



# MILL EMBROIDERY END SALE

## AT Z. C. M. I.

Greatest Embroidery Sale in the History of Salt Lake--thousands and thousands of yards of Edgings and Insertions to select from next week

**25c** Swiss, Cambric and Nainsook, up to 18 inches wide and from 4 to 6 1/2 yds long. Values as high as \$2.50 a yd. Choice next week at **25c**

¶ Forced sales thrown on the New York market enabled our buyer to purchase 10,000 yards of embroidery at ridiculous prices.

¶ Our customers are to receive the benefit of this special buy.

¶ Monday morning it will pay you to be in attendance early, thus avoiding the throng that will be here as the day advances.

¶ Truly an elegant array of embroideries that you will want for lots of uses; the patterns are simply matchless as to beauty and the material as to quality; to describe every particular one would require the entire paper.

¶ If you expect to use embroideries this year it will pay you to take advantage of these extraordinary price reductions.

**25c** Also 200 pieces of CORSET COVER EMBROIDERY, values up to \$1.00 a yard, cut any length you want, a yard **25c**

## After Easter and California Excursion Sale

You'll need new clothing for your Pacific Coast Trip. Here is your opportunity to obtain new, seasonable goods at impelling price reductions—Suits, Coats' Skirts, Cravenettes, Petticoats, Waists, Kimonos, Covert Jackets, Children's Jackets and Underskirts at reductions ranging from 25 to 50% less than regular prices.

### Separate Skirts

Entire line in Black and Colored Panamas, Rajahs, and all silk Voiles and Fancy Weave Materials. (Alterations extra).

**25% OFF**

### Covert Jackets

Entire line—good, warm, stylish coats that you'll appreciate evenings, alterations extra.

**25% OFF**

### Stylish Jackets

In Black Cloth, Silk and Serge, they represent the highest class tailoring. Alterations extra.

**25% OFF**

### Cravenettes

They make fine traveling coats, one you'll appreciate if caught in a shower, alterations extra.

**Half Price**

### Box Coats

100 New Spring Box Coats in light mixtures, just the coat you need during the hot weather.

**One-Third Off**

### Silk Petticoats

Entire line of Black and Colored Silk Petticoats will be sold in this After-Easter sale at

**25% OFF**

### Mercerized Pettic's

Entire line of Mercerized Petticoats in this After-Easter sale at

**25% OFF**

### Children's Jackets

All Children's Jackets, reds excepted, ages range from 1 to 14 years, at

**25% OFF**

### Silk Kimonos

Both long and short kinds, in Oriental and other desirable patterns.

**25% OFF**

### DAINTY NEW SPRING WAISTS



Our entire line of Waists—we have an extensive variety to select from—including our handsome Silk Waists, Net Waists, Lingerie Waists, and Tailored Waists will be sold at **25% OFF**

### Millinery

All dark colored hats

**25% OFF**



Our drug store is at 112-114 South Main St.

## Ladies' and Misses' Suits

Our entire line, including many new arrivals, the nattiest and nobbiest styles at present being shown in the city. YOUR CHOICE AT

**25% OFF**

Alterations Extra.



The latest creations—new tans, new blues, new light effects in the Butterfly, Japanese and jaunty pointed Jacket styles. All Tal-feta and Foulard Silk Princess and Jumper Effect Suits are included in this extraordinary price cutting sale.

Such reductions so early in the season are surprising. Each one, however, is genuine—Z. C. M. I. does not allow marking up; our entire line of Suits will be placed on sale next week at

**25% OFF**