nets, Etc., in this Great May Sale at 20 Per Cent Reduction.

Reduction on all LACES consisting of French and Platte Valenciennes, Torchon, Chantilly in Cream and Black Applique, Mechlenberg, Etc.

Ladies' Best 4 Ply Linen Collars sold regular at 15c, in May Sale at.....10c Each

NECKWEAR.

New and Elegant Line of Fancy Neckwear at Special May Sale Prices.

25 Per Cent Off

SPECIAL PRICES on all Belts, Purse, Hand Bags, Belts and Trimming Buckles for This Week

20 Per Cent Off

Reduction on all

Silk Gloves and Mitts.

Remember this is a Great Cash Sale, and Good Goods for Lowest Prices is the Motto.

Hosiery and Underwear.

In this department we are able to present the richest bargains ever known here. Our stock is the very choicest; the quality guaranteed. We present a few samples here; there are lots of others.

Child's Ribbed Cotton Hose, regular price 12 1/2c, in sale, per pair.....7 1/2c

Boys' Heavy Black Hose, regular price 15c, in sale, per pair.....10c

Misses' Fine Ribbed Hose worth 15c, in sale, per pair.....10c

Boys' Heavy Cotton Hose sold regularly at 25c, in sale per pair.....15c

Children's Fancy Striped Fine Cotton and Lisle Hose, worth regularly 25c, in sale, per pair.....5c

Misses' Fine Cotton Hose, sold regularly for 25c, in sale, per pair.....25c

Children's Under Apparel in great variety at SALE PRICES.

Infants' White Muslin Slips, in Long and Short, Trimmed and Untrimmed at SALE PRICES.

Ladies' Black Cotton Hose, worth regularly 12 1/2c, per pair, in sale.....5c

SHIRT WAISTS.

Ladies' Percale Shirt Waists, neat, well made, all new this season, regular price 50c to 75c, in sale.....30c

Most Beautiful Line of Ladies' New Percale Waists ever shown in this city. All our \$1.00 and \$1.25 Waists on sale this week for 75c

All Shirt Waists in Stock, White and Colored, on sale this week at REDUCED PRICES.

STRAW HATS.

One Table Ladies', Misses' and Children's Straw Hats, regular price 25c, 50c, 75c and \$1.00, all go in this Great May Sale, each for 10c

All Straw Hats in Stock, suitable for Ladies' and Children, will be sold for 25 Per Cent Off Regular Price

MUSLIN UNDERWEAR

Our lovely stock of Muslin Underwear is a feature of our Great Institution. This department always has been far ahead of all competitors in this locality, and this season it is farther ahead than ever. These goods are perfectly enchanting, the best in every way that the skill of the time affords.

In the Ladies', Misses' and Children's Underwear department will be on sale all New Goods. All our former sales are surpassed in the Great Values given in this Sale. Come and see for yourselves. Beautiful Gowns, Skirts, Chemise, Corset Covers, etc., trimmed and untrimmed, at LESS THAN COST PRICES.

50 PER CENT OFF the entire stock of Corsets in stock at this sale.

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 this week at SALE PRICES.

All Fancy Ornaments, Jet, Flowers and Trimmings go at SALE PRICES.

Silks and Dress Goods.

Dress Goods and Silk Offerings are a great feature for the ladies. They are doubly so at this May Sale, because of the special values we are able to present. You cannot touch our prices anywhere else. Here you get a prize for your money in every purchase. Investigation and comparison is all we want, to convince you. We have the most carefully selected and elaborate assortment of perfectly lovely goods ever offered in this city. The following list gives only a sample of the bargain prices that prevail all along the line during this great sale. There are many others:

Silks.

A Job Lot of 2,510 yards, ENDS AND REMNANTS, of Plain and Fancy Silk, of every description, at LESS THAN HALF PRICE, 50 cents on the dollar off, and more.

75c and \$1.00 Silk on Sale for 45c

\$1.15 and \$1.25 Silk on Sale for 65c

\$1.35 and \$1.50 Silk on Sale for 75c

\$1.75 Silk on Sale for \$1.25

\$2.25 Silk on Sale for \$1.50

Our beautiful line of New Spring Fashion Silks will be sacrificed in this Great Cash Sale for 85c per yard, worth \$1.25.

25 PER CENT OFF THE ENTIRE SILK STOCK, including Black, Colors and Fancy. All New Goods.

Reduced to 75c per yard!

Our fine Black Crepe Duchine sold regularly at \$1.25, in Sale 75c

25 PER CENT OFF THE ENTIRE STOCK OF BLACK AND COLORED INDIA SILKS for this Great Sale.

Elegant Black Marvellous Silks, regular price \$1.75, in Sale \$1.25

20 PER CENT OFF all Wash Silks in Stock. All New Goods.

Dress Goods.

Our stock in this department is unequalled for the magnificent assortment of the latest styles and best weaves. We have the choicest display in the city, for the very best trade.

We offer our entire line of New Spring Novelty Dress Patterns, sold regularly at \$5.00 to \$69.00 per suit, for 50c on the Dollar or Half Price

Our new and stylish Dress Goods, sold regularly at 75c and \$1.00 per yard will be sold in this Sale for 50c

SPECIAL SALE on all our black and colored DRESS GOODS in stock, including Henrietta Serges, Wool and Silk Crepons, and Plain Dress Goods. Come and see for yourselves.

Parasols and Umbrellas.

We have a specially fine supply of these desirable articles, which we are able to offer at Better Bargains than ever before known. Come and see.

Lot No. 1--275 Black, 25 inch, Umbrellas, all new and assorted handles, sold regularly at \$1.75, in Sale each.....\$1.00

Our Entire Stock of Plain and Fancy Parasols and Umbrellas will be discounted at this sale 25 PER CENT.

Staples Department.

Wash Dress Goods. Special Sale Fine Towels

Don't miss this Department. Here are bargains that no housekeeper can afford to pass by, for there are such rare opportunities for goods that are wanted at all times of the year but are seldom obtainable at the prices given, and then in the present only at Z. C. M. I.

Special 5c a Yard Table.

Beautiful Damask Towels, sold regularly at 6c to \$1.00 each, will be offered at this sale for 5c

25 PER CENT OFF all Towels and Toweling in stock at this Great May Sale.

Turkish Bath Towels, BLEACHED AND UNBLEACHED.

Our entire stock of Fine Damask Table Set Napkins to match, will be sold at 25 Per Cent off on all new goods.

An elegant lot of Summer Quilts, in Silkoline and Satin, will be sold at this sale at REDUCED PRICES. Special sale on 10 lb Grey Cotton Blankets, worth regularly 85c, in Sale for.....60c

REMNANT SALE.

One-Half price on this table, including Fine Wool and Cotton Goods of all kinds. This will be a chance of your life!

ONE HALF PRICE

Our Remnant Table this season is a novelty. We have secured a splendid lot of Remnants specially for this season; they were remarkably cheap, and we sell them that way.

Linen Department.

52 Inch Cream Table Damask, regular price 35c, in sale for 25c

AND MANY OTHERS.

Our entire stock of TABLE DAMASK will be on sale for this week at ONE THIRD OFF MARKED PRICES; all new this season. Beautiful new patterns.

TWENTY-FIVE PER CENT off all Linen Scarfs, Lunch Cloths, Pillow Shams, Applique and Open Work Scarfs and Cloths in stock, for this Great Sale.

SPECIAL REDUCTION.

On all White Swisses and Organ-dies in stock for this sale. Just the thing for Graduation Dresses.

MISSSES' MACKINTOSHES ONE-THIRD OFF.

MISSSES' TAILOR MADE SUITS ONE-THIRD OFF.

Here is the Biggest Bargain ever offered in LADIES' SUITS. A Collection of one of a kind, Suits ranging from \$15.50 to \$27.50.

YOUR CHOICE ONLY \$10.00

Another Lot of fifteen to twenty Suits, \$20.00 to \$30.00 Goods at HALF PRICE

ALL LADIES' WINTER JACKETS HALF PRICE.

DON'T MISS THIS GREAT CASH SALE.

Cloak Dept.

This department is and always has been the leading one of its line in the West, and this season we are fully up to our standard as the leader of the fashion in lovely, serviceable goods and in being foremost in giving the best values for the money. The ladies especially are invited to call and examine the goods we have on hand at this Great May Sale. Here are a few of the items:

Ladies' Tailor-Made Suits

One-Third Off Regular Price. The Entire Line—Everything from the \$4.00 Suit up through the range of Prices to the \$35.00 Suit.

33-1-3 Per Cent Off

That is cheaper than other places' Half Price.

Separate Skirts.

All Skirts from \$7.50 and up One-Third Off.

Those from \$7.00 and down 20 per cent off.

Buy a Shawl and save twenty-five per cent.

Real Furs at Half Price.

Buy your Collarettes now and save money. Then we will put on sale Fur Scarfs at \$1.25, \$1.50 and \$2.00

Babies' Cloaks 20 per cent off.

Knitted Shawls 20 per cent off.

One Lot of Black Cashmere Shawls and Fichus at less than Half the regular price.

An Ideal "Old Ladies' Wrap."

SILK WAISTS.

25 Per Cent Discount on all Fancy Silk Waists.

TEA GOWNS.

All Cashmere and Henrietta Tea Gowns from \$10.00 to \$25.00 will be sold at 33-1-3 Per Cent Off

All others from \$9.00 down will go at 25 Per Cent Off

WRAPPERS.

As usual we have the Best Wrapper Values that can be had, but as everything goes in the Great May Sale, we give 20 PER CENT OFF from our already Low Prices on these goods.

Odds and Ends.

A stack of Jackets and Capes, your pick for.....90c to \$2.00

LADIES' AND MISSES' JACKETS

The entire line from \$4.50 to \$25.00

33-1-3 Per Cent Off

These are all New Goods. Not an old one in the lot.

One lot EATON JACKETS, Half Price.

PLUSH CAPES.

All Plush Capes and Winter Cloth Capes will be thrown in at Half Price.

ONE LOT OF CLOTH WAISTS AT HALF PRICE.

A Series of ALPACA WAISTS \$3.00 to \$2.50 goods, one price.....\$2.00

A Nice Silk Waist

In Red, Blue, Cerise, Old Rose, or black, for only.....\$2.25

One lot of Tan Cloth Capes at less than Half the Regular Price.

CHILDREN'S REEFER JACKETS.

A Line of about 200, ages 2 to 14, a splendid assortment of styles. We don't want to carry a single piece over, so they go at HALF PRICE.

Children's Dresses,

Ages 2 to 14. In a range of prices from \$1.25 to \$10.00. The entire line at HALF PRICE

Girls' Sailor Suits Half Price.

Girls' Eton Suits Half Price.

Misses' Separate Skirts

\$1.75 to \$5.50 for \$1.25 to \$4.00

Shoe Department.

In this department during our GREAT MAY SALE we will offer some of the best inducements in STRICTLY HIGH GRADE FOOTWEAR ever shown on the western market.

We know that you appreciate what our shoe sales have been in the past. This great sale we assure you will eclipse any of our previous efforts.

The following are a few of our special inducements:

Mens' High Grade Shoes (broken lines) that sell regular at from \$2.50 to \$6.50, Sale price.....\$1.25 to \$4.35

Mens' Bicycle Shoes and Oxfords \$2.50 to \$3.50 values, Sale price \$1.45 to \$1.95

Ladies' Fine Shoes, both black and tan, worth from \$2.50 to \$5.00 will sell from.....75c to \$3.95

Ladies' Oxfords Ties and Slippers \$2.00 to \$4.00 value will be sacrificed at from.....55c to \$1.65

Misses' Fine Shoes 1 1/2 to 2, worth from \$2.00 to \$3.00, Sale price 75c to \$1.65

Children's Fine Shoes 8 1/2 to 11, worth from \$1.50 to \$2.25, will sell from 75c to \$1.25

Children's Fine Shoes \$1.50 to \$2.00 value.....75c to 95c

These are golden opportunities that should not be missed. Now is the time to save money by laying in a supply of extra quality shoes at a price within the reach of all.

Carpet Department.

THE ENTIRE STOCK GOES WITHOUT RESERVE.

Axminster Carpets.....\$1.00

Body Brussels.....90c to \$1.20

Tapestry.....49c to 80c

Best all Wool Extra Supers.....57 1/2c and 60c

Best C C Extra Supers.....50c

Best 1/2 Wool Union Supers.....40c

Best 1/4 Wool Union Supers.....37 1/2c

Good Carpet.....25c

Hemp Carpets.....12 1/2c, 15c, \$17 1/2c, 20c and 25c

All Remnants of Carpets 50 PER CENT DISCOUNT.

CHINA MATTINGS,

NEW LINE JUST IN, 12c, 15c, 20c, 25c, add 30c PER YARD.

RUGS,

ORIENTAL AND DOMESTIC, latest styles, 20 per cent off. NAVAJO BLANKETS 20 per cent discount.

CURTAINS.

All grades and styles at 20 per Cent Discount

WINDOW SHADES,

Curtain Poles, Linoleums and Floor Oil Cloths at STRICTLY WHOLE SALE PRICES.

WALL PAPERS AND DECORATIONS,

5c, and 7 1/2c, Single Roll, less 10 per cent.

10c, 12 1/2c, 15c, 20c, and 25c, Single Roll, less 25 per cent.

Border to Match, 5c, and up.

ALL OTHER HOUSE FURNISHINGS AT SALE PRICES.

Clothing and Gent's Furnishing Goods Dept.

500 Men's Nobby Spring Suits worth \$10.00 now.....\$5.50

500 Men's Nobby Spring Suits worth \$12.00 now.....\$6.50

500 Men's Nobby Spring Suits worth \$15.00 now.....\$9.50

200 Men's Fine Spring Suits at HALF PRICE.

200 Boys' Suits at HALF PRICE. 200 Child's Suits at HALF PRICE.

200 School Suits at HALF PRICE. A few Men's Pants at HALF PRICE.

A few Boys' Pants at HALF PRICE.

Children's Knee Pants, worth 35c, now.....25c

100 Doz. Men's Fancy Summer Underwear, worth 50c, now.....25c

100 Doz. Men's Grey Merino Underwear, worth 50c, now.....40c

100 Doz. Men's Fancy Stripe Underwear, worth 50c, now.....25c

50 Doz. Men's Fancy Stripe Underwear, worth 40c, now.....50c

25 Doz. Men's Summer Shirts, worth 75c, now.....75c

25 Doz. Men's Summer Shirts, worth \$1.00, now.....25c

25 Doz. Men's Stanley Caps, worth 75c, now.....25c

25 Doz. Men's Straw Hats, worth 50c, now.....50c

25 Doz. Men's Straw Hats, worth 75c, now.....25c

25 Doz. Boys' Straw Hats, worth 50c, now.....25c

25 Doz., Child's Straw Hats, worth 50c, now.....HALF PRICE

A few Men's, Boys' and Child's Felt Hats at.....HALF PRICE

Crockery Department.

For this occasion the Bargain Sale will be held in our HARDWARE DEPARTMENT, south entrance.

During this sale we will offer many Desirable Goods in China, such as BERRY DISHES, SALADS, ODD PIECES REMNANTS OF SETS, with an immense variety of Cups and Saucers and Plates to close out and make room for new stock.

TABLES OF BRIGHT, NEW GLASSWARE

Also will be shown, where rare bargains will be found useful to everybody. Items in this Department are so numerous that it is difficult to enumerate them.

Z. C. M. I.

T. G. WEBBER, Superintendent.

Z. C. M. I.