

**New style
Glimpses in
Great Profusion**

MILLINERY—In the Millinery Department charming picture hats are immediately noticeable—large sweeping effects, trimmed with aigrettes, plumes or fancy feathers. Lambelle hats of chiffon velvet are seen in rich, dark shades or in black. Many smart turbans are also displayed and will certainly be one of the smartest and most popular creations of the season.

WOMEN'S SUITS—Two-piece tailored suits will largely predominate during the coming fall and winter. The suit coats are longer than last season, the average length from forty to forty-two inches, some measuring as much as forty-eight inches. The prevailing models are shown in broadcloths, serges, chevots, homespuns, wide wale worsteds and other such rough weave fabrics.

DRESSES—The Moyen age vogue is undoubtedly the source of inspiration of gown models for both day and night—it is a style that lends itself admirably to the introduction of originality as well as individuality. Black, navy, brown, steel, gray, bronze, green and raisin—as well as the evening shades of light blue, light rose and green—will be exceedingly popular.

Z. C. M. I.
Extends a cordial invitation to the
ladies of Salt Lake City
to attend their
Formal Opening
Monday, September 20

Our display of this season's millinery and wearing apparel is indeed surpassingly beautiful. Individuality counts for more in fashionable dressing than any other factor this season, and each style portrayed in our opening tomorrow will reflect individuality and exclusiveness, at the same time conforming to the prevailing modes of the season.

ROW.