



# Z.C.M.I.

Grand Spring

## OPENING

### Monday, March Nineteenth

This will be the authentic showing of Spring Styles for Salt Lake City. A brilliant exposition of correct apparel for Women, Misses and Children—a lavish array of Modes and Fashions.

# In Millinery and Cloak Depts.

A most cordial invitation is extended to every reader of this advertisement to attend the opening. We are anxiously awaiting the approval we feel sure will come from every lady who visits this big style emporium during the introductory days of the spring offerings. Never before in the history of this city have so many beautiful, dressy, stylish garments and exquisite head coverings been gathered together as they are now at Z. C. M. I. The finest and most approved modes of Dame Fashion are here in almost endless variety at prices less than you would expect to pay. Come and feast your eyes.

### The Hats

The shapes are mostly small, or medium and tipped over the face as in last season. The narrow, smooth braid effects lead all others; this, together with the dainty colors, make the shapes exceptionally smart and pretty.

Roses reign supreme, of all sizes and colors, although they do say the small rose is the favorite. In fact, most flowers and foliage is on the diminutive order. Single strings and strands of tiny buds and blossoms encircle crowns like a necklace about the throat. Ribbons vie with flowers in popularity, the exaggerated bow being in chief favor. Lace of heavy sort, also val laces are as popular as ever.

The range of exquisite colors in which all materials are produced is one of the happiest features of present day millinery. The shades are now so perfectly matched to the entire costume that the whole effect is in the highest taste. The most carefully modulated lavenders, prunes, cactus shades, amethyst tints, raspberry and carnation colorings are shown.



### The Costumes

In the new Spring Suits and Costumes, Voiles, Serges, Silks, Batiste, Panama, Rajah Cloth, etc., will be the favorite materials. Combinations of silk and wool will be quite popular, while lace and embroidery will be more or less used in trimming.

The suit models most in demand for this spring are the new Eton, the Princess and the Pony Coat Suits. One of the latest and most popular fads is the combination suit, the jacket being of plain color silk, and the skirt of plaid material.

Fashion favors the delicate shades for this season. Never before have such beautiful tints been created—never before have such exquisite garments been designed. As well as the dark heavy shades of red, blue, brown, gray, etc., 1906 styles will be characterized by such shades as coral, cornflower blue, lavender, shadow plaids, pin checks, dainty white and black stripes, delicate gray, etc. Grays and creams predominate.

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