

# CLEARANCE SALE. Z.C.M.I.

BIGGER AND BETTER THAN EVER BEFORE.

## May Sale Prices on

## Silks And Dress Goods.

This store has been noted for Big Values in Dress Goods and Silks at Previous May Sales, and this year will more than ever earn us the title of the "Chief Bargain Givers." Entire stocks are clean and fresh, and represent the newest and most approved fabrics for present year wear. The offerings are not some special purchases for the occasion, but they are from our regular stock and always bring much higher prices. COME EARLY.

### Remarkable Silk Reductions.

1200 BLACK BEAU DE SOIE, for Children's and Ladies' Coats and Skirts, 24 inches wide, regular price \$2.00. May Sale **\$1.25**  
1500 BLACK BEAU DE SOIE, 22 inches wide, regular price \$1.50 a yard. May Sale **\$1.00**  
1500 BLACK TAFFETA SILK (Guaranteed), 26 inches wide, sells regularly at \$1.50 a yard. NET, will be reduced in this great sale to **1.15**  
1500 SULTANA BONNET TAFFETA SILK, 26 inches wide, black only. This is a very fine extra quality, for full dresses and separate skirts, (fully guaranteed) sells regularly at \$1.50 a yard; **95c**  
1250 BLACK TAFFETA SILK, 26 inches wide, guaranteed; regular price, \$1.25 a yard. **85c**  
Will be sold in this May Sale at **85c**  
1000 PONGEE SILK IN STOCK 25 PER CENT OFF REGULAR PRICES.  
1500 BLACK TAFFETA SILK, guaranteed; 26 inches wide, sells regularly at \$1.35 a yard. In this great May Sale it will go for **85c**  
1500 COLORED WASH SILKS, in dainty stripes and checks, sells regularly at 50c to 65c a yard. May Sale price **35c**  
1500 PONGEE, an especially good value at 75c a yard, but for this May Sale, it will be **49c**  
1500 DUTCH PONGEE, in colors and black, 24 inches wide, sells regularly for 65c a yard. May Sale price **45c**  
1500 COLORED BEAU DE CYGNE, 20 inches wide, a full line of shades, sells regularly 65c a yard. May Sale price **45c**  
1500 CHANGEABLE SILK, Louisiennes, black and white, pin checks and stripes, sells regularly at \$1.00 a yard. May Sale price **65c**  
OUR ENTIRE STOCK of Black and Colored Silks, nothing reserved, Beau de Soie, Rejahn, Taffeta, Beau de Cygne, Louisiennes, Plais, Indias, Crepe de Chine, Satins, etc., all go at—**25 PER CENT OFF.**  
ONE EXCEPTION—Our \$1.00 Clifton Bond Taffeta Silk will be sold in May **85c**

### Special in Trimmings.

One lot of trimmings, black and colored, sells regularly from 50c to \$1.50 a yard, will go in this sale at a **50c**  
1500 DRESS TRIMMINGS IN STOCK will be reduced for this sale, and sell at—**25 PER CENT OFF.**



## Notions Dept.

This is usually the busiest department in the store. There are so many little things here that women must have, and they have come to look upon Z. C. M. I. as headquarters for the small necessities. Our glove department is the best equipped and most completely stocked of any in Salt Lake. It has to be, for we fit so many more hands than other places do; and, what's more, we only sell dependable qualities in gloves, always keeping our stock clean and thoroughly up-to-date.

YOU WANT BARGAINS, AND YOU SHALL HAVE THEM

### KID GLOVES.

WOMEN'S \$1.00 PRIME LAMBSKIN Overseam Gloves, with Paris Point Embroidery, Blacks, Tans, Greys and Modes, all sizes, Regular **69c**  
1500 and 2000 GLOVES, A lot of fine Suede Overseam and Pique Gloves, in Light Shades, only 2 and 3 clasps, all sizes, Regular price \$1.75 and \$2.00. In this May Sale **\$1.00**  
WOMEN'S PRINCE-SEAM STREET GLOVES, in Rayons only, all sizes, worth \$1.75. In May Sale **\$1.15**  
WOMEN'S FINE PIQUE STREET GLOVES, in all the leading shades, all sizes, a most serviceable and elegant fitting glove, worth \$1.35. In May Sale **98c**  
WOMEN'S \$1.25 BLAZETTE GLOVES, 5 Button length, Black and White, all sizes, worth \$1.25. In May Sale **98c**  
LOT 50c and \$1.00 CHILDREN'S GLOVES, in Tans, Oxbloods and Browns, in sizes 4 1/2, 5 1/2, 6 1/2 only. Regular price 50c and \$1.00. In May Sale **25c**

### Silk Gloves and Mitts.

Lot of LACE MITTS in black and white, all lengths, regular prices 35c to \$1.00 a pair, in this May Sale **10c**  
Double finger tipped SILK GLOVES, "Kaiser" and "Amsterdam" makes, in all colors and sizes. Regular 65c quality in **50c**  
May Sale **50c**  
Regular \$1.00 quality in **80c**  
May Sale **80c**  
Regular \$1.25 quality in **\$1.00**  
May Sale **\$1.00**  
Women's fine LISLE GLOVES, Black, White and Colors, in all sizes. 4c quality in May **25c**  
4c quality in May **50c**  
4c quality in May **80c**  
Sale **80c**

### EMBROIDERIES.

Lot of Embroideries, Edgings and Insertions, 4 1/2-yard lengths, at HALF PRICE.  
All other Embroideries will go in May Sale at—**20 PER CENT OFF.**

### LACE BARGAINS.

French, Italian and German Valenciennes Laces and Insertions, worth at least 50 per cent more than we ask for it in this sale. It will sell at—**30c to \$1.00 for Dozen Yards.**  
Cluny Lace Bands, Wool Lace Bands, Net Top Veils, Medallions and other Laces; regular prices up to \$5.00 a yard, will go in this May Sale at—**50c**  
All other Laces at 20 per cent discount.

### HANDKERCHIEFS.

Plain White and Printed Hemstitched Handkerchiefs, regular price 6c each, in this May Sale **3c**  
Women's Hemstitched Initial Handkerchiefs, with neat hand-embroidered letters; regular price 10c each, in May Sale **5c**  
Women's fine Shamrock Sheer Linen Hemstitched Initial Handkerchiefs, with hand-embroidered script letters; regular price 20c each, in May Sale **16c**  
Women's unlaundried fine Sheer Linen Hemstitched Initial Handkerchiefs, with hand-embroidered letters and wreath, worth 20c each, in May Sale **12c**  
200 dozen fine Swiss Scallop Embroidered and Hemstitched Embroidered Handkerchiefs, from 35c to 60c values, in May Sale **25c**

### EMBROIDERIES.

100 pieces Corset Cover Embroidery, regular prices from 35c to 50c a yard, in May Sale **25c**  
125 pieces Corset Cover Embroidery—regular prices from 60c to 75c a yard—in May Sale **35c**

### RIBBONS.

Plain and Satin Taffetas, Liberty Satins, Mousseline Taffetas, Fancies, etc., from 2 1/2 to 5 inches wide, regular prices are 35c to 50c a yard; in May Sale they will sell at **25c**  
All other Ribbons at 20 per cent Discount.

### PURSES AND HAND BAGS.

All Purses and Hand Bags will be sold at a discount of—**25 Per Cent.**



### MAY SALE PRICES ON

## SHOES

For our Great Annual May Sale we will offer our patrons the greatest opportunity to obtain High Grade, Up-to-date Shoes, Slippers and Oxfords, ever known in any previous sale in Utah. All broken lines will be sold regardless of cost. You will have our entire stock to select from at—

### REDUCED PRICES FOR CASH.

Men's fine shoes, values \$2 to \$7. May sale prices—**\$1.95 to \$4.25**  
Ladies' Shoes, Slippers and Oxfords, regular prices from \$2.50 to \$6.50. May sale prices—**25c to \$3.95**  
Misses' Shoes, worth from \$1.75 to \$2.50. May sale prices—**\$1.25 to \$1.95**  
Children's and Infants' Shoes, values 75c to \$2.00. May sale prices—**55c to \$1.25**  
The above prices are but mere hints of the many bargains we will offer. Positively no sale goods exchanged or sent on approval.

## WONDERFUL BARGAINS IN THE CARPET DEPT.

Everything we have in this department will be specially priced for the great May Sale. Greater bargains than you have ever participated in before. Entire stock of CARPETS, RUGS, LINOLEUMS, CURTAINS, WALL PAPER, WINDOW SHADES, TABLES AND COUCH COVERS, PORTIERS, ETC., is marked for clearance. COME. All Carpets sewed, laid and lined 100 a yard extra.

### CARPET BARGAINS.

Bigelow Axminster Carpets, all new designs, worth \$2.25 a yard. Sale Price **\$1.75**  
Fine quality Axminsters, six different patterns, worth \$1.65 a yard. Sale Price **\$1.15**  
Extra quality Axminsters and Saxons, eight patterns, worth \$1.40. Sale Price **\$1.07 1/2**  
Fine Wilton Velvets in eight different patterns, worth \$1.40. Sale Price **\$1.07 1/2**  
Three patterns extra value Velvet, worth \$1.25. Sale Price **85c**  
Best Tapestry Brussels, 10 patterns, worth \$1.25. Sale Price **\$1.00**  
Nine Wire Tapestry Brussels in beautiful patterns, worth \$1.00 a yard. Sale Price **77c**  
Best All-Wool Extra Super, worth 95c a yard. Sale Price **72c**  
Eight Pieces Extra Super, worth 95c a yard, close out **67c**  
Best C. C. Extra Super, worth 55c a yard. Sale Price **62c**

### RUG BARGAINS.

Latest designs in all sizes from 9x12 feet to 18x36.  
9x12 French Wiltons, worth \$60.00. May Sale Price **\$45.00**  
9x12 Big Axminster, worth \$45.00. May Sale Price **\$32.50**  
9x12 Wilton Velvet, worth \$45.00. May Sale Price **\$34.00**  
9x12 Regular Velvet, worth \$32.50. May Sale Price **\$24.00**  
9x12 Stinson's Velvet, worth \$25.00. May Sale Price **\$19.00**  
9x12 Axminster Rugs, worth \$30.00. May Sale Price **\$23.75**  
9x12 Body Brussels, worth \$35.00. May Sale Price **\$27.50**  
9x12 Tapestry Brussels, worth \$25.00. May Sale Price **\$20.00**  
9x12 Tapestry Brussels, worth \$25.00. May Sale Price **\$15.00**  
8x10 1/2 Axminster Rug, worth \$25.00. May Sale Price **\$20.00**  
All smaller Rugs in proportion. The finest line ever shown. 500 Rugs in different sizes at big reductions.

### LINOLEUM BARGAINS

Ten patterns each of the latest designs in Printed Linoleums, all 6 feet wide; best values ever offered at 95c, \$1.10, \$1.40 running yard.

A beautiful line of English and Domestic Linoleum, will sell at \$2.25, \$2.75 and \$3.25 a yard.

A complete line of Poies, Trimmings and Extension Rods, all sizes, from 10c up.

### WALL PAPERS AND DECORATIONS.

The finest line west of Chicago. Latest creations. Marvelously low prices. Worth from \$1.25 to 20 per cent more than Sale Prices. We will ask 10c, 15c, 20c and 25c per double roll.

Room Mouldings to match at Wholesale Prices.

### LACE CURTAINS.

An endless variety of new Lace Curtains, including all the latest styles, will be sold in May Sale at 25 to 30 per cent off.

A special lot of ten styles Lace Curtains, to close at Half Price.

WINDOW SHADES, all complete, in variety of colors, sell at 25c, 30c, 35c and 40c each.

### COUCH AND TABLE COVERS.

\$1.50 Couch Covers, in May Sale **\$1.00**  
\$1.85 Couch Covers, in May Sale **\$1.35**  
\$2.75 Couch Covers, in May Sale **\$1.75**  
\$3.75 Couch Covers, in May Sale **\$2.50**  
All finer ones at the same proportionate discount.  
Table Covers from 40c up.  
Extra Values \$-4 Table Covers for **\$1.25**  
Special prices on Heavy Portiers to Close Out.

### MAY SALE PRICES ON

## UNDERWEAR, CORSETS AND HOSIERY.

You know what it means when Z. C. M. I. turns its stock of Underwear, Hosiery and Corsets over to a reckless slashing of prices. It means an opportunity to get the Best under apparel at the very lowest prices ever quoted. We buy only from the best makers, we purchase larger stocks than any other Utah store, and hence can undersell all competitors. But, we'll let the prices furnish the argument. It's worth your time to read every item that follows.

### KNITTED UNDERWEAR.

Ladies' white ribbed cotton summer vest, neatly trimmed, having the low neck and no sleeves, also with low neck and short sleeves. Regular Price 15c, May Sale price two for 15c, or each **7c**  
Ladies' fancy ribbed cotton summer vests, plain and lace trimmed, with low neck and no sleeves, also with short sleeves. Regular Price 25c, May Sale Price **10c**

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

Ladies' Low Neck and no sleeve Union Suits, a regular 35c garment. During the May **20c**

Ladies' fine ribbed summer vests, in fine, mercerized and Swiss goods, all colors, with low neck and no sleeves, also with short sleeves. Regular prices 35c and 40c. **25c**

All our fine assortment of Ladies' High Grade Summer Vests, in silk, mercerized, and lace, comprising all cuts, trimmings and prices—**20 PER CENT REDUCTION.**

### CORSETS.

A fine batiste corset, medium in length, erect form, very desirable for Spring and summer wear, all sizes from 18 to 27, in white only—**25c**  
Regular price 50c, May Sale price **25c**

An excellent batiste girdle, in white only, our newest model, in sizes from 18 to 25—**25c**  
Regular price 50c, May Sale price **25c**

A fine tape girdle, in colors white, blue and pink, all sizes from 18 to 26—Regular price 50c, May Sale **35c**

An excellent batiste corset, for summer wear, in two of the latest styles, in white—Regular price 60c and 75c, May Sale **45c**

Two new models, in C. B. corsets, white only—Regular price \$1.00, May Sale **70c**

WARNER'S RUST PROOF CORSETS, one of the newest models with hose supporters attached to front and sides. The hose supporters have the renowned "Security" clasps. These corsets come in all the newest models—Regular price \$1.25, May Sale **90c**

Our variety in styles and prices of the famous Warner Bros. Rust-proof Corsets, C. B. Corsets, Ferris-Waists, etc., will all go at reduced prices during this sale; for example

\$1.50 values, in **1.20** May Sale, in **1.95**  
\$1.75 values, in **1.40** May Sale, in **2.25**  
\$2.00 values, in **1.60** May Sale, in **3.20**  
\$2.50 values, in **4.40** May Sale

ALL BUSTLES, BUST FORMS, ETC., WILL GO AT REDUCED PRICES.

### INFANTS' WEAR.

A special line of Infants' Kimona Jackets, handsomely trimmed, with neat embroidery work. A regular 35c article; during May **15c**

A special line of Infants' Sacques, neatly trimmed and embroidered; a very pretty thing for baby. A regular 50c article, **25c**

Babies' white Flannellette undershirt, edged with blue and pink embroidery work, good value at 35c. May Sale Price **15c**

Infants' long and short Skirts—long and short Skirts—night gowns and flannel wear all go at—**25 PER CENT REDUCTION.**

### Muslin Underwear.

From 25 to 50 per cent Reduction.

Our entire line of handsome Under Muslins, all new goods, fresh from the designers, comprising Gowns, Chemises, Corset Covers, Drawers, Skirts, etc., will be sold at a great sacrifice during our mighty May Sale.

Ladies' fine Corset Covers, handsomely trimmed with lace and lace insertion. One of the best values ever offered to the public. Regular price 50c, May Sale **25c**

Ladies' Muslin Drawers, with wide ruffle and hemstitching, a rare bargain. Regular price 40c, May **20c**

Ladies' fine Muslin Skirts, with deep double ruffle, embroidery trimmed with tucking, a regular skirt. May Sale **90c**

### BONNETS.

A new and well selected stock of bonnets is one of the features of this season's offerings. Among our large stock is the noted "Elite" Washable Bonnet, which can be taken apart, laundered and easily put together again.

25c Bonnets **25c** will go at **90c**  
35c Bonnets **35c** will go at **1.10**  
55c Bonnets **55c** will go at **1.25**  
75c Bonnets **70c** will go at **1.45**

MISSIE'S BONNETS and sun hats in endless variety, during May Sale at—**25 PER CENT REDUCTION.**

### BARGAINS IN APRONS.

25 PER CENT REDUCTION on all aprons comprising ladies' gingham aprons, long white aprons, Nurses' white aprons, short fancy Tea Aprons, Children's white aprons for all ages, etc. A wonderful assortment in plain style, also in lace and embroidery trimmed, all go at—**25 PER CENT REDUCTION.**

## MAY SALE PRICES IN ART DEPT.

Lessons are given free to those who purchase their materials here. Stamping and designing in all its branches, artistically done at moderate prices.

All Brained & Armstrong's and Cordell's Silk Flowers will be sold in this Great May Sale at—**40c PER DOZEN.**

ALL CROSSTITCH CANVAS AT—**HALF PRICE.**  
All Silk and Cotton Corsets and Girdles, **20 PER CENT OFF.**



### KNITTED UNDERWEAR.

Ladies' fine Vests with high neck and long sleeves: 60c Grade go **35c**  
at **50c**  
75c Grade go **50c**  
at

Union Suits of all grades, comprising Silk, Lisle, Cotton, Wool, Silk and Wool mixed, in all the standard cuts. During sale—**20 PER CENT REDUCTION.**

All Ladies' Knitted Corset Covers **20 PER CENT REDUCTION.**

Misses' fine ribbed pantsuits, knee length, regular price 25c, May Sale **15c**

Misses' fine ribbed Vests, with high neck and long sleeves, also with short sleeves. Regular price 25c, May Sale **15c**

Misses' low neck and no sleeve vests, regular price 15c, May Sale Price **10c**

Misses' fine Swiss ribbed Vests and Pants, summer weight, neatly trimmed. Regular price 35c, May Sale Price **25c**

Misses' Union Suits, Vests and Pants, in a great variety of styles and prices. We will give a LIBERAL DISCOUNT on the entire line.

### Ladies' and Misses' Hosiery.

Ladies' black cotton hose, fast black—limited three pair to one customer—Regular price 12 1/2c, May Sale **5c**

Ladies' black cotton hose, stainless, with apical heel and toe—A special bargain—Regular price 15c, May Sale **10c**

Ladies' black cotton hose, a fine velvet finished quality with high apical heel and double sole; Color fast and stainless; a full fashioned hose—Regular price 35c, May Sale **20c**

Ladies' full black cotton hose, with all white, also half white soles. A real money hose, full fashioned. Regular price 35c, May **25c**

Ladies' black all over lace, also lace ankle and drop each hose. Regular price 35c, May Sale Price **25c**

Ladies' colored all over lace hosiery, comprising the newest of spring and summer tints, to match all up to date, dressy goods. Regular price 35c, May Sale Price **25c**

Our elegant line of plain Silk, Lisle, Ingrain, and Cotton Hosiery, not specially mentioned, will be on sale at—**20 PER CENT REDUCTION.**

LADIES' FANCY MIXED HOSE, a choice and well selected stock:

35c value, will **25c** go at **35c**  
75c value, will **50c** go at **65c**

Misses' fine ribbed Egyptian black cotton hose, a seamless hose, with double heel and toe, for very fine wear. Regular price 35c, May Sale Price **20c**

Misses' Lace hose, in black, white and colors, full fashioned and dainty for nice wear. Regular price 35c, May Sale Price **25c**

All Misses' Silk, Lisle and Cotton Hose, not specially advertised, will be sold at—**20 PER CENT REDUCTION.**

### Children's Hosiery.

Children's Black Cotton Hose, fast and stainless colors, with apical heel and toe. Regular price 20c, May Sale **10c**

Boys' and Girls' fine ribbed black cotton hose, with double heel and toe, fast and stainless colors. Regular price 25c, May Sale **15c**

Boys' and Girls' Black Cotton school hose, made for durability as well as for neatness of appearance, reinforced at knee, heel and toe. Regular Price 25c, May Sale **15c**

Boys' black cotton hose, a superior quality, having a neat stylish appearance, but made to withstand the roughest usage. Extra splicing at knee, heel and toe. Regular price 35c, May Sale **20c**

Price **20c**

### Hose for the Little Tots.

One lot Infant's Socks, in all colors. Regular price 35c, May Sale Price **10c**

Infants' Black Cotton Hose, Regular price 15c, May Sale Price **10c**

Infants' Black Cotton Hose, Regular price 20c, May Sale Price **15c**

Infants' Black Mercerized Cotton Hose, Regular price 35c, May Sale **25c**

Infants' Cashmere Hose, with silk heel and toe. A very fine quality. Regular price 35c, May Sale Price **25c**

All Infants' Silk, Lace and Cotton hose not specially advertised will sell at 20 PER CENT REDUCTION.

ALL INFANTS' SOFT SOLE SHOES AND KID MOCCASINS AT REDUCED PRICES.

### HOSE SUPPORTERS.

All styles of hose supporters at low prices.

15c Hose Sup-  
porters for **10c**  
20c Hose Sup-  
porters for **15c**  
25c Hose Sup-  
porters for **20c**  
35c Hose Sup-  
porters for **25c**  
50c Hose Sup-  
porters for **35c**

20 PER CENT OFF ALL FANCY BRAIDS.  
All Pillow Tops at Greatly Reduced Prices. One Lot will be sold at—**HALF PRICE.**  
**ONE-THIRD OFF**

THIS IS STRICTLY A CASH SALE.

NO EXCHANGES. ALTERATIONS EXTRA.