

CONFERENCE WEEK BARGAINS!

At Utah's Greatest Department Store.



BUY THOUGHTFULLY Don't rush into the first store that shows a few pretty things in its show windows, or offers one or two staple articles at a low price as a "bait" to get you inside, but buy with discretion. A look through the greatest store between Chicago and the Pacific Coast, a store with thirty-five years' of experience, will reveal a perfect wealth of ideas that you will see nowhere else. When you see things that attract your attention because they seem so different and so much better than the ordinary, you can safely figure that they came from Z. C. M. I.



Easter Suits, Skirts, Wraps and Waists



Our new models for spring are on exhibit. The best designers are represented with their finest creations, embodying the very latest, newest and most popular ideas. The line we display will meet any and all requirements as to price, quality and style.

LADIES' NEW SPRING SUITS FOR \$10.00, \$12.50, \$13.50, \$15.00 AND UP.

LADIES' NEW SPRING WRAPS, FOR \$6.50, \$9.00, \$10.50, \$12.00 AND UP.

LADIES' NEW SPRING SKIRTS, FOR \$4.00, \$5.50, \$6.50, \$10.00 AND UP.

LADIES' NEW SPRING SHIRT WAISTS, \$1.00, \$1.25, \$1.50, \$2.50 AND UP.

LADIES' NEW SPRING TRAVELING COATS, \$12.00, \$13.50, \$15.00, \$20.00 AND UP.

STYLES ABSOLUTELY CORRECT AND PRICES LOWER THAN OTHER DEALERS CAN BUY FOR.

Children's Dresses



Always something new and surprising offered at the Big Reliable Store. Our latest is a line of dresses for girls—smart, dainty, serviceable, strictly exclusive. You can't buy such good ones elsewhere at any price.

Conference Sale Of Domestics.

We desire to give our visiting friends a chance that they seldom get, in purchasing goods that are daily used in every household. Don't fail to examine these goods and you will thoroughly appreciate the liberality of our price offerings.



SIMPSON SILK NOVELTY PRINTS, the most suitable fabric for Kimonas, Wrappers and Quilt Coverings, at per yard..... 6c

ALL LIGHT AND DARK CALICOES will be sold at..... 6c

GERMAN INDIGO B LONG CLOTH, regular 12 1/2c..... 10c

GERMAN INDIGO C LONG CLOTH, regular 11c..... 9c

PACIFIC TWILL CHINTZ—a beautiful line, sold regularly for 10c yard..... 7 1/2c

BEST QUALITY APRON GINGHAM, regular 8 1/2c..... 6 1/2c

A. F. C. ZEPHYR GINGHAM, regular 12 1/2c..... 10c

BATES' SEERSUCKER, best quality made, regular 15c..... 12 1/2c

CHEVIOTS, a complete line, regular 12 1/2c..... 10c

R. C. COVERT CLOTH, regular 15c..... 11 1/2c

CANTON FLANNEL, brown and bleached, regular 12 1/2c..... 10c

BLEACH HOPE MUSLIN, regular 10c..... 8 1/2c

BLEACH LIBERTY MUSLIN, regular 8 1/2c..... 7 1/2c

BROWN HONEST WIDTH DOMESTIC, regular 10c..... 8 1/2c

BROWN HENDERSON DOMESTIC, regular 8 1/2c..... 6 1/2c

42-inch Bleached Pepperill Sheeting..... 12 1/2c

46-inch Bleached Pepperill Sheeting..... 14c

5-4 Bleached Pepperill Sheeting..... 22c

5-4 Bleached Pepperill Sheeting..... 24c

10-4 Bleached Pepperill Sheeting..... 26c

MILLINERY!



Our Millinery Department is full of Easter Beauty! We doubt if a more charming collection of hats was ever arranged. During Conference week we have arranged for the greatest bargain event in TRIMMED HATS that we or you have ever heard of. The beauty of these hats is past description—they must be seen to be understood. Don't make a mistake by buying elsewhere, but come direct to the millinery headquarters of Salt Lake City and get first choice of our grand offerings.

Carpet Values That Surprise.



You'll be fully satisfied if you buy your Carpets, Rugs, Wallpaper, Curtains and Draperies at this store. He is a wise customer who knows what he wants, but he is a wiser customer who knows where to get it. This is no little compliment to the thousands who patronize our Carpet and Rug Department.

EVERYTHING AT SPECIALLY REDUCED RATES DURING CONFERENCE WEEK.

20% Discount

Will be given on the prices of the following named White Goods, suitable for Graduating, Party and Ball Dresses, French Lawns, Persian Lawns, India Linens, Victoria Lawns, Wash Chiffons, Silk Mulls, Plain Swiss Muslin, Dot Swiss Muslin.

In addition to goods named, we have the most desirable and complete lines of all the latest styles in Linen and Cotton Dress Fabrics that the market has ever contained.

WE WILL SAVE YOU MONEY IF YOU GIVE US THE CHANCE.

SPRING HOSIERY.

If we were to elaborate ever so much over the beauty of our line of Hosiery, we couldn't convey the very point we wish to impress you with. It's the beautiful designs and rich colorings that will impress you most, and you must see them to know what they are.

Carpenters' Tools

We can supply any number of full Kits of the best tools manufactured. Many tools are necessary articles in every family, occasions to use them being of almost daily occurrence.

The superior quality of our tools is universally recognized. Carpenters and Joiners are unanimous in praising them. All our hardware is spoken of in a similar strain. We make a point of carrying nothing but the best goods in every line, and our prices are the lowest at which the best goods can be sold.

BARGAINS IN TABLE LINENS.

The Finest, Prettiest, Most Durable Goods ever seen in the West.

YOU WILL BE SURPRISED



If you are not a regular patron of our Shoe Department at the wonderful array of practical and artistic Shoes for men, women and children, which we have awaiting your approval and your purchase. Throngs of people admire them and you may well believe that most of them buy, as well as admire, for the Shoes we handle have justly won supremacy as the very best in the world.

SPECIAL PRICES CONFERENCE WEEK.

WOMEN'S KID GLOVES.



Women's fine Street Gloves, pique sewn, latest Paris point embroidery, all colors and sizes, always sold at \$1.35, yours during Conference week for.....

\$1.00

Our Famous Z. C. M. I. Street Glove, warranted Best Kid, pique sewn, latest embroidery, all colors and sizes, cannot be duplicated elsewhere for less than \$2.00. Conference week.....

\$1.50

ALL KID GLOVES FITTED TO THE HAND.

Silk Gloves, the famous "Kaysers" Double finger tipped, black, white and colors, all sizes, pair.....

65c and \$1.00

Lisle and Suede Lisle Gloves, black, white and colors, from.....

25c to \$1.25

Women's Fancy Neckwear, immense assortment to select from. All the latest spring patterns and novelties.

35c to \$3.

Everything late in Veils and Veilings.

WRIST BAGS, HAND BAGS, AUTO-MOBILE BAGS, in endless variety. All new. All Specially Priced for Conference week.

LACES.

The handsomest line of Laces it has ever been our good fortune to place on display.

Net Venice Laces in Edgings, Insertions, Gallions, Medallions and All Overs. The popular trimming for this season.

Valenciennes, Mechlens, Torchons, Point De Paris, Imitation Torchons, Chantilly, etc.



An OLIVE OIL which the manufacturers and ourselves guarantee to be absolutely pure. A BIG REWARD is offered to anyone who can show that HILL'S PURE CALIFORNIA OLIVE OIL contains the least bit of adulteration. Be sure to take home a bottle or two. It costs no more than the impure oils. Ask for "HILL" and take no chances. At our GROCERY DEPARTMENT and at Z. C. M. I. DRUG STORE, 112 MAIN STREET.

Fascinating Dress Goods.

This is surely a season of fascinating Dress Goods. The prettiest effects, the most charming blending of colors, the suppleness of most of the weaves, must captivate every feminine fancy.



We have never before had the equal of our present Dress Goods stock, and there never was, under the roof of the Big Store a showing so large, comprehensive and so rich in the choicest novelties, both fancies and staples.

SPECIALS FOR CONFERENCE WEEK.

TABLE NO. 1—Plain and Fancy Mixtures, Granites, Chevrons, Volles, etc., sold regularly at 65c to \$1.00 yard, on sale Conference week at.....

50 cts.

TABLE NO. 2. Etamines, Balcons, Serges, Crepe De Paris, Mixed Dress Goods, Granite, Mohair, Brilliantines, etc., regular price \$1.25 to \$2.00. Conference week.....

\$1.00.

ALL THE LATEST SPRING GOODS.

Men's Clothing.



If you want a suit of clothes with character to it, a suit out of the ordinary—one that looks as good and is as good as the kind a good tailor would make to your special order, a suit that fits you as it should fit, and at a price that you will consider is reasonable—make your selection from the new spring stock, which awaits you at the Big Reliable Store.

STYLISH SHIRTS in all the latest spring styles. Neckwear, Hats, Caps, Suspenders, Underwear, Gloves, Cans, Umbrellas and everything in furnishings at lower prices than you would believe possible.

Chinaware, Crockery, Cut Glass.

NO STORE in the West has such an inviting stock of goods in these lines, and as we buy many carloads at a time, no store can approach our prices.

Everything useful in Chinaware, Glassware, Crockery, Willowware, Woodenware, Graniteware, Tinware, etc., and all sorts of novelties in Art Ware and Bric-a-Brac, Fancy Lamps, Jardiniers, Clocks, Mirrors, etc., etc., and everything at Conference Week Prices.

We Will Save You Money If You Give Us the Chance.



JOSEPH F. SMITH, President.

T. G. WEBBER, Superintendent.

UTAH'S GREATEST DEPARTMENT STORE.

Ribbons! Ribbons!

Beautiful line of New Dresden Ribbons and Satin Taffeta Ribbons in all shades and widths.

Parasols and Umbrellas

25 inch Black, sold regularly at \$1.10—Conference week..... 85c
25 inch Black, sold regularly at \$1.50—Conference week..... \$1.15
25 inch Black Umbrellas, regular price \$1.25—Conference week..... \$1.00

