

# Z. C. M. I. ANNUAL MAY

MONDAY TO SATURDAY, MAY 14 TO 19.

MAY SALE PRICES ON

## Coats, Suits, Skirts AND Waists

**N**O PART of this stock is reserved. All our Ladies' and Misses' New Spring Suits, Separate Skirts, Silk Coats and Etons, Fancy Mixed Coats, Covert Jackets, Wraps, Waists, Rain Coats, Wrappers, Kimonos, Silk Underskirts, Mercerized Petticoats, Childrens' Dresses and Baby Coats Must Go. In Fact Everything in this, the Greatest of all Utah Cloak Departments, is Included in this Gigantic Clearance Sale. And, Besides all this New Stock at Such a Generous Price-cutting, there will be Racks and Tables Piled High With Various Kinds of Wearing Apparel at Figures Unheard of in the History of the Merchandizing Business in This State.

Remember, You are Offered the Entire Stock of This Season's Cloth Suits to Pick From, all Eton, Pony Coat and Jacket Effects, Beautiful Voiles, Rich Panamas, Batistes and Serges, as Well as Broadcloths and Cheviots in Black, Navy Blue, Red, Gray, Tan, Rose, Alice Blue and Reseda Green, the Newest and Most Approved Colorings.

NOW THIS IS THE WAY THE SUITS WILL SELL.

|                     |         |                     |         |                     |         |
|---------------------|---------|---------------------|---------|---------------------|---------|
| \$12.50 Suit for... | \$8.35  | \$17.50 Suit for... | \$11.65 | \$22.50 Suit for... | \$15.00 |
| \$13.50 Suit for... | \$9.00  | \$18.00 Suit for... | \$12.00 | \$23.50 Suit for... | \$15.65 |
| \$15.00 Suit for... | \$10.00 | \$20.00 Suit for... | \$13.65 | \$25.00 Suit for... | \$16.75 |
| \$16.50 Suit for... | \$11.00 | \$21.00 Suit for... | \$14.00 | \$26.50 Suit for... | \$17.65 |

### SPECIALS.

Here's a little group of Suits that are not new, and are slightly soiled, but look at the prices.

A Gray Mixture Eton Suit, regular \$60.00 for **\$7.50**

A Black and White French Check \$60.00 Suit for **\$13.50**

A White Mohair Eton \$35.00 Suit for **10.00**

A Handsome Gray Voile, Silk Drop \$75.00 Suit for **\$15.00**

A Handsome Tan Voile, Silk Drop \$85.00 Suit for **\$17.00**

An Imported Model Tan Voile Silk Drop \$110.00 Suit for **\$20.00**

A White with Cross Bar Eton \$45.00 Suit for **\$10.00**

A Tan Panama Eton \$30.00 Suit for **7.50**

A Cream Voile \$60.00 Suit for **10.00**

A White Mohair \$30.00 Suit for **10.00**



A SPECIAL IN SILK SUITS.

One lot of seven Silk Suits, in Eton and Redingote effects, worth \$37.50, \$40.00, \$45.00 and \$50.00. You may have any one of them for **\$20.00**

## Separate Skirts.

Our entire line of New Panamas, Silk Voile, Mohair and Novelty Skirts, ranging in price from \$12.50 up, will be sold **33 1/2 Per Cent Off** at **25 Per Cent Off**

### SPECIAL.

We've one lot of 50 Skirts in Voiles, Broadcloths, Cheviots, Serges and Panamas—odds and ends, ranging from \$5.00 to \$18.50. They're not new Skirts, but the price is made accordingly, giving 50 and then 10 percent off, in other words, the price contain two times, making, for instance, a \$10.00 skirt sell for \$2.50; a \$12.00 skirt sell for \$3.00, and so on. We don't do any fitting or remodeling on these.

A line of TAFFETA SILK WAISTS, in handsome evening and street shades, \$7.50 to \$20.00 models. A beautiful lot **HALF PRICE** at

**LONG AND SHORT KIMONOS.** Entire line of Long and Short Kimonos, in light ground Lawns, Crepes and Challies. A very pretty line. **20 PER CENT OFF** all go at

## Coat Bargains.

A line of handsome SILK COATS, in the Redingote effects, in Blacks, Blues, Browns, Reds and Greens; Taffetas and Peau De Soie, any one of them **Half Price.**

Beautiful SILK COATS in Ponce and Rajah Silks, this line is all new **1/2 Off**

Our entire line of Handsome BLACK SILK COATS in the 1/2 and 3/4 lengths, Taffetas and Peau de Soie; all this season's styles **1/2 Off**

ENGLISH BOX COATS, in Black Broadcloth and Cheviots, some of the new **1/2 Off**

BLACK BROADCLOTH PONY COATS **1/2 Off**

Three quarter length COVERT COATS, an entirely new line. All priced **1/2 Off** at

Silk Underskirts . . . **25 Per Cent Off**

Mercerized Petticoats **25 Per Cent Off**

Percale Wrappers . . **20 Per Cent Off**

Children's Dresses . . **20 Per Cent Off**

Knitted Shawls . . . **25 Per Cent Off**

## W A I S T

### ATTRACTIONS.

Our entire line of Waists, a collection from the best makers, 250 different models in Jap Silks, Radium Silks, fine Sheer Mulls and Swisses, short sleeves and long sleeves, dainty lace yokes, handsome embroidery work, fine tucking, rich, dainty and exclusive designs. All new, and they will go in this great May Sale at the extra

SPECIAL REDUCTION OF **25%**



## MORE COATS

Three-Quarter Length Fancy Gray, in Mixtures, Plaids and Checks, one of this season's "swellest" coats all will go in this **1/2 Off** sale at

Tight fitting, half tight fitting and loose fitting Covert Jackets. These will **1/2 Off** also be sold at **1/3 Off**

Cravettes—A serviceable, convenient and comfortable wrap for any season of the year; our new line, **25% Off** anyone at

All Children's Coats, in red and blue cloths, and fancy grays, 6 to 14 years **1/2 Off**

A Beautiful Line of Graduation, Commencement and Confirmation Dresses Just Received. They are all **20% Off.** Priced for the May Sale at

## 25% Off All Jewelry.

This will apply to all Plain, Jeweled and Signet Rings, Gold Neck Chains, Watch Chains, Gold, Pearl, Amber, Jade and Various Fancy Beads, Brooches, Baby Pins, Collar Pins, Cross Pins, Hat Pins, Stick Pins, Bracelets, Lockets, Watches, Jewel Bags, Purses, Fancy Back Combs, Watch Fobs, Cuff Buttons, the late fad "Dog" Collars, etc., etc. Any one of these articles go in May Sale at **ONE-FOURTH OFF.**

A Beautiful Line of Silk and Gauze Fans at **HALF PRICE.**

POSITIVELY NO GOODS LAID AWAY.

MAY SALE PRICES IN

## Clothing Dept.

Men's fine Tailor-made Suits, worth \$15 to \$30, **AT HALF PRICE.**

200 Men's Black Worsted Frock Coats, worth \$5.00, special bargain at **\$1.00**

A few Men's Fine Black Worsted Frock Suits, worth \$16.00 to \$20.00, at **\$5.00**

Men's Suits worth \$12.00, **\$6.50** Sale Price

Men's Suits worth \$13.50, **\$8.00** Sale Price

Men's Suits worth \$15.00, **10.00** Sale Price

Boys' Suits worth \$6.50, **\$4.00** Sale Price

Boys' Suits worth \$7.50, **\$5.00** Sale Price

Boys' Suits worth \$10.00, **\$6.50** Sale Price

Boys' Suits worth \$13.50, **\$8.00** Sale Price

A few Men's Choice Outing Coats and Ties, worth \$10 to \$20, **AT HALF PRICE.**

Men's Pants, worth \$3.00 to \$5.00, **AT HALF PRICE.**

Children's "Mother's Friend" Waists at **25c**

Boys' Shirts, Golf Styles, **AT HALF PRICE.**

Children's Suits, worth \$3.00 to \$7.00, **AT HALF PRICE.**

Children's Knee Pants, extra value **25c**

Children's Pants, worth \$1.00, May Sale Price **50c**

Men's Underwear, Odd Sizes, **AT HALF PRICE.**

Men's Shirts, Golf and Negligee, **AT HALF PRICE.**

Men's Neckwear, Choice Lots, **AT HALF PRICE.**

Men's, Boys' and Children's Felt Hats, **AT HALF PRICE.**

Men's, Boys' and Children's Straw Hats, **AT HALF PRICE.**

Children's Caps, Good Styles, **AT HALF PRICE.**

Boys' Summer Underwear **25c** good qualities, at

Selections will be easiest during the morning hours, but whenever you come there'll be **BARGAINS.**

MAY SALE PRICES ON

## CHINA, CROCKERY AND GLASSWARE.

The same story is told here for the May Sale. Nothing but Bargains, Bargains, Bargains. The prices placed on some of the lines will be "eye-openers" to the public—they cannot be duplicated elsewhere.

**CHINA PLATES.** Worth \$4.00 a dozen, in gold and other decorations, will go **\$3.00**

Those worth \$3.50 per dozen will go for **\$2.50**

Worth \$2.00 a dozen, in gold and other decorations, will go at **\$2.00**

Those worth \$2.50 per dozen will go for **\$1.75**

**ALL BETTER PLATES in assorted Decorations will sell at 25 to 33 1/2 Per Cent Off.**

**CHINA CUPS AND SAUCERS.**

\$1.25 quality, decorated, **75c**

\$1.00 quality, decorated, **75c**

\$1.25 quality, decorated, **65c**

\$1.25 quality, decorated, **75c**

\$1.75 quality, dainty decoration, French, set, **\$1.20**

**DINNER SETS.** 50 pieces, gold and other decorations, worth \$7.00, will go in May **\$5.25**

100 pieces, green and gold decorations, worth \$20.00, will be sold at **\$15.00**

100 piece Carlsbad, right new, white and gold, worth \$25.00, **\$20.00** will be sold at

100 piece Carlsbad, in pink rose design, worth \$20.00, in May **16.00** sale at

100 piece Carlsbad, a purple decoration, worth \$25.00, will **20.00** sell in May Sale at

100 piece Limoges, in purple designs, worth \$37.50, a **27.50** special bargain at

100 piece genuine Haviland in two decorations, worth \$60.00, **50.00** a special at

112 piece genuine Haviland in two decorations, worth \$75.00, **60.00** a special at

**DECORATED TOILET SETS.** Six pieces, regularly **\$2.50**

\$2.50, May Sale **\$3.00**

Ten pieces, regularly **\$3.00**

\$4.00, May Sale **\$4.50**

Ten pieces, regularly **\$4.50**

\$6.00, May Sale **\$6.50**

20 per cent off all Salad Sets, Fish and Game Sets.

**CROTON SETS** For Stationary Wash Stands.

3 piece set, worth \$2.25, **\$1.50** May Sale Price

3 piece set, worth \$1.75, **\$1.25** May Sale Price

3 piece set, worth \$1.50, **\$1.00** May Sale Price

WHITE DINNER PLATES, worth \$1.20 dozen, will go in Great **80c** May Sale at

WHITE PIE PLATES, worth 50 cts. dozen, will go in Great May **60c** Sale, at

INDIVIDUAL SAUCE DISHES, pretty decorations, worth 60c dozen, in May Sale **40c**

CHINA SAUCE DISHES, decorated, worth \$1.00 a dozen, will go in May Sale at **70c**



**SPECIAL!** FOR GRADUATION AND PARTY DRESSES. 50 inch wide Wash Chiffon, always sold at 40c a yard. Will go in this May Sale at **20c**

## Linen And Staples Dept

Every woman is acquainted with the usual low prices asked for goods in this dept., and is also aware that a standard of excellence is found in every yard of linen or staples sold at Z. C. M. I. Only the leading factories' best products, are purchased by us—"Seconds" being a feature of merchandising we will not deal in. The prices in this Great May Sale will demonstrate the fact that there is much more real value for your money than you ever received elsewhere, and a little more than we attempt to give at other times of the year. Come ready to buy.

25 PER CENT OFF ALL

## TABLE LINENS and NAPKINS

DURING THE MAY SALE

This is part of our Annual Clearance Sale that every woman looks forward to with the assurance of Big Bargains. Well, you will not be disappointed. We are going to offer our entire stock, including the noted William Liddel & Co's superior finish Irish Linens, at 25 per cent less than at any other time. And besides this liberal offer, here are some extraordinary Damask Specials:—

|                                                                        |                                                                         |
|------------------------------------------------------------------------|-------------------------------------------------------------------------|
| 58 inch Bleached Table Damask, Regular \$30, May Sale Price <b>25c</b> | 54 inch Brown Table Damask, Regular \$27, May Sale Price <b>27 1/2c</b> |
| 58 inch Bleached Table Damask, Regular \$35, May Sale Price <b>35c</b> | 54 inch Brown Table Damask, Regular \$32, May Sale Price <b>32 1/2c</b> |
| 60 inch Bleached Table Damask, Regular \$45, May Sale Price <b>45c</b> | 60 inch Brown Table Damask, Regular \$45, May Sale Price <b>45c</b>     |
| 70 inch Bleached Table Damask, Regular \$55, May Sale Price <b>55c</b> | 62 inch Brown Table Damask, Regular \$50, May Sale Price <b>50c</b>     |
| 70 inch Bleached Table Damask, Regular \$65, May Sale Price <b>65c</b> | 72 inch Brown Table Damask, Regular \$70, May Sale Price <b>70c</b>     |

25 PER CENT OFF ALL LINEN TABLE SETS.

## 1-4 Off Hammocks.

Last year we sold every hammock we had, so that our stock now is entirely new. We've some of the prettiest things you ever saw; the largest and handsomest line in the city. Usual prices here are a little better than elsewhere, but during this May Sale we will sell them still cheaper, at

**25% OFF.**

## Bath Towels.

BROWN OR BLEACHED.

|                                   |                                   |
|-----------------------------------|-----------------------------------|
| 10c Quality Bath Towel <b>8c</b>  | 25c Quality Bath Towel <b>17c</b> |
| 12c Quality Bath Towel <b>10c</b> | 30c Quality Bath Towel <b>20c</b> |
| 15c Quality Bath Towel <b>12c</b> | 40c Quality Bath Towel <b>25c</b> |
| 20c Quality Bath Towel <b>15c</b> | 50c Quality Bath Towel <b>35c</b> |

25c Union Huck Towels for 15c

20% Off All Linen Damask Towels.

ALL OTHER TOWELS AT 20 PER CENT DISCOUNT.

## LINEN AND MERCERIZED WAISTINGS.

Our showing of White Linen and Mercerized Waistings is almost endless. Every new trend in these materials is here for your choosing. We have priced all for this Great May Sale—**At 20 Per Cent Off.**

## WASH FABRICS—20 PER CENT OFF.

ALL SILK ORGANDIES, BANZAI SILKS, SILK TISSUS, TOKIO SILKS, SILK MULLS, DOTTED MOUSSELINES, COTTON ORGANDIES, COTTON BATISTES, BROCADED MULLS AND MANY OTHER NOVELTY SUITINGS WILL GO AT ONE FIFTH OFF.

These are some of the latest fabrics in Fancy, Colored and White Dress Goods, made in Cotton and Silk for Ladies' Misses' and Children's Dresses, Waists and Street Costumes. We always sell these goods at a close figure, but in the May Sale we will be extra good and offer the entire line **20% OFF** at

## 5c TABLE.

A Dollar Purchase is the Limit.

As in former years, you will be delighted with the wonderful offerings on this table. Thousands of yards of goods will be placed here for sale at less money than we purchased them. Be sure you look it over before going out.

## 8 1-3c TABLE.

Here's where you double your money, and get genuine qualities in every yard of goods you buy. On this table are Zephyr Gingham, Scotch Coverts, Flannelettes, Batistes, Percales, Cheviots and Outings. These are staples, always needed in the home, and there's a big saving in buying such merchandise at 8 1-3c a yard.

## 10c TABLE.

This "Bargain Table" idea has been an immense success in the past, and we know it will be this year. Ladies, just think of being able to buy Covert Cloths, Cheviots, Dotted and Figured Swisses, Mohair Lustres, Batistes, Lawns and Satens at 10c a yard. There's sure to be a crowd around this table all day, so come early to make your selections.

## REMNANTS.

This is one of the chief attractions at our Annual May Sales. This year you will find it more inviting than ever. There will be hundreds of good things on this table, and as the sale progresses, new Remnants will be added. A large card will show these goods selling at HALF PRICE

## Pillow Cases.

|                                                     |                                                     |
|-----------------------------------------------------|-----------------------------------------------------|
| Size 45x36, regular price, <b>12c</b> 17c, May Sale | Size 42x36, regular price, <b>15c</b> 20c, May Sale |
| Size 45x36, regular price, <b>22c</b> 28c, May Sale | Size 42x36, regular price, <b>15c</b> 20c, May Sale |

## Ready-Made Sheets

|                                                        |                                                     |
|--------------------------------------------------------|-----------------------------------------------------|
| Size 72x90, regular price, <b>65c</b> 85c, May Sale    | Size 81x90, regular price, <b>65c</b> 85c, May Sale |
| Size 81x90, regular price, <b>75c</b> \$1.09, May Sale | ALL OTHER SHEETS AT 20 PER CENT DISCOUNT.           |

MAY SALE PRICES ON

## MILLINERY.

We promise you that you will not find an old shape or an out-of-season hat in our entire stock. Every lady who has visited this department this year says we have the finest exhibit ever seen here. Our sales have eclipsed all previous records, and this May Sale will offer Greater Inducements than ever before.

For Example:

1-3 OFF ALL NEW PATTERN HATS.

1/2 OFF ALL LADIES' TRIMMED DRESS HATS.

1/2 OFF ALL CHILDREN'S AND MISSES' TRIMMED HATS.

1-3 OFF ALL BLACK AND COLORED UNTRIMMED DRESS SHAPES.

1/2 OFF ALL WHITE UNTRIMMED HATS.

1/2 OFF ALL TRIMMINGS, ETC.

NO GOODS SENT ON APPROVAL.