

Clearance Sale Z. C. M. I.

THE GREAT BARGAIN EVENT OF THE YEAR

MAY SALE REDUCTIONS ON

Silks and Dress Goods.

This announcement concerns an assemblage of splendid Silks and Dress Fabrics—the best shades and textures from the leading manufacturers. Each season strengthens our claim to leadership in Silks and Dress Goods, not only in the quality of the goods we carry, but also in regard to the reasonable prices we charge. When we say the prices in each instance are reliable—the exact regular retail price, coupled with the reduced price for the May Sale—you will realize the enormous price reductions offered.

Our Silks and Dress Goods department is teeming with values that need only to be seen to be appreciated. It will be to your advantage to visit us at your earliest convenience.



Legitimate business methods have their effect. When Z. C. M. I. says they are offering valuable inducements for your consideration, past experience has taught the public of Salt Lake to expect bargains.

BLACK TAFFETA SILKS.

19 in. Black Taffeta Silk, sells regularly for 75c; May Sale price 55c
26 in. Sultana Bonnet Taffeta, splendid lustre, \$1.35 per yard regular; May Sale 95c
26 in. Black Taffeta Silk, regular price \$1.15
\$1.75; May Sale price 25% off
All Black Silks in stock—Peau de Soie, Louisines, Peau de Cygne, Messaline, Satin Duchesse, etc. Indian, Jap Silks, Crepe du Chine; during May Sale 25% off
Our entire line of colored taffeta Silks, that sell regularly for 85c net, will be reduced during the May Sale to, per yard 60c
Entire line of Ecu Pongees in the Raw Silk will be sold during the May Sale 25% off
One line of Fine Heavy Pongee Silks, suitable for coats, waists and children's wear. Sells regularly \$1.00 per yard; during May 70c
27 in. Ecu Pongee, regular price 85c. We have not a large quantity of it; a specially good bargain, while it lasts, per yard 65c
A line of Silk Plaids and Check Silks that sell regularly for \$1.00 per yard; during May Sale 65c
A line of Figured Jap Silks, 32 inches wide, specially made for Kimonos and Dressing Sackies, regular price 75c; during May Sale 50c
All colored Silks in stock, consisting of Persian stripes, pin checks, block checks, polka dots, Roman stripes, shadow checks, and all the latest weaves and designs of this season's production will be sold during the May Sale 25% off
ALL REMNANT SILK HALF PRICE

DRESS GOODS.

Our lines of Dress Goods were never so complete as now, consisting of checked and striped Panamas, checked and plain batiste, black and white pin checks, block checks, Henriettas, Plain Panamas, French Serges, Storm Serges, Volles, Chavannes, Bain Cloths, Poplins, Silk Downes, Nunsvelling, Albattross, Broadcloths, 25% off etc. during May Sale
A line of colored Fancies, plaids, checks, block checks, in all wool, mohairs, light and dark colors, especially suitable for coats, jackets, jumper suits, separate skirts, etc. Sells regularly from 65c to 75c; during May sale, per yard 45c
A line of All-Wool Challies, in dainty figures, Satin stripes, Persian designs, polka dots, etc. Regular price 65c and 75c; during May Sale, while they last, per yard 37c
Entire line of Black Lace Robes that sell regularly from \$35.00 up to \$75.00. During May Sale will be sold at 25% off
One lot of white and colored Robes, consisting of Crepe de Chine, Voile, Linen, Pongee and white lawn. Prices ranging from \$25.00 up to \$100.00. During May Sale will be sold at HALF PRICE
All Dress Trimmings in stock—and there is a splendid variety—will be sold during 25% off May Sale at
One lot of Ladies' Black Umbrellas, 28 in., suitable for sun or rain. Splendid values at the regular price of 75c; during May Sale 55c
Entire line of ladies', misses' and children's coaching Parasols, in blacks and colors, consisting of embroidered, linens, silk embroidered polka dots, Pongees, Chavannes, Persian effects, Broades, etc., also a very fine line of gent's umbrellas. During May Sale will be sold 25% off
at 25% off

MAY SALE REDUCTIONS IN OUR

Notions Department

Always a busy department. Nimble fingers and willing hearts, however, combine to avoid congestion. During the May Sale herculean efforts will be necessary to serve the customers promptly and satisfactorily. Many extra salespeople will be engaged, however, and every effort will be made to satisfy your requirements in Ladies' Gloves, Embroideries, Laces, Ribbons, Neckwear, Handkerchiefs, Purses, Handbags, etc., etc. "Bargain" is a word never misused in our advertising—the bargains awaiting you are innumerable, hence you will be wise to make your purchases early each day.

GLOVES.

WALDORF Street Gloves, in all colors and sizes, worth \$1.75; during May Sale \$1.25
Trefousse Suedes, in over-seam and pique. Modes, greys and light shades; regular price \$1.75 and \$2.00; during May Sale \$1.00
12-Button Mousquetaire Gance Gloves, Black and white, all sizes; regular \$3.50; during May Sale \$2.75
8-Button Length, same as above; regular \$2.00 price \$2.75; during May Sale \$2.00
Attractive price reductions on all other Kid Gloves during May Sale.
Kaiser double finger tipped Silk gloves, all colors and sizes.
Regular 65c quality, during May Sale 50c
Regular \$1.00 quality, during May Sale 80c
Regular \$1.25 quality, during May Sale \$1.00
Women's fine Milanese Lisle Gloves, all colors, 65c quality, during May Sale 50c
\$1.00 quality, during May Sale 80c

HANDKERCHIEFS.

Plain white and printed hemstitched handkerchiefs; regular price 5c; during May Sale, each 3c
Women's hemstitched handkerchiefs, with neat hand embroidered initials, regular \$1.30; during May Sale, each 5c
Plain linen hemstitched handkerchiefs, regular \$1.30; during May Sale, each 5c
Women's unlaundered hemstitched LINEN handkerchiefs, with initials; special 10c
during May Sale
Another line same as above, a better quality, during May Sale 12c
Women's fine shamrock Sheer Linen hemstitched initial handkerchiefs, with hand embroidered letter; regular price 25c; during May Sale, each 16c

EMBROIDERIES.

Corset Cover Embroideries, up to 40c values during May Sale 25c
Corset Cover Embroideries, up to 55c values during May Sale 35c
Corset Cover Embroideries, up to \$1.00 values, during May Sale 50c
18 to 27 in. Embroidery doeling, up to \$1.00 values; during May Sale 50c
3,000 lengths Swiss and Nainsook Embroideries, edgings and insertions, in lengths from 2 1/2 to 9 1/2 yds.; during May Sale Half Price
All other Embroideries will be sold 20% off during May Sale at
French, Italian, and German Valenciennes laces and insertions, worth at least 50 per cent more than we ask for it, in this May Sale will be sold at per dozen yards 25c to \$1
Lace Veils in all colors, Regular \$1.00, \$1.25 and \$1.50 Veils; during May Sale will be sold at one price; your choice, each 75c
Ladies' Fine Stock Collars, up to 75c values for 25c

RIBBONS.

Taffetas, Satin Taffetas, Paillettes, Mousselines, and fancies 4 in. to 6 in. wide, up to 50c values; during May Sale, yard 25c
All other ribbons in Sale at 20 per cent off.

PURSES—HANDBAGS.

New Carlton purses, the latest out, in assorted colors, or black \$2.50 values; during May Sale \$1.25
All other Purses and Hand Bags, 25% off during May Sale

25 Per Cent Off All Jewelry.

During our great May Sale all our Jewelry will be sold One-Fourth less than regular price. Watches, Watch Chains, Watch Fobs, Gold Neck Chains, Lockets, Brooches, Plain, Jeweled and Signet Rings, Bracelets, Baby Pins, Collar Pins, Cross Pins, Hat Pins, Stick Pins, Gold Pearl, Amber, Jade and Various Beads, Jewel Bags, Purses, Fancy Back Combs, Cuff Buttons, etc., to be sold during May Sale for 25 per cent off.

ALL BLACK SILK FANS, handsome gauze fans with ebony sticks, hand painted and steel decorations; during May Sale HALF PRICE

One tray of Fancy Back Combs; during May Sale HALF PRICE
Souvenir Purses and Card Cases; during May Sale HALF PRICE

NO GOODS SENT ON APPROVAL.

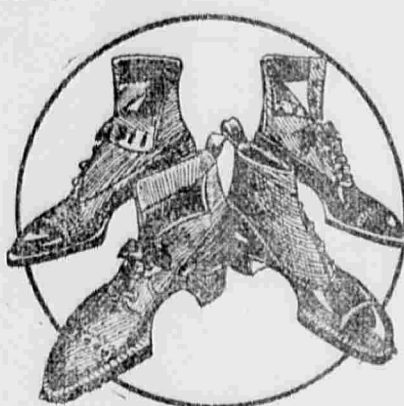
MAY SALE REDUCTIONS IN

SHOES

During our Great May Shoe Sale our patrons will find the choicest Bargains in High Grade Shoes, Slippers, Oxford, etc., that have ever been shown on the western market. All our regular stock at

REDUCED PRICES FOR CASH

so you are sure to be both fitted and pleased. All broken lines will sell regardless of cost. No one can follow but a brief outline of our many bargains.



Men's and Boys' Shoes, regular \$2.50 to \$7.00 values, \$1.45 to \$4.65
Ladies' Fine Shoes, Oxfords, etc., \$2.50 to \$5.00, \$1.25 to \$3.65
Misses', Children's, and Infant's Shoes, values from \$1.00 to \$3.00, \$55c to \$1.95
Sale

Don't Miss This Money-Saving Opportunity.

UNPRECEDENTED BARGAINS IN

CARPET DEPT.

Great reductions will prevail—Carpet, Rugs, Linoleum, Wall Paper, Curtains, Window Shades, Table and Couch Covers, Portiers, etc., will be included in the price slaughter. It is an event that every housekeeper should take advantage of—such opportunities are few and far between.

CARPETS.

Extra fine quality Axminster, worth \$1.85, sale price \$1.45
Alex. Smith's famous Axminster, worth \$1.55, sale \$1.17 1/2
Fine Wilton Velvets, worth \$1.55, sale price \$1.17 1/2
Best 10-wire Tapestry Brussels, worth \$1.25, sale price \$1.00
Fine Tapestry Brussels, worth \$1.00, sale price 80c
Best all-wool Extra Super, worth \$1.00, sale price 75c
Best C. C. Extra Super, worth 90c, sale price 65c
Unequality, half-wool Unions, worth 60c, sale price 45c
A nice variety of Sultan Carpets, reversible, worth 40c 22 1/2c
Eight and ten pair Extra Heavy Cotton Carpets, sale price 30c and 35c

All Carpets Sewed, Lined and Laid, 10c a yard Extra.

RUG PRODUCTIONS.

A splendid collection of Rugs from full Carpet size to Mats 18x36 inches in the latest designs and all qualities.
9x12 ft. French Wiltons, worth \$65.00, Sale Price \$50.00
9x12 ft. Bigelow Axminsters, worth \$50.00, Sale \$40.00
9x12 ft. Wilton Velvets, worth \$49.00, Sale Price \$40.00
9x12 ft. 6,000 Wilton Velvets, worth \$37.50, Sale \$30.00
9x12 ft. 4,000 Wilton Velvets, worth \$30.00, Sale price \$24.00
9x12 ft. Smith's Best Axminsters, worth \$50.00, Sale \$24.00
9x12 ft. Smith's Saxony Axminsters, worth \$27.50, Sale \$22.50
9x12 ft. Superior Tapestry Brussels, worth \$20.00, Sale \$21.00
Price \$15.00
5x12 ft. Nine Wire Tapestry Brussels, worth \$20.00, Sale \$15.00
Price
8 ft. 2 inches x 10 ft. A few of all grades proportionately low.
1,000 Small Rugs from 18x26 inches to 1x7 ft. at unheard of prices, the greatest values ever offered.

LINOLEUM BARGAINS.

A splendid assortment of the newest patterns. Eight patterns each of the latest designs in printed linoleum all 6 feet wide, excellent qualities—
\$1.00, \$1.15, \$1.50 a yard
Domestic and English linoleum, well seasoned goods, the color goes right through to the back, splendid variety to choose from; sale price—
\$2.50 to \$3.25 a running yd

WALL PAPER AND DECORATIONS.

A fine assortment of the latest creations and best designs of foreign and domestic manufacturers, exquisitely colored, beautiful effects, worth double during May Sale 10c, 15c, 20c and 25c per double roll. Room moulding to match at the lowest possible prices.

LACE CURTAINS.

2,500 pairs, each pair stylish, dainty and beautiful in design, during May sale, 25 to 30 per cent off. These are better values than can be had in Chicago.

WINDOW SHADES, complete, strong and durable, in all colors—30c, 40c, 50c and 60c each.

An endless variety of Tapestry Table and Couch Covers, all sizes, qualities and colors. From the cheapest to the best. During May Sale—

25 to 30% off

MAY SALE REDUCTIONS ON

Underwear Hosiery Corsets

Z. C. M. I. is noted for carrying fine grades of Underwear, Hosiery and Corsets, and also for the reasonable prices at which they are sold. Throughout our store prices are never high, ALWAYS REASONABLE. Hence you will realize the extraordinary money saving opportunities during our annual May Sale, when our regular prices are cut as indicated below.

Knitted Underwear

Ladies' fancy ribbed cotton Summer Vests—with low neck and no sleeves; also with low neck and short sleeves. Regular price 25c, May Sale 10c

Ladies' white cotton Summer vests, plain and lace trimmed, with low neck and short sleeves; also with low neck and no sleeves. Regular price 25c, May Sale 15c

Ladies' white and colored ribbed and silk finished low neck and sleeve vests; also low neck and short sleeves, and our entire line of plain and lace trimmed. Regularly sold at 35c, May Sale 25c

Ladies' high neck and long sleeve vests 25c

55c value during May Sale 35c, 60c value during May Sale 35c, 75c value during May Sale 50c.

Our entire line of high grade vests and necks, all cut to regular prices not advertised 20% May Sale reduction

Knitted Underwear

LADIES' UNION SUITS—in all the various styles and fabrics the market affords, including the tight-fitting and wide leg effects, plain and lace trimmed. May Sale 20% reduction

Ladies' Union Suits, wide leg, lace trimmed, low neck and no sleeves. Regular price 40c, 60c; May Sale price 40c

All Misses' fine ribbed knitted pantsuits and vests. Regularly sold at 25c, May Sale price 15c

Misses' low neck and no sleeves, regularly sold at 15c, May Sale 10c

Misses' fine Swiss ribbed vests and pants for summer. Regular price 35c, May Sale price 25c

Boys' and girls' summer union suits, white, in sizes 3 to 6. Regular price 40c, May Sale price 25c

Boys' and girls' summer union suits with drop seat and open crotch. Regular price, 75c; May Sale 60c



LADIES' HOSIERY.

Ladies' black cotton hose—fast black—limited four pair to one customer. Regular price 25c

Ladies' black cotton hose, seamless, with spliced heel and toe. Regular price 15c; May Sale 10c

Ladies' black cotton hose, fast black, seamless, with spliced heel and toe; a regular 20c hose. May Sale price, 15c; two 25c

Ladies' black cotton hose made of combed Maco, with a high spliced heel and double sole and toe. Regular price, 35c; May Sale 25c

Ladies' black cotton hose with a high spliced heel and double sole and toe. A regular 35c hose. May Sale price 20c

Ladies' black cotton hose, the Louis Hemdord dye. A fine combed Maco, with double sole and spliced heel always sold for 35c, May Sale price 25c

Ladies' black cotton hose with white sole. Regular price, 35c; May Sale price 25c

All ladies' black white and colored all over and boot lace hose. Regularly sold at 35c; May Sale 25c

Our entire line of ladies' fancy mixed colorings, and black cotton, lisle, silk, etc., not specially mentioned above will be sold at the following prices:

Regular 50c values, May Sale price 40c
Regular 60c values, May Sale price 45c
Regular 75c values, May Sale price 60c
Regular 85c values, May Sale price 65c
Regular \$1.00 values, May Sale price 80c
Regular \$1.25 values, May Sale price \$1.00
Regular \$1.50 values, May Sale price \$1.20
Regular \$1.75 values, May Sale price \$1.40
Regular \$2.00 values, May Sale price \$1.60
Regular \$2.25 values, May Sale price \$1.75
Regular \$2.50 values, May Sale price \$2.40

INFANTS' HOSIERY.

Infants' black silk finish hand made cotton hose, Regular price 15c; May Sale price 5c

Infants' tan colored cotton hose, seamless and stainless. Regular price 15c; May Sale 5c

Infants' black cotton hose, seamless, fast and stainless. Regular price 20c; May Sale 15c

Infants' black finished black hose, always sold 20c net. May Sale price 15c

All infants' cashmere hose, in black and colors; also our entire line of white and colored mercerized lisle and lace hose. Regularly sold at 25c, May Sale price 20c

All other infants' hose in stock not specially mentioned will be sold at GREATLY REDUCED PRICES.

HOSE SUPPORTERS.

All children's and ladies' hose supporters, in all styles, will be sold at the following reduced prices:

Regular 15c value, May Sale price 10c
Regular 20c value, May Sale price 15c
Regular 25c value, May Sale price 20c
Regular 35c value, May Sale price 25c
Regular 50c value, May Sale price 35c
Regular 65c value, May Sale price 50c
Regular 75c value, May Sale price 55c
Regular \$1.00 value, May Sale price 70c

CORSET DEPARTMENT.

A fine tape girdle, in colors, white, blue and pink; all sizes from 18 to 25. Regular price 50c; May Sale 35c

A SUPERIOR tape girdle in colors, white, pink and blue. This girdle has the security hose supporter attachments. Sizes 18 to 25. Regular price 65c; May Sale 45c

Our "Favorite" Corset Girdle in white only, with security frilled hose supporters on front and side; sizes 18 to 25. Regular price 55c; May Sale price 45c

A corset with side and front full hose supporters, the perfection of shape and made of superior materials. Styles medium and high bust in white only. Regular price \$1.00; May Sale price 70c

Warner Bros. Rust proof corset for the medium figure, in white—all sizes—with security frill hose supporters. Regular price \$1.00; May Sale price 80c

Warner Bros. Rust Proof Corset, an exceptional value which we have always sold at \$1.00 net. May 90c Sale price
All Warner Bros. Rust Proof and C. B. Corsets not specially mentioned above will be sold at the following prices:

Regular \$1.25 value, May Sale price 85c
Regular \$1.50 value, May Sale price \$1.20
Regular \$1.75 value, May Sale price \$1.35
Regular \$2.00 value, May Sale price \$1.50
Regular \$2.50 value, May Sale price \$1.90
Regular \$3.00 value, May Sale price \$2.25
Regular \$3.50 value, May Sale price \$2.75
Regular \$5.50 value, May Sale price \$4.25

A C-B Corset in white, one of our new summer styles. Regular price \$1.25; May Sale price 65c

One odd lot of G. D. Waltons, in black, gray and white, worth regularly \$1.25; May Sale 25c



MAY SALE REDUCTIONS IN ART DEPT.

Learn to do fancy work—spend your leisure hours profitably. Lessons are given free to those who purchase materials here. Stamping and designing in all its branches, artistically done at very moderate charges.

TINTED PILLOW COVERS, beautifully tinted in natural Half Price colors, effective floral designs, during May Sale

ART WORK MATERIALS—Our entire stock of silks, cottons, cords, to be sold during May Sale at 20% Off

Great variety of Porch pillows, Dollies, Laundry Bags, Center Pieces, etc., to be sold during May Sale at Reduced Prices

THIS IS STRICTLY A CASH SALE.