



# GREAT ANNUAL

FOR ONE WEEK! OUR MIGHTY ANNUAL CLEARANCE SALE! EVERY DAY A BIG DAY!

## Gloaks and Suits

**Make Bargain Hay While  
The Bargain Sun Shines**

### Z. C. M. I. May Sale Time Has Come Again

The time when the Great Gloak and Suit Department is thrown wide open and the largest stock of the very best merchandise that is manufactured placed before our patrons at prices Z. C. M. I. alone can afford to name. No reserve—no marking up of prices, but bona-fide REDUCTIONS on all **Suits, Silk Shirt Waist Suits, Separate Skirts, Wraps, Waists, Jackets, Silk Coats, Rain Coats, Wrappers, Kimonos, Silk and Mercerized Underskirts, Children's Dresses, Baby Coats** and everything else throughout the entire department. And besides all this new stock of seasonable goods at greatly reduced prices, there will be numerous tables containing Jackets, Skirts, Waists, Suits and other wearing apparel which will be sold at **HALF PRICE** and in many cases at less than half price.

This is the way we will sell our

## New Suits

Ladies' and Misses'

Choose from the entire line of Panamas, Mohairs, Serges, Coverts, Cheviots, Broadcloths and Venetians

\$12.00 Suit for	8.00	\$25.00 Suit for	16.75
13.50 Suit for	9.00	27.50 Suit for	18.75
15.00 Suit for	10.00	30.00 Suit for	20.00
16.50 Suit for	11.00	32.50 Suit for	21.70
17.50 Suit for	11.65	35.00 Suit for	23.35
18.00 Suit for	12.00	37.50 Suit for	25.00
20.00 Suit for	13.65	40.00 Suit for	26.65
21.00 Suit for	14.00	45.00 Suit for	30.00
22.50 Suit for	15.00		

**25 Suits** ranging from \$12.00 to \$20.00, your choice **\$4.95**  
**25 Suits** ranging from \$21.00 to \$32.50, your choice **\$9.95**

**25 Suits** Elegant Costumes in White Voiles, Tan Voiles, Blue Voiles and Black Voiles, ranging from \$50.00 to \$125.00. These will be sold in the Great May Sale at **LESS THAN HALF PRICE**

## Shirt Waists

**25**

PER CENT OFF

The largest line of Shirt Waists ever shown in Salt Lake City. Everything turned out this season by the best makers is here. Lawns and Linens, Dotted Swisses, All-over-Embroidery, Jap Silks and Shear fabrics, beautifully made up. Rich, dainty, exclusive designs. You will be privileged to pick at a clean cut of

**25 per cent.**

An Opportunity Unequaled.



## SILK JACKET SUITS

ONE THIRD OFF

At this great reduction we will sell our handsome line of Jacket Suits in Taffeta and Peau de Soie and Shepherd Plaids.

## SILK SHIRT WAIST SUITS

ONE THIRD OFF

The prettiest line to be found anywhere.

## SEPARATE SKIRTS

Our entire line of New Walking Skirts, the majority of which have just arrived. The very latest styles and fabrics will be sold at

ONE FIFTH OFF

And in addition to this we will have hundreds of Skirts in blacks and colors, Cheviots, Cloths, Velvets, Voiles and Fancy Mixtures—a collection of odds and ends, ranging from \$5.00 to \$60.00, which will be sold at **HALF PRICE** and in many cases less than Half price.

## GRAVENETTES

Without doubt the choicest selection of these, Tans, Olives, Oxfords and Black, all new models. Get one for your Portland trip at

**20 per cent off**

## TRAVELING COATS

In Mohairs and Silks, blacks and colors. They will go at

**20 per cent off**

And in addition to these we will place on sale 75 to 100

## RAIN COATS

In Tans, Oxfords and Olives, in Cravenettes and Mixtures, which will be offered at just

**Half Price**

## SPRING JACKETS

HALF PRICE

One lot of Ladies' and Misses' Spring Jackets in blacks, tans and colors, not strictly new but very good style, from \$5.00 to \$20.00. They have already been marked down and will be sold at half of the marked down price.

## SILK COATS

An immense line of these in Taffetas, Peau de Soies and Pongees, 28 inch, 42 inch and full length. Jackets, loose fitting effects and the Redingote in blacks, browns, blues, greens, tans, greys and reds. A price range of \$12.50 to \$60.00. All will be on sale at

**One Third Off**

## COVERT COATS

42 inch. A very fine line. A popular coat for cool evenings. \$16.00 to \$30.00.

**One Third Off**

## COVERT JACKETS

All our New Covert Jackets at

**20 per cent off**

## Children's Jackets

Everything in Children's Jackets in Silks, Coverts and Mohairs, 6 to 14 years, all sizes, all prices.

**One Third Off**

## Children's Cravenettes

A shower-proof coat for the girls. Prices \$7.00 to \$15.00. All on sale at

**One Third Off**

## SILK WAISTS

Our entire line of beautiful Silk Waists, black and street and evening shades, all new and this season's best.

**25 per cent off**

## Waists At Half Price

One table of Waists in an assortment of Flannels, Batistes, Mohairs, Silks, etc., piled up for your choosing at just Half what they are worth.

## Silk Petticoats

Entire line of black and fancy colors: will be sold at

**25 per cent off**

## Mercerized Petticoats

Entire line of Mercerized Satcen, Seersucker and Lawn, at

**20 per cent off**

## All Percale Wrappers

**20 per cent off**

## ALL FLEECE WRAPPERS

**Half Price**

## KNITTED SHAWLS

**20 per cent off**

## At Half Price

Entire line of Fancy SILK TEA GOWNS, Cashmere and Henrietta WRAPPERS and TEA GOWNS, Elderdown BATH ROBES and DRESSING SACKS, All Ladies' and Children's WINTER COATS, and BABIES' CASHMERE CLOAKS from \$4.00 to \$10.00 values.

## Children's Dresses

All Children's Dresses in Percales, Gingham, Lawns, Linens, in Sailor, Russian Blouse, Buster Brown and many other pretty effects, ages 1 to 5 and 6 to 14; from .35 to \$10.00; 20 per cent off.

An immense line of GRADUATING, COMMENCEMENT AND CONFIRMATION DRESSES. **20 PER CENT OFF**

## Clothing!

Z. C. M. I. Clothing is the kind that fits, not only while you try it on, but as long as you wear it. The values offered in the Great May Sale should appeal strongly to economical people.



Men's Fine Tailor Made Suits, worth \$15.00 to \$30.00 at **HALF PRICE!**

Men's Suits worth \$12.00, May Sale price	<b>6.50</b>
Men's Suits worth \$16.00, May Sale price	<b>5.00</b>
Boys' Suits, worth \$5.50, May Sale price	<b>4.00</b>
Boys' Suits, worth \$7.50, May Sale price	<b>5.00</b>
Boys' Suits, worth \$10.00, May Sale price	<b>6.50</b>
Boys' Suits, worth \$12.50, May Sale price	<b>8.00</b>
Children's Knee Pants, extra values	<b>25c</b>
Men's Fancy Shirts, worth \$1.25	<b>50c</b>
Boys' Summer Underwear, good	<b>25c</b>

## AT HALF PRICE

CHILDREN'S SUITS; a choice lot, MEN'S PANTS, special bargains, MEN'S GOLF SUITS, MEN'S SUMMER COATS AND VESTS, MEN'S UNDERWEAR, odd sizes, MEN'S NECKWEAR, a beautiful line, BOYS' GOLF WAISTS, big values, MEN'S BOYS' CHILDREN'S SOFT FELT HATS, CHILDREN'S CAPS, a large variety, MEN'S, BOYS' AND CHILDREN'S STRAW HATS, JOHN B. STETSON and Z. C. M. I. SPECIAL MEN'S HATS, worth \$3.00 to \$4.50.

## Shoes!

IN THE SHOE DEPARTMENT, DURING THE GREAT Z. C. M. I. ANNUAL SALE, WE WILL GIVE OUR PATRONS A FINEST OPPORTUNITY TO OBTAIN THE VERY CHOICEST KINDS OF STRICTLY HIGH GRADE SHOES, SLIPPERS AND OXFORDS AT PRICES WITHIN THE REACH OF ALL.



The following is but a brief pointer to the many reductions we will offer:  
Men's Fine Shoes regular \$3.00 to \$6.00 values. May Sale Price—  
**\$1.95 to \$4.25**

Ladies' Shoes, Slippers, Etc., worth from \$2.00 to \$6.00. May Sale Price—  
**75c to \$4.25**

Misses' Shoes \$1.75 to \$5.00 values. May Sale price—  
**\$1.15 to \$1.95**

Children's and Infant's Shoes, \$1.00 to \$2.50 values. May Sale Price—  
**55c to \$1.65**

We must dispose of ALL BROKEN LINES OF SHOES, at prices regardless of cost. Positively no sale goods on approval or exchange. ANY SHOE IN OUR REGULAR STOCK AT REDUCED PRICES FOR CASH. YOU MUST NOT MISS THIS MONEY SAVING INDUCEMENT.

## Linens and Staples



DURING THE MANY YEARS in which we have been recognized as the leaders in Linen and Cotton Goods it has been our steadfast purpose to introduce novel and pleasing creations and at most reasonable prices. But in this Great May Sale you will find that we have fairly outdone ourselves in the matter of prices as well as quality. Our goods are the choicest in the market and range from low to high-class fabrics in Domestic Wash Goods and comprise also the most desirable Novelty fabrics manufactured in Great Britain. We can save you money if you will give us the opportunity to do so.

## Remnants

We desire to call your special attention to our Remnant Table, always a most prominent feature in our Great May Sales. Double value for every cent of money you spend is sure to be received from the Remnant Table. All remnants at

**HALF PRICE**

## Table Linens and Napkins

### One Fourth Off

Table Linens and Napkins represent a real feature of our May sales. You know we always give you plenty for your money, both in quantity and quality, and we will surely do it in this Great Sale. We have new patterns and lower regular prices with the usual May Sale discount of 25 per cent from the entire Damask stock with some specials, as quoted below:

58-inch Bleached Damask, regular 36c, May sale	<b>.25</b>
60-inch Bleached Damask, regular 45c, May sale	<b>.30</b>
64-inch Bleached Damask, regular 60c, May sale	<b>.40</b>
70-inch Bleached Damask, regular 65c, May sale	<b>.45</b>
56-inch Cream Damask, regular 35c, May sale	<b>.25</b>
56-inch Cream Damask, regular 45c, May sale	<b>.30</b>
66-inch Cream Damask, regular 65c, May sale	<b>.45</b>
70-inch Cream Damask, regular 70c, May sale	<b>.50</b>

## BATH TOWELS

In Brown and Bleached.

10-cent Towel for	<b>.08 1/3</b>
12 1/2-cent Towel for	<b>.10c</b>
15-cent Towel for	<b>.12 1/2</b>
20-cent Towel for	<b>.15</b>
25-cent Towel for	<b>.17 1/2</b>
30-cent Towel for	<b>.20</b>
40-cent Towel for	<b>.25</b>
50-cent Towel for	<b>.35</b>

**SPECIAL**  
25c Union Huck Towel ..... **.12 1/2**  
**ONE-THIRD OFF.**  
All Lunch Cloths, Tray Cloths, Scarfs, Center Pieces, Doylies, and Pillow Shams in Linen and Cotton, Hemstitched, Embroidered, Applique and Mexican Drawn Work. A larger and more complete line than ever before.

## White Bed Spreads

125 White Bed Spreads at	<b>.75</b>
150 White Bed Spreads at	<b>1.00</b>
175 White Bed Spreads at	<b>1.25</b>
200 White Bed Spreads at	<b>1.50</b>
250 White Bed Spreads at	<b>1.75</b>
350 White Bed Spreads at	<b>2.50</b>

**20 Per Cent Off on All Other Spreads.**  
**20 Per Cent Off on All Damask Towels.**

## For Graduation Dresses

White Wash Chiffon, 50 inches wide—  
**SPECIAL**  
40-cent quality for ..... **.25**  
50-cent quality for ..... **.33**  
65-cent quality for ..... **.40**

## BLEACHED PEPPERILL SHEETING.

42-inch, regular 15c, May sale	<b>.11</b>
46-inch, regular 17 1/2c, May sale	<b>.12 1/2</b>
64 wide, regular 22 1/2c, May sale	<b>.17 1/2</b>
84 wide, regular 25c, May sale	<b>.19 1/2</b>
94 wide, regular 27 1/2c, May sale	<b>.21 1/2</b>
104 wide, regular 30c, May sale	<b>.23 1/2</b>
84 wide, brown, regular 22 1/2c, May sale	<b>.17 1/2</b>
94 wide, brown, regular 25c, May sale	<b>.19 1/2</b>
104 wide, brown, regular 27 1/2c, May sale	<b>.21 1/2</b>
42 inch, Pillow Tubing, regular 20c, May sale	<b>.16</b>
45 inch, Pillow Tubing, regular 22 1/2c, May sale	<b>.17 1/2</b>

## PILLOW CASES.

45x36 inches, regular 15c, May sale	<b>.10</b>
45x36 inches, regular 20c, May sale	<b>.14</b>
42x36 inches, regular 17 1/2c, May sale	<b>.12 1/2</b>
45x36 inches, regular 30c, May sale	<b>.19</b>

## SHEETS.

81x90 inches, regular 85c, May sale	<b>.60</b>
81x90 inches, regular \$1.00, May sale	<b>.75</b>

All Tuckings in Plain and Open Work. One-Half Regular Prices.

## HAMMOCKS

25 PER CENT OFF.

Here is where you find solid comfort and you find it at **One-Fourth Less** than its regular price. We have the most handsome and extensive line of hammocks ever shown here and they are certainly genuine bargains at the May Sale reduction of

## One Fourth Off.

### ASTONISHING BARGAINS

In standard goods, such as Bates' Seersucker, A F C Gingham, Toli de Nord Gingham, Gold Medal Gingham, Domestic Madras, Imported Madras, Scotch Oxford, Burettes, Cotton Challies, Cotton Voiles, Lawns, Dimities and many others of this class of goods. "Prices talk louder than words." The prices of these well-known goods will surely astonish you. Come early for first choice. Everything goes. Nothing held in reserve.

**MULLS, WAISTINGS, ZEPHYRS.**  
At the Linen and Summer Dress Goods counter we will offer at from 50 to 80 per cent less than regular prices, some specials in Mousseline de Soie, Silk Mulls, Red and Pink Mercerized Waistings, Silk Mercerized Zephyrs, Pink Linens, Mercerized Suitings, etc.

**20 PER CENT REDUCTION.**  
All Fancy Waistings, Cotton and Silk Suitings, such as Tissue Soie Faconnee, Tokio Silk, Silk Dot, Silk Organies, Cotton Grandies, Cotton Taffetas, Cotton Mohairs, Knockabouts, Mercerized Ripples, Dress Linens and many kinds of Novelty Suitings.

## White Goods

**20 per cent Off**

Every lady will appreciate the bargains which we will offer in White Goods, so many being needed at this season of the year for Graduating, Party and Wedding Gowns. We have the most choice assortment in all textures and kinds, such as Silk Mulls, Cotton Mulls, Wash Chiffon, French Lawn, Linen Lawn, Persian Lawn in Mercerized and Plain, Victoria Lawn, India Linen, Mousseline de Soie, Swiss Muslin in dotted and plain, Canvas Waistling and all the latest novelties in White Goods.

## 10 CENT TABLE

The reputation of our famous Bargain Tables will be maintained during this Great May Sale. Here are a few of the special features of our 10-cent Table:

Regular 20-cent Domestic Madras,  
Regular 20-cent Scotch Oxford,  
Regular 20-cent Beige Voiles,  
Regular 15-cent Burettes, Swisses, Lawns, Percalines, Satens, and other goods too numerous to mention.

**ALL AT 10 CENTS PER YARD.**

## 8 1-3 CENT TABLE

This is another Bargain Table where your money counts for just double its usual buying capacity. It is worth your while to constantly keep your eyes open to the great money-saving possibilities afforded by these Bargain Tables. Among the kinds of goods on the 8 1-3 cent Table will be Satens, Twill Shirting, Zephyr Gingham, Seersuckers, Crash, Cambric, Percalines, Outings, Muslins, Lawns, and Suitings.

## 5 CENT TABLE

We will endeavor to give greater satisfaction than ever before with the line of goods on the 5-cent Table, even to the extent of losing money on them. You can certainly secure some wonderful bargains here. The offerings in connection with the 5-cent Table will be limited to 20 yards to a customer.

## Millinery

Table 1. Children's Trimmed Hats, regular values \$2.00 and \$3.00, for **1.50**

Table 2. Ladies' and Misses' Street Hats, regular 2.50, 3.00 and 4.00, for **2.00**

Table 3. Ladies' and Misses' Trimmed Hats, worth 4.00 and 5.00, for **3.00**

Table 4. Complete assortment Black Hats and Turbans, 4.00, 5.00 and 6.00 values, at

**One Third Off.**

