



A cordial invitation is extended the ladies of Salt Lake to visit

Z.C.M.I.

and witness the authentic and brilliant showing of smartly tailored suits, for fall and winter wear, that will be displayed on the occasion of the

GRAND FALL OPENING MONDAY, SEPT. 14th.

Our Cloak Dept. is replete with the newest creations of the leading fashion designers of the world. Exclusiveness, originality and reasonable pricing are the dominant notes of this most fascinating showing.

THE new Fall Suits evidence characteristics of the Directoire period that will be so much in vogue in this season's models. The graceful, flowing lines, button and braid trimmings, and the exceedingly popular slashed effects. Big pockets and turned back cuffs that give the coats a strikingly jaunty air. Modest prices prevail, ranging from

\$15.00 to \$90.00

OUR beautiful showing of Empire dresses in silk and satin will attract attention—blacks, browns, greens, taupe and Edison. They are elegant, handsome gowns in the soft hanging effects, with long, narrow, close-fitting sleeves. The trimmings are exceptionally handsome. Prices range from **\$30.00 to \$52.50** Broadcloth Empire gowns of exceptional beauty in browns, greens, taupe and Edison from..... **\$21 to \$45**



Great Price Reduction Sale for Opening Week

DRESS GOODS SPECIAL

Commencing Monday morning we will place on sale a line of All-Wool Plaids, Checks and Mixtures, specially adapted for children's and misses' school dresses. They sell regularly at 65c and 75c a yard. Monday and week, special price, a yard..... **45c**

Bed Spread Reductions.

These excellent values in Bed Spreads will be better appreciated when the goods are examined. Absolutely new goods.

Regular \$1.00 values, next week	80c	Regular \$1.50 values, next week	\$1.20
Regular \$1.25 values, next week	\$1.00	Regular \$1.75 values, next week	\$1.40
Regular \$1.35 values, next week	\$1.08	Regular \$2.00 values, next week	\$1.60

AND SO ON UP TO \$10.50 VALUES FOR \$8.40.

SILKOLINE SPECIAL, regular 15c a yard, for.....	12½c
SATEEN SPECIAL, regular 25c a yard, for.....	20c
SATEEN SPECIAL, regular 35c a yard, for.....	28c
CRETONNE SPECIAL, regular 15c a yard for.....	12½c

Impelling Linen Reductions

Z. C. M. I. carries the very best linen, manufactured by Wm. Liddell and Co., of Belfast, Ireland, famous the world over for producing linen of excellence, in fact, it is impossible to obtain better.

Table Damasks

Extra fine snow white Damasks, beautiful yet firm and weighty; satiny designs; exclusive effects.

Regular price	40c	50c	65c	75c	85c	\$1.00	\$1.25	\$1.75	\$2.00	\$2.50	\$3.00
Sale price	30c	37½c	49c	56c	64c	75c	95c	\$1.32	\$1.50	\$1.88	\$2.25

Table Napkins

Bleached linen napkins, pure linen, extra fine, medium and good weight, in exceptionally beautiful and becoming patterns

Regular price	\$1.00	\$1.25	\$1.50	\$2.00	\$2.25	\$2.50	\$2.75	\$3.00	\$3.25
Sale price	75c	95c	\$1.13	\$1.50	\$1.70	\$1.88	\$2.07	\$2.25	\$2.44

Doilies

Very pretty glass or fruit doilies, in hemstitched, Mexican drawn work, embroidered, Cluny and Battenberg lace, in all the newest and latest designs.

Regular price	10c	15c	20c	30c	40c	50c	60c	75c	\$1.00	\$1.25	\$1.50	\$2.00
Sale price	7½c	11c	15c	23c	30c	38c	45c	56c	75c	95c	\$1.13	\$1.50

Tray Cloths

Beautiful linen tray cloths, hemstitched, embroidered and Mexican drawn work. Each one a genuine bargain at the price quoted.

Regular price	35c	40c	50c	65c	75c	\$1.00	\$1.25	\$1.50	\$2.25	\$3.00	\$4.00	\$5.00
Sale price	27c	30c	38c	49c	56c	75c	95c	\$1.13	\$1.70	\$2.25	\$3.00	\$3.75

Lunch Cloths

Hemstitched, embroidered and Mexican drawn work. Many beautiful designs to choose from, and they are all splendid values

Regular price	75c	85c	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50
Sale price	56c	64c	75c	95c	\$1.13	\$1.32	\$1.50	\$1.70	\$1.88

Regular price	\$3.00	\$4.00	\$5.00	\$5.50	\$7.50	\$8.50	\$12.50	\$20.00	\$25.00
Sale price	\$2.25	\$3.00	\$3.75	\$4.13	\$5.63	\$6.38	\$9.38	\$15.00	\$18.75

Scarfs

Beautiful linen Scarfs, just what you need to give your sideboard or dresser tone and effect. Hemstitched, embroidered and Mexican drawn work.

Regular price	75c	85c	\$1.00	\$1.25	\$1.50	\$1.75	\$2.00	\$2.25	\$2.50
Sale price	56c	64c	75c	95c	\$1.13	\$1.32	\$1.50	\$1.70	\$1.88

CARPET DEPT. SPECIALS

A line of new goods, comprising all kinds of Table Covers, Couch Covers and Portieres. All styles and colors are represented. Monday and week your **25% Off** choice at.....

DAMASK AND HUCK TOWELS

A splendid variety of Damask and Huck Towels to select from. Rooming house keepers should take advantage of this opportunity.

Regular 20c values, next week	16c	Regular 40c values, next week	32c
Regular 25c values, next week	20c	Regular 50c values, next week	40c
Regular 35c values, next week	28c	Regular 60c values, next week	48c

AND SO ON UP TO \$1.50 VALUES FOR \$1.20.

GREAT FLANNEL SPECIALS.

CANTON BLEACH FLANNEL, regular 10c a yard, for.....	8½c
CANTON BLEACH FLANNEL, regular 15c a yard, for.....	12½c
CANTON BLEACH FLANNEL, regular 20c a yard, for.....	15c
CANTON BROWN FLANNEL, regular 10c a yard, for.....	8½c
CANTON BROWN FLANNEL, regular 12½c a yard, for.....	10c
CANTON BROWN FLANNEL, regular 15c a yard, for.....	12½c
CANTON BROWN FLANNEL, regular 17½c a yard, for.....	14c
OUTING FLANNEL, in fancy and plain colors, regular 10c a yard, for.....	8½c
OUTING FLANNEL, in fancy and plain colors, regular 12½c a yard, for.....	10c
DOMET FLANNELS, bleached and unbleached, regular 10c a yard, for.....	8½c
DOMET FLANNELS, bleached and unbleached, regular 15c a yard, for.....	12½c
DOMET FLANNELS, bleached and unbleached, regular 20c a yard, for.....	15c
WHITE WOOL FLANNELS.....	20% Off
EMBROIDERED FLANNELS.....	20% Off



Utah Wool Batts

Regular price 75c; next week.....60c



All Linen Sets Next Week at 25% Off