

Z. C. M. I. ANNUAL MAY SALE!

BEST OF ALL BARGAIN SALES FOR THE YEAR.

Commences, Monday, May 13 **ONE WEEK** Continues to Sat., May 18.

THESE ANNUAL EVENTS are the choicest opportunities given to the people of Utah for money saving purchases. Our goods are all new--no left-over stock. Our prices are the lowest at which such goods are ever marked. We have no competition. Every offer is a bargain beyond the reach of giving by less extensive purchasers than Z. C. M. I. Every buyer gets a prize in the reduced cost of purchase--a reason sufficient to account for the great rush of discriminating patrons at each Annual May Sale, where money-saving opportunities come in all lines of Dress Goods, Silks, Hosiery, Underwear, Laces, Ribbons, Notions, Parasols, Gloves, Millinery, Ladies' and Misses' Suits, Dresses, Capes, Jackets, etc., Staple Dry Goods, Table Linen, Remnants, Shoes, Gents' Clothing, House Furnishings, Crockery, etc.

Here is a partial list, just to give you an idea of what the Sale comprises:

Hosiery and Underwear

This is only a few of the many bargains to be found in this department.

Infants' Plain Black Cotton Hose, regular price 12½c, Sale **7½c**
Child's Black Ribbed Cotton Hose, regular price 12½c, Sale **7½c**
Child's Ox Blood Lisle and Cotton Hose, sizes 5 to 9, regular price 25c to 50c, Sale price **15c**
Boys' Heavy Ribbed Cotton Hose, regular price 25c, Sale price **15c**
Boys' Heavy Ribbed Cotton Hose, regular price 35c, Sale **20c**
Boys' Heavy Ribbed Cotton Hose, regular price 15c, Sale **10c**
Boys' and Girls' Ribbed Cotton Hose, regular price 25c, Sale price **25c**
Misses' Fine Plaid Lisle Hose, regular price from 50c to \$1.00, going during the sale at ONE-HALF PRICE.

Misses' Fine Ribbed Cotton Hose, regular price 55c, Sale **20c**
Misses' Fine Ribbed Hose, regular price 15c, Sale price **10c**
Entire Stock of Knit Underwear 20 PER CENT OFF the regular price.

Ladies' Plain and Drop Stitch Cotton Hose, in black and tan, regular price 25c, Sale price per pair **15c**
Ladies' Ox Blood Cotton and Lisle Hose, regular price 50c, Sale price **25c**
Ladies' Plain Lisle Hose in the sale at HALF PRICE.

Ladies' Black Cotton Hose, regular price 40c, Sale price **25c**
Ladies' Black Cotton Hose, regular price 12½c, Sale price **5c**
Infants' White Muslin Slips, in long and short, trimmed and untrimmed at SALE PRICES.

Ladies' Black Cotton Hose, regular price 15c, Sale price **10c**
One lot Ladies' Tan Cotton Hose, regular price 15c, Sale price **10c**

LADIES' VESTS.
Ladies' Fancy Ribbed Cotton Vests, regular price 25c, Sale **15c**
Ladies' Fancy Ribbed Cotton Vests, regular price 20c, Sale price **10c**
Ladies' Fine Ribbed Seamless Vests, sold regularly at 35c, and 40c, in Sale, **25c**
One lot of Ladies' and Misses' Fine Lisle and Cotton Undershirts and Vests, worth 50c to 60c, in Sale, **35c**
Ladies' Fine Knit Vests, regularly 50c to 70c, in Sale **50c**

LADIES' WAISTS.
One lot Ladies' White Shirt Waists, Stiff Collar, regular price \$2.00, Sale price **50c**
Misses' White and Colored Shirt Waists, 16 to 18, regular price 75c to \$1.00, Sale **35c**
Ladies' Colored Shirt Waists, worth 60c, Sale **35c**
All Shirt Waists in stock, White and Colored, at GREATLY REDUCED PRICES during the entire sale.

CHILDREN'S BONNETS.
One lot White and Colored Silk Bonnets, worth from 50c **25c**
One lot White and Colored Silk Bonnets, regular price \$1.25 **75c**
Our entire Stock of Moll and Silk Bonnets, Sun Hats and Misses' Fine Mull Hats at GREATLY REDUCED PRICES.

20 Per Cent Off on all Children's Side Elastic Hose Supporters.
Ladies' Side Supporters, Garters, etc., at REDUCED PRICES.

CORSETS.
One lot Misses' white and drab Corsets, in all sizes, regular price 50c, in Sale at **Half Price.**
Children's Corset Waists, the famous Ferris Brand, ages 2 to 12 years in black and white **25c**
One lot odd sizes Ladies' Corsets, worth \$1.00, \$1.50 and \$2.00, on Sale at **50c**
Child's Ribbed Under Waist, regular price 25c, Sale **20c**

MUSLIN UNDERWEAR.
We have the daintiest stock in the west, and all new. In this department the picture is perfectly enchanting to the ladies who want the latest values in reach. There is nothing that approaches it anywhere in the west. We invite the most critical inspection on the part of our lady friends.
20 Per Cent Off the Entire Stock

LADIES' UNDERSKIRTS.
All new and stylish, all kinds Silk, Satene, Linen and Cotton, will be sold at a Discount of 20 Per Cent

Staples Dept.

The best, the very best in all lines of staple is here. No good housekeeper will miss the rich opportunities afforded.

Special 5 Cent Table.

Here we offer New Goods that have been carefully selected and bought at a Great Sacrifice and will be sold at the above price in this Sale only. These are goods that are worth from 10c to 20c per yard. Such as Bleach Muslin, Bro Sheetings, all Standard Prints, Shaker Flannel, Outing Flannel, Crashies and endless varieties of other goods will be found on this Table.

SEE OUR

8 1-3 cent Bargain Table.

12 yards for \$1.00, worth double the money, Black Satene, Fine Percales, A. F. C. Zephyr, Gingham, White Cambric, Outing Flannels, Dress Goods, Fine Lawns and Domestics.

EXAMINE OUR

10 Cent Table.

An elegant line of French Dimities, Amoskeag Madras, Sea Island Percales, Anderson's Scotch Zephyrs, J. C. K. Cheviots and Covert Cloths. The goods on this Table are sold regularly at from 15 to 25 cents per yard. There will also be other bargains placed upon this Table. These are too numerous to mention here, so keep your eyes open.

DON'T FORGET OUR WASH DRESS GOODS.

20 PER CENT OFF. All Fine Lawns, Dimities and Wash Dress Goods in Stock. An elegant line of Parkhill Gingham, Newport Bookfold Cheviots, regular price 15 to 25 cents per yard. In this Sale **12½c**
Beautiful line of Fine Cotton Dress Crepons in plain and dotted, worth 20 cents, will be sold at per yard **12½c**
All our 15 and 20 cents Flannelettes will be sold at **12½c**
12½c per yard or 3 yards for \$1.00
All Colored Silk Mulls, 50 in. wide, were 75c and \$1.00 per yard, will be on sale this week **50c and 75c**

20 PER CENT OFF On all White Silk Mulls, White Swiss Muslin, and Wash Chiffons. Just the thing for Graduation Dresses.

20 PER CENT OFF On all Linen and Damask Towels and Toweling in Stock.

Special on Bath Towels.

Bleached and Unbleached. Regular price 10c, in this Sale **8½c**
Regular price 12½c, in this Sale **10c**
Regular price 15c, in this Sale **12½c**
Regular price 25c, in this Sale **20c**
Regular price 30c, in this Sale **22½c**
Regular price 35c, in this Sale **27½c**
Regular price 50c, in this Sale **35c**

Our Entire Stock of Fine Damask Table Sets will be sold at 25 PER CENT OFF REGULAR PRICE.

We have an elegant line of Summer Quilts, in Silkoline and Satene Covers, will be sold at GREATLY REDUCED PRICES.

We have some special lines of White Bed Spreads, worth \$1.00 for 65c; \$1.25 for 75c; \$1.50 for \$1.00.

REMNANT TABLE.

All Remnants at HALF REGULAR PRICE, including all Wool and Cotton Remnants. This will be the chance of your life.

20 PER CENT OFF. On all Truckings and Open Work Goods. We have a beautiful line and all New Goods this Season.

Linen Dept.

TABLE DAMASK.

50 inch Cream worth 35c, for **25c**
52 inch Cream, worth 45c, for **30c**
58 inch Cream, worth 50c, for **35c**
60 inch Bleached, worth 35c, for **25c**
60 inch Bleached, worth 60c, for **40c**
72 inch Bleached, worth 90c, for **60c**

Our entire line of Table Damask will be on sale this week at ONE-THIRD OFF MARKED PRICES. All New this Season and New Patterns.

25 PER CENT OFF

On all Linen Scarfs, Lunch Cloths, Napkins, Pillow Shams, Applique Open Work and Battenberg Scarfs and Cloths in Stock, for this Great Sale.

Silks and Dress Goods.

Bargains rich and rare are offered the Ladies in our Dress Goods and Silks sale--such bargains as are obtained at Z. C. M. I.'s great May events. We challenge competition in prices.

Black Beau De Soie Silks, regular price \$2.25, in **\$1.50**
Black Duchess Satin, good value. Regular price \$1.75, in **\$1.25**
Fine Black Swiss Taffeta, sold regularly at \$2.00, Sale **\$1.40**
Beautiful Black Taffeta, sold regularly at \$1.75, in **\$1.15**

COLORED FOULARD SILKS.
Fine Quality Foulards. Sold regularly, \$1.50 in **\$1.00**
Sold regularly, \$1.35, in **90c**
Sold regularly, \$1.00, in **65c**
Sold regularly, 85c, in **55c**

25 Per Cent Discount On all Plain and Fancy Silks in stock.

Our Entire Line of Colored Wash Silks, sold regularly **45c**
Beautiful Tinted Crepe Duchesses Silks, Plain and Fancy weaves, will be sold **25 Per Cent Less Than Regular.**

We have one Special number in Black Jap Silk, 27-in. wide, sold regularly for \$1.00, in **65c** Sale, per yard

A Great Bargain in two lines of Colored Silks, Brocades and Stripes, sold regularly at \$1.00 per yard, in Sale, while they last, **65c**

DRESS GOODS.
Latest weaves in Silks and Wool fabrics, discounted for this sale. 25 Per Cent. All Fine Novelty Dress Goods in Suit lengths will be sold at Half Price. 50c on the Dollar.

Our entire line Fine French Chiffons will be on Sale at 20 Per Cent Off.

All our Fine Waisting Flannels will be on sale at 20 Per Cent Reduction.

Beautiful Line Black Grenadines and Bunting, all new and stylish, sold regularly at 50c, on **25c** Sale for

SPECIAL TABLE.
Black and Colored Dress Goods. Goods worth from 75c to \$1.50 per yard, in Sale **50c**

Our entire line of DRESS TRIMMINGS will be on Sale at ONE-THIRD LESS than regular prices.

Millinery Dept.

Our entire line of Millinery Goods will be on SALE, nothing reserved; all Trimmed and Untrimmed Hats will be in the Sale, including Pattern Hats, Fancy Goods, Flowers, Trimmings, etc.

Misses', Children's and Ladies' Straw Hats will be at REDUCED PRICES. All Straw Hats will be sold at a 25 PER CENT REDUCTION.

One Table, Straw Hats of all kinds, Trimmed and Untrimmed, sold regularly at 50c to \$2.00 each, will be sacrificed in this Great Sale for each **25c**

Parasols and Umbrellas.
One lot 26-inch Umbrellas sold regularly for 75c to \$1.00, in **45c** Sale each
All Fancy and Black Parasols and Umbrellas in Stock will be sold at 25 Per Cent Less Off Marked Prices. Remember our Prices can be relied on.

SHOE DEPT.
Our Shoe Sale we know you will appreciate. The following are but a few of the numerous and superb values that we offer:

Men's High Grade Shoes (broken lines) worth from \$3.00 to \$5.50, will be sacrificed **75c to \$3.95** at from

Ladies' Oxford Ties and Slippers \$2.00 to \$4.00 values **45c to \$1.65** will sell from

Ladies' Fine Shoes, both Black and Tan, regular selling price \$2.00 to \$5.50, Sale **55c to \$3.65** Price

Misses' and Children's Shoes in great variety, worth from \$1.00 to \$5.00, Sale **55c to \$1.65** Price

CLOTHING

And Gents' Furnishing Goods Dept.

Men's Nobby Spring Suits, worth \$10.00, now **\$5.50**
Men's Nobby Spring Suits, worth \$12.00, now **\$6.50**
Men's Nobby Spring Suits, worth \$15.00, now **\$9.50**

A Few Men's Fine Suits, A Nice Lot of Boys' Suits, A Nobby Lot of Child's Suits, A Few Men's Pants, and a Few Boys' Pants, all **HALF PRICE.**

Children's Knee Pants, worth 35c, now **25c**
Men's Underwear, worth 40c, now **30c**
Men's Fancy Striped Socks, worth 25c, now **15c**
Men's Plain Balbriggan Underwear, worth 50c, now **25c**
Men's Summer Shirts, worth 75c, now **50c**
Mother's Friend Waists, worth \$1.00, now **50c**
Boys' Striped Underwear, worth 40c, now **25c**
Men's Cloth Caps, worth 75c, now **25c**
Men's Straw Hats, worth \$1.00, now **50c**
Men's Fine Straw Hats at **HALF PRICE.**

Straw Hats, worth 60c, now **25c**
Felt Hats at **AT HALF PRICE.**

CROCKERY DEPT.
This Sale in this Department will be held as usual in our Grocery and Hardware Room, South Entrance, when all Remnants of Stock Patterns, Odds and Ends of every line will be cleaned up and disposed of at a Sacrifice.

Are you going to be married this Spring? If so, now is your opportunity; or if you are tired of those old chipped dishes you have used so long, give them away and we will sell you something nice, fresh and dainty. There are too many items to enumerate, but the public know what our Sales mean. All we need to say is COME EARLY AND SEE THE BARGAINS.

Cloak and Suit Dept.

Ladies' and Misses' Ready-to-Wear Suits and Dresses at Two-Thirds of the Regular Price.

Always the best in the city is the reputation of our great institution. This great May Sale witnesses another stride in advance in this line. Lovely, serviceable and profitable goods are here in plenty. It is the pleasure of the city comes to Z. C. M. I. cloak department--it affords them the highest pleasure in profitable purchases. Here are a few of the offerings for the great May Sale:

\$12.00 Suit **\$8.00**
\$13.50 Suit **\$9.00**
\$15.00 Suit **\$10.00**
\$17.50 Suit **\$12.00**
\$25.00 Suit **\$17.00**
\$30.00 Suit **\$20.00**

FITTING EXTRA.
\$40.00 Suit **\$26.75**
\$42.50 Suit **\$28.50**
\$50.00 Suit **\$33.50**
\$60.00 Suit **\$40.00**
\$85.00 Suit **\$57.00**
\$90.00 Suit **\$60.00**

SEPARATE SKIRTS--Entire Line. All New, in Cloths, Venetians, Brilliantines and Silks, from \$7.50 to \$50.00, will be sold at a **DISCOUNT OF 33 1-3 PER CENT.**

All Skirts from \$7.00 down to \$1.50, **20 PER CENT OFF.**
WINTER SHAWLS, 20 per cent off. Knitted Shawls, 20 per cent off. Babies' Cloaks, 20 per cent off.

BLACK CASHMERE SHAWLS-- (An Ideal Old Ladies' Wrap) **Half Price**
All Fancy Silk Waists 25 per cent off.

All Cashmere and Henrietta Tea Gowns from \$10.00 to \$25.00 will be sold **Half Price** at

A LINE OF CHALLIE WRAPPERS that were \$6.00 will be sold at **\$2.50 Each** only.

White Lawn Wrappers **Half Price.**
Z. C. M. I. Wrappers are bargains even at the regular prices; but as everything goes at the May Sale we will take **20 PER CENT OFF.**

A Table of Odds and Ends in Ladies' Capes and Jackets **\$1.00** Your choice.

Ladies' and Misses' Mackintoshes **ONE-THIRD LESS.**

CARPET DEPT.
Axminster Carpets **\$1.00**
Body Brussels **90c to \$1.15**
Tapestry **57½c to 79c**
Wilton Velvets **\$1.02½**
Amber Velvets **65c**
Best all Wool Extra Supers **57½c**
Best C C Extra Supers **49c**
Best ½ Wool Union Supers **39c**
Best ¼ Wool Union Supers **32½c**
Good Cotton Carpet **25c**
Hemp **20c**
Hemp Extra **32½c**
Heavy **32½c**
Importation China and Japanese Matting, Just In. Sale 12½, 17½, 20, 30, 35c, per yard.

RUGS! RUGS!
Oriental, direct from Turkey. Domestic Smyrnas, and Navajo Blankets, all new, **20 PER CENT OFF.**

Beautiful line of WINDOW CURTAINS, all grades and styles--**20 PER CENT OFF.**

WINDOW SHADES, ALL MOUNTED 25c, 30c, 35c, 40c Each.

Wall Papers and Decorations. 5c Single Roll and 7½c Single Roll **Less 10 Per Cent**
10c Single Roll **Less 20 Per Cent**
12½c, 15c, 20c and 25c Single Roll each **Less 25 Per Cent**

Border to Match **4c and up**
ALL OTHER HOUSE FURNISHINGS AT SALE PRICES.

Notions Dept.

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.

KID GLOVES.

Ladies' two clasp Kid Gloves, all colors and sizes, sold regularly at \$1.25, Sale price **85c**
Ladies' two clasp, Suede (undressed kid) Real Kid Gloves in black, modes, grey, latest embroidered, all sizes, sold regularly **95c**
Ladies' two clasp Pique, "Tanette" and Chevreton Gloves, the greatest wear resister we have sold regularly \$2.00, Sale **\$1.50**
Ladies' two clasp, over-seam Gloves, all colors, regular price, \$1.50, Sale price **\$1.00**
Ladies' two clasp P. K. Street Gloves, broken lines, sold regularly at \$1.25, \$1.50, \$2.00, Sale **\$1.00**
Reduction on all other Kid Gloves.

HANDKERCHIEFS.

125 dozen Ladies' unlaundried, H. S. and Embroidered Linen Handkerchiefs, sold regularly at 25c, Sale price **15c**
200 dozen Ladies' Embroidered Handkerchiefs, sold regularly at 15c, Sale price **10c**
250 dozen Ladies' Scallop and Embroidered Handkerchiefs, sold regularly, 25c, Sale **15c**

Lot colored print border and all white Handkerchiefs, sold regularly at 5c, Sale price **3c**
Immense line of Fancy Ribbons, sold regularly at 35c, 40c, 50c, and Plain and Moire Taffetas, regular price 35c, 40c, 50c, all go at **25c** one price that approaches it anywhere in the west. We invite the most critical inspection on the part of our lady friends.

500 pieces FRENCH VALENTINES, LACE EDGES and INSERTIONS, in 12-yard lengths only, at **\$1.00 per dozen yards.**
Bought Expressly for Trimming Graduating Dresses.
All other laces in Sale at **20 Per Cent Off.**

POSITIVELY NO GOODS EXCHANGED. NO GOODS SENT ON APPROVAL. NO SAMPLES GIVEN. THIS IS A GREAT CASH SALE.
Z. C. M. I. T. G. WEBBER, Superintendent. **Z. C. M. I.**