

WE WANT YOUR CHRISTMAS TRADE AND EXPECT TO GET IT. WHY?

BECAUSE

We Have Just What You Want for Christmas Presents. We have the Largest Stocks from which to make selections. Every article we offer is New, thoroughly Up-to-date, Correctly and Reliably Made, and is of FIRST QUALITY MATERIAL. There is nothing shoddy about anything we ask you to buy. We are thoroughly honest in marking the prices on our goods—we do not ask one cent more than they are worth. This store is commodious and well lighted, affording every facility and convenience to the shoppers. With these reasons and many other good ones we might enumerate to show why we expect your Christmas trade, we feel sure that you will grant us the right to say that

We Deserve It

It is not what we say in an advertisement that brings people to this store, but it is the fact that the people know and feel that what is said can be relied upon. Values of commendable character, economically priced, will be found in every section of this store at any time, but particularly so during the weeks prior to Christmas. Come here every day—you are sure to find something to interest you.

USEFUL AND APPROPRIATE XMAS PRESENTS

INDUCEMENTS FOR EARLY BUYING!

Children's Coats

The largest and most varied assortment of styles and fabrics, all new, ages 8 to 12, 14 years. This week at these reductions:

A \$5.00 Coat for\$4.00	A \$10.00 Coat for\$8.00
A \$6.00 Coat for\$4.80	A \$11.00 Coat for\$8.80
A \$7.00 Coat for\$5.20	A \$12.00 Coat for\$9.60
A \$8.00 Coat for\$5.60	A \$13.00 Coat for\$10.40
A \$9.00 Coat for\$6.00	A \$14.00 Coat for\$11.20
A \$10.00 Coat for\$6.40	A \$15.00 Coat for\$12.00
A \$11.00 Coat for\$6.80	A \$16.00 Coat for\$12.80
A \$12.00 Coat for\$7.20	A \$17.00 Coat for\$13.60

Ladies' silk waists

What is better for a present than a handsome Silk Waist? Our entire line, comprising all the late ideas in design, and all the new colorings in silk, as well as all the beautiful net and lace, and silk and lace combinations, in fact, the cream of this season's productions, will be reduced in price for this week. Just to get you started early, we will place them for your choosing

AT A REDUCTION OF 20 PER CENT.
ONE-FIFTH OFF REGULAR PRICES PLAID SILK WAISTS

Children's Dresses

Novelty Cloths, Panama Cloths, Serges, Cheviots and Flannels. Made up in very pretty styles. All new. Choose this week:

A \$2.00 Dress for\$1.60	A \$4.50 Dress for\$3.60
A \$2.50 Dress for\$2.00	A \$5.00 Dress for\$4.00
A \$3.00 Dress for\$2.40	A \$5.50 Dress for\$4.40
A \$3.50 Dress for\$2.80	A \$6.00 Dress for\$4.80
A \$4.00 Dress for\$3.20	A \$6.50 Dress for\$5.20
A \$4.50 Dress for\$3.60	A \$7.00 Dress for\$5.60

Dressing Sacques

And Long and Short Kimonos, an immense assortment of patterns and styles, a regular price range of from \$5 to \$10.00.

BUY NOW AND SAVE 20 PER CENT.

Silk Kimonos

Neat, pretty, comfortable and well made. Made to fit. Priced in the interest of your saving run. The entire line will be sold at a—

REDUCTION OF 20 PER CENT.

Silk Underskirt

Black and fancy, all the newest colors, made with that care the most expert manufacturers are capable of exerting. Beautifully finished, perfect fitting. The entire stock will be offered for this one week at—

ONE-FIFTH OFF THE REGULAR PRICES.

Tailored Suits

For Ladies and Misses at just half the regular prices. Two or three hundred of these, picked from our regular stock. The lot will contain short blouse effects, jacket effects, and the long coat effects. In Mohairs, chevots, serges, broad cloths and other fabrics. Blues, browns, grays, blacks, and mixtures.

MERCERIZED PETTICOATS

You can't help being interested in this offer. It is one of the prettiest lines of Petticoats we ever had. They are made just right, and are of the very best quality. The entire stock will be offered at startling reductions to encourage early Christmas shopping. Just think—

A \$1.25 Petticoat for\$1.00	A \$2.75 Petticoat for\$2.20
A \$1.50 Petticoat for\$1.20	A \$3.00 Petticoat for\$2.40
A \$1.75 Petticoat for\$1.40	A \$3.25 Petticoat for\$2.60
A \$2.00 Petticoat for\$1.60	A \$3.50 Petticoat for\$2.80
A \$2.25 Petticoat for\$1.80	A \$3.75 Petticoat for\$3.00
A \$2.50 Petticoat for\$2.00	A \$4.00 Petticoat for\$3.20

House Wrappers

It is conceded that Z. C. M. I. shows the largest and best assortment of Percale and Fleece-Goods Wrappers of any store in this city. Even at regular prices ours are the best values that can be procured, but, to induce early buying, we make these special prices:

A \$1.25 Wrapper for\$1.00	A \$2.50 Wrapper for\$2.00
A \$1.50 Wrapper for\$1.20	A \$2.75 Wrapper for\$2.20
A \$1.75 Wrapper for\$1.40	A \$3.00 Wrapper for\$2.40
A \$2.00 Wrapper for\$1.60	A \$3.25 Wrapper for\$2.60
A \$2.25 Wrapper for\$1.80	A \$3.50 Wrapper for\$2.80
A \$2.50 Wrapper for\$2.00	A \$3.75 Wrapper for\$3.00

Blanket Robes

What a splendid present one of these handsome, warm, comfortable Blanket Robes would make! Suitable for lounging, for the bath, or for an invalid or convalescent. Something quite new in the way of a robe. New fabric and new colorings and patterns. The prices range from—

\$5.00 to \$7.50

EVENING COATS AND NOVELTY STREET COATS 20% OFF — OUR ENTIRE LINE OF STREET AND DRESS SKIRTS 20% OFF



ENTIRE STOCK OF MILLINERY at HALF PRICE.

COMMENCING MONDAY, DEC. 4.

Nothing will be reserved. All Pattern Hats, as well as the rich creations of our own workroom, will be offered at fifty cents on the dollar. The entire stock of Trimmings, Plumes, Wings, Pom Poms, Aligrettes, etc., will be similarly reduced in price.

Useful Holiday Presents For Little Money.

A well trimmed Hat is not only beautiful but useful, and will make a most appropriate Christmas gift. Here you will find a complete collection of all that is dainty, desirable, fascinating and fashionable in women's headgear—millinery for all occasions. Every hat is absolutely correct and exclusive in style. This sale should prove of unbounded interest to every woman, providing as it does the choicest things in Winter Hats, and at a price that will make it easy to get something really fine for Christmas presents. Remember, everything to be sold at Fifty Cents on the Dollar.

Christmas Prices Ladies' Gloves and Hdkfs

When in doubt, give Handkerchiefs or Gloves. Nothing easier to send; nothing at like cost more sure of a hearty welcome.

The "Waldorf" women's fine Street Gloves, plique seven, all new colors, all sizes. Worth \$1.35 a pair, special at\$1.00

The "Grenoble" a fine over-seam Dress Glove, made of the finest of selected kid skins, and exclusively for us; all the new shades in every size. Price\$1.50

"Z. C. M. I." fine Street Gloves, plique seven. A most serviceable and perfect fitting Glove. Price\$1.50

The "Monitor" absolutely the best, most serviceable and perfect fitting Glove ever produced; all colors and sizes. Made for and sold exclusively by us. Price.....\$2.00

Women's hemstitched, embroidered and scalloped embroidered Swiss Handkerchiefs, good 20c and 25c values,15c

Women's hemstitched and embroidered Linen Handkerchiefs, in a great variety of designs, up to 40c values, for25c

Women's hemstitched embroidered Linen Handkerchiefs, good value at 25c, for16c

Women's fine Sheer Linen, hemstitched Handkerchiefs, with dainty hand embroidered initials, all letters, really worth 40c, but for Xmas25c

Women's plain Linen, hemstitched Handkerchiefs, at 1-10c, 12-10c, 15-10c, 25c, 35c and 50c; values that cannot be duplicated elsewhere at these prices.

Children's Handkerchiefs, plain white hemstitched and neat printed borders—5c each or 50c per doz.

Children's Golf Gloves, all colors, in great variety of fancy stripes, sales prices—25c, 35c, 50c

Women's Golf Gloves, black and all colors, also stripes and fancy combinations of colors; the greatest values ever offered—35c, 50c, 60c, 75c



Dress Goods Dept. Offerings.

What could be more acceptable or pleasing to a lady at holiday time than a beautiful Dress Pattern, some exquisite silk for an evening waist or material for an Opera Cloak? We cannot here attempt to even hint of all the many new styles and weaves of dress fabrics. But we will say, and with all truthfulness, that the present showing is larger, richer, more varied and prettier than any shown in years. Here are two of the Hundreds of Christmas offerings now on sale:

GRAND OPERA CLOAK—INGS, in pink, corn color, cream, pale blue, lavender, etc., former price, \$5.50 a yard, while it lasts you may have what you \$2.00

BLACK TAFFETA SILK, 36 inches wide, a regular \$1.50 a yard quality, so rich and lustrous; just in. Will sell as long as we have any at, per \$1.00

WE ARE SHOWING a beautiful line of Dainty Crepe du 'Chines, in a full line of colors and black, especially for afternoon and evening gowns; elegant Mohair Waistings, white grounds with colored figures; colored and black Silks, Woolens and Velvets. We want you to see our stock of Dress Trimmings, appropriate to gowns for every occasion, SILK UMBRELLAS FOR LADIES AND GENTLEMEN; hand-some line.

Three Specials in Underwear Department.		
Children's fleeced Union Suits, gray, all sizes, regular price \$1.25, sale price.....	Ladies' fleeced Union Suits, gray, all sizes, regular price \$1.25, sale price.....	Ladies' fleeced Hose, an exceptional good quality; a 20c hose.....
25c	85c	10c

Be cautious! Don't be humbugged by so-called "Sales." Spend your money at a reliable store.



Pay a fair price for your clothing and furnishings at a store in which you have confidence.

CHRISTMAS GIFTS FOR MEN AND BOYS.

It is easy to select presents for men at Z. C. M. I. Here you will find the largest and most varied stock of Men's Needles in Salt Lake. Every attention has been paid to the style, comfort and quality of everything we sell in our handsomely equipped Furnishings and Clothing Dept. If you want to please a man through and through, give him something from Z. C. M. I. We've only room here for the mention of a few things suitable for Xmas:

SUITS, OVERCOATS, SMOKING JACKETS, BATH ROBES, DRESSING GOWNS, NIGHT ROBES, PAJAMAS, GLOVES, NECKWEAR, SUSPENDERS, MUFFLERS, ALL LATEST NOVELTIES IN LINEN AND SILK HANDKERCHIEFS, CANES AND UMBRELLAS, SWEATERS, HATS, SHIRTS, COLLARS AND CUFFS AND HOSIERY.

MOST EVERYTHING THE SAME FOR THE LITTLE FELLOWS, INCLUDING FINE LINE OF CLOTH CAPS, STOCKING CAPS, WOOL TAMP O' SHANTERS, LITTLE CANES, BUSTER BROWN SUITS AND BELTS.

All you mothers, sisters and "best girls" come here and let us help you select a present for HIM. You are sure to be satisfied with the prices we ask—they are the lowest the goods will permit us to make them.

CROCKERY DEPARTMENT is completely stocked with hundreds of suitable Christmas Presents. The variety is so great that no matter what your desires, they can be gratified here. One of the prettiest lines of Hand Painted China ever shown in this city, Hand Cut Glass in dozens of different patterns, Porcelain and Bisque Ornaments, Royal Italian Hand Painted Vases, Silverware, Clocks, Lamps, Dinner Sets, Tea Sets, Sherbet and Ice Cream Sets, White China for decorating, etc., etc.

HARDWARE DEPT. OFFERS A large number of Suggestions for Useful and Festive Gifts, such as Carving Sets in Celluloid and Stag Handles, Pocket Knives, Separate Knives and Forks, Tool Chests for Boys, Skates for boys, girls, men and women, Lap Robes, Heating Stoves, Ranges, Roasting Pans, the famous "Savory Roaster," Food Choppers, etc., etc.

OUR GROCERY DEPT. is one of the busiest places in the city. The following are just hints for Christmas and other Holiday Dinners: Turkey, Chickens, Queen Olives, Pimento Stuffed Olives, Canned and Bottled Mushrooms, Salad Dressings and Pure Olive Oil, Pickles, Sauces and Ketchups, Canned Vegetables, all kinds of Cheese, Raisins, Orange, Citron and Lemon Canned Peel, Currants, Sliced and Grated Pineapple, Jams, Jellies and Preserves, extra quality Orange Prunes, especially the lot of Washed Figs, in one-pound boxes, Nuts of all kinds, Oranges, Lemons, Sweet' and McDonald's Boxed Candies, Peters' & Ghirardella's Milk Chocolate.



THE HOLIDAY FOOTWEAR IS HERE.

Ask any man or woman where to buy satisfactory footwear and ten to one they'll say Z. C. M. I. Persons of particular, fastidious tastes always find it to their interest to purchase our shoes—they have the stamp of superiority throughout, in design, workmanship, comfort and wear, from sole to eyelet.

WE ARE SHOWING AN ESPECIALLY FINE LINE OF HOLIDAY SLIPPERS.

FOR MEN AND WOMEN—Some of the prettiest things you ever saw in felt, plain and fur trimmed for Ladies, and in all leathers for men.

Every pair of shoes that goes out of this store is a better value for the price asked than similar money will purchase elsewhere. A Pointer—Seek quality rather than cheapness in shoes.

Xmas Suggestions from Carpet Dept.

A Rug is a gift for the whole family to enjoy—and if you get a good one, it will keep Christmas greetings green for many a year. That's just the sort we sell. We are showing an elegant line of Wilton, Axminster and Tapestry Rugs, all sizes. Have just received an immense shipment of Navajo Blankets, the finest line ever exhibited here or elsewhere. You couldn't buy a more acceptable gift.

BEAUTIFUL LINE OF LACE CURTAINS, ROPE PORTIERES, PIANO SCARFS AND DRAPERY SILKS.

Another appropriate suggestion is Lace Curtains. We have a beautiful line in Brussels, Irish Point, Cluny, Madras, Cable Net, Nottingham and Novelty Patterns. We respectfully call your attention to an entirely new showing of Rope Portieres, in the latest shades, styles and designs; also to our elegant display of Pretty Silk Piano Scarfs, Drapery Silks, with silk cords and fringes to match.



TOYS OF EVERY DESCRIPTION.

Rocking Horses, Wheelbarrows, Express Wagons, Tool Chests, Cinematographs, Harmonicas, Drums, Mechanical Toys, Iron Toys, Iron and Tin Trains, Barks, Blackboards, Building and Spelling Blocks, Toy Ranges, Doll Trunks and Doll Carriages, Whistles, Singing Toys, Animals, Horns, Linen and Paper Story and Alphabet Books, etc., etc.

Dolls! Dolls! Dolls!

You never saw so many before. The finest lot of Dolls ever sent to Utah. Of course we sell the best, the "Kestner." If you want a Doll be sure to ask "Santa Claus" for a "Kestner Doll"—the kind that lasts the longest and always looks the prettiest.



THIS LIST WILL HELP YOU.

A large and entirely new stock of Toilette Cases, Manicure Sets, Jewel Cases, Collar and Cuff Boxes, Glove Cases, Work Boxes, Glove and Handkerchief Sets, Military Brushes, Dressing Cases, Comb and Brush Sets and Mirrors, Fancy Baskets, suitable for Holiday Gifts and Christmas Tree decorations. The variety comprises all the latest novelties in Work Baskets, Scrap Baskets, Bon-Bon Baskets, Cornucopia Baskets, Plover Baskets, Swinging and Stationery Baskets, Chairs for Dolls, Automobile Baskets, Baby Baskets, Jewelry Baskets, Cradle Baskets and many other useful and ornamental designs in Willow, Rush, Cane, Wicker, Rattan, Chip and Seaweed. Prices from five cents to fifteen dollars.

In the Art Dept.

We are showing an extremely fine line of Mexican Drawnwork, Lunch Cloths, Doilies, Handkerchiefs and Collars, White Embroidered Centerpieces, Velvet Pillow Tops, Cluny Lace Scarfs, Pin cushions, covered and uncovered, and a beautiful line of Stamped Centerpieces in all sizes and designs.