

Z. C. M. I. ANNUAL MAY

FOR ONE WEEK ONLY, MONDAY TO SATURDAY, MAY 13 TO 18

MAY SALE REDUCTIONS ON

Suits, Coats, Skirts and Waists

Unheard of price reductions will prevail in our Suit and Cloak department. For weeks the ladies of Salt Lake have been looking forward to obtaining bargains at our Annual May Clearance Sale. They will not be disappointed. Our store is always literally thronged on such occasions, but this year's sale—if the bargains offered are any criterion—will outshine any of its predecessors.

SUIT BARGAINS—Our entire stock of Suits—not one single exception—all new, stylish, up-to-date goods. Eton, Pony, Hip Jacket, English Cut-away and other swell effects. All the fancy colors, all the novelty cloths, in mixtures, checks and plaids—the blues and blacks also included. In fact, EVERYTHING IN CLOTH SUITS—Broadcloths, Panamas, Cheviots, Voiles and Serges. All will be offered at one-third less than the regular retail prices.

When Z. C. M. I. says, "One-Third Off" it means just exactly this:

\$16.00 Suits for\$10.65
\$17.50 Suits for\$11.65
\$18.00 Suits for\$12.00
\$20.00 Suits for\$13.50
\$21.00 Suits for\$14.00
\$22.50 Suits for\$15.00
\$23.50 Suits for\$15.65
\$25.00 Suits for\$16.65
\$26.50 Suits for\$17.65
\$28.50 Suits for\$19.00
\$30.00 Suits for\$20.00
\$31.50 Suits for\$21.00
\$32.50 Suits for\$21.65
\$33.00 Suits for\$22.00
\$35.00 Suits for\$23.35
\$37.50 Suits for\$25.00
\$38.50 Suits for\$25.65
\$40.00 Suits for\$26.65
\$42.50 Suits for\$28.35
\$45.00 Suits for\$30.00
\$47.50 Suits for\$31.65
\$50.00 Suits for\$33.35
\$52.50 Suits for\$35.00
\$55.00 Suits for\$36.65
\$57.50 Suits for\$38.35
\$60.00 Suits for\$40.00
\$65.00 Suits for\$43.35
\$70.00 Suits for\$46.65
\$75.00 Suits for\$50.00
\$80.00 Suits for\$56.00



Ladies' Suits—Half Price.

This is a line of 50 to 75 Ladies' Suits that we wish to close quick. There's a nice assortment of cloths and colorings. They'll go rapidly at the reduction mentioned—just half the regular price.

Silk Suits 25% Off.

Everything goes into the Great Sale. So all those beautiful silk shirt waists suits will be included—25 per cent. off.

Junior Misses' Suits—Half Price.

This is a line of cloth suits in Jacket and Skirt effects—splendid fall suits. By making your purchases now you will save just one half. During May Sale your choice50 per cent. off.

In addition to the offering of our entire stock of New Suits at one-third off, and a line of Suits at half price, we will make extraordinary reductions on the following named Suits:

A \$125.00 White French Voile Suit, imported model for	\$35.00	A \$40.00 White serge suit for	\$17.50	A \$30.00 White Mohair suit for	\$7.50
A \$120.00 White French Voile Suit, imported model for	\$30.00	A \$47.50 White Suit, silk and serge combination for	\$20.00	A \$40.00 tan and blue silk coat and skirt for	\$12.50
An \$85.00 White Voile Suit for	\$22.50	A \$60.00 Black silk coat and skirt suit for	\$20.00	A \$30.00 black silk shirt waist suit for	\$7.50
A \$37.50 White Voile Skirt, silk drop for	\$10.00	A \$50.00 Blue Silk coat and skirt suit for	\$20.00	A \$24.00 Silk shirt waist suit for	\$7.50
				A \$13.50 Silk shirt waist suit for	\$5.00

SEPARATE SKIRTS

ONE-FOURTH OFF.

This will be our entire line of Skirts of every kind and description—Silks, Panamas, Voiles, Mohairs and French serges in all colors, blacks and novelties, ranging from \$6.00 to \$24.00.

SEPARATE SKIRTS

ONE-THIRD OFF.

This will be our entire line of Novelty Skirts, in black and colored, silks and cloths, ranging from \$25.00 to \$40.00.

GRAVENETTE COATS

ONE-FOURTH OFF.

The largest line we ever had. A practical garment, a staple garment, an indispensable garment. Good any time and all the time. Now is a good time to buy. A full assortment of sizes in Oxfords, Tans, Olives and Castors—\$12.00 to \$30.00 range.

BLACK SILK COATS

ONE-THIRD OFF.

Entire line of Ladies' Black Silk 3-4 length Coats. A very choice assortment of styles. All new.

SILK PONGEE COATS

ONE-THIRD OFF.

A beautiful line of these in three-quarter and full lengths.

SILK TRAVELING COATS

HALF PRICES.

This is the full length, taffeta silk coat in black and colors.

SILK ETON JACKETS

ONE-THIRD OFF.

All Silk Etons, Silk Jackets, and Silk 3-4 length coats, one-third off. A splendid line of all these.

CHOICE ASSORTMENT OF JACKETS, COATS, WRAPPERS, CHILDREN'S DRESSES, ETC.

Choose from the choicest line of Covert Jackets at	ONE-THIRD OFF	Entire line of cloth and silk opera coats	HALF PRICE	Entire stock of mercerized petticoats	25% OFF
All our Novelty Coats in semi-fitting and box effects—	ONE-THIRD OFF	Our new stock of children's gingham and percale dresses—a very expensive line—	20% REDUCTION	A line of saten house dresses	HALF PRICE
Summer coats	ONE-THIRD OFF	Entire stock of black and colored silk undershirts	25% OFF	Percale wrappers	20% OFF
Ladies' Winter Coats in Novelty cloths, three-quarter length	HALF PRICE			Knitted Shawls	20% OFF
				Entire line of silk Kimonos	ONE-THIRD OFF
				Wool Shawls and Steamer Rugs	25% OFF

ENTIRE LINE OF

WAISTS ONE-FOURTH OFF.

Waists, Waists, Waists—hundreds and hundreds of different designs. An exceptionally fine showing. Our entire line including black and colored silks, white and black wash-silks, dainty white lawns, linens, and exquisite embroidery and lace effects, and all lace and net waists, all new, fresh, clean, crisp, ready-to-put-on waists. During May Sale will be sold at 25 PER CENT OFF.

MAY SALE PRICES ON

MILLINERY

Our Millinery department is always a center of attraction—the newest creations and latest styles being found here in rich and elegant profusion. Notwithstanding the newness of the styles and effects, our Millinery will be subjected to phenomenal price cutting in our May Sale. All dark colored trimmed Hats, blacks, browns, greens, navies and reds, during May Sale.....ONE-THIRD OFF

All light colored trimmed Hats, beautiful effects for summer wear, during May Sale.....25% Off

Our entire line of untrimmed shapes and millinery materials, during May Sale.....20% Off

NO EXCHANGES. ALTERATIONS EXTRA.

REDUCTIONS IN

Gents' Clothing DEPARTMENT.



Men's fine Tailor made Suits, worth \$15 to \$30

Men's Suits, worth \$12.00; during May Sale	\$6.50
Men's Suits, worth \$18.50; during May Sale	\$8.50
Men's Suits, worth \$15.00; during May Sale	\$10.00
Men's Suits, worth \$18.00; during May Sale	\$12.50

Fifty Men's Black Worsted Frock Coats, worth \$8.50, at \$2.00.

Twenty-five Men's Black Worsted Frock Coats, worth \$5.00, at \$1.00.

Boys' Suits, worth \$10.00 to \$18.00

Boys' Suits, worth \$6.50; during May Sale	\$4.00
Boys' Suits, worth \$7.50; during May Sale	\$5.00
Boys' Suits, worth \$12.50; during May Sale	\$7.50

Children's Suits, worth \$3.00 to \$6.00

Men's Outing Coats and Pants	Half Price
Men's Old Pants	Half Price
Men's Work Pants; during May Sale	75c
Children's Knee Pants; extra value	25c
Children's Knee Pants; worth \$1.00	50c
Children's Mothers' Friend Waists, worth 50c; during sale	25c

Men's Shirts, golf and other styles

Half Price

Boys' Golf Shirts, sizes 12 and 12½ only

Half Price

Men's and Boys' Underwear, a very choice lot

Half Price

Boys' Underwear, worth 40c and 50c; during May Sale

25c

Men's and Boys' Suspenders

Half Price

Men's Neckwear, good styles, very attractive

Half Price

Men's, Boys' and Children's Felt Hats

Half Price

Men's, Boys' and Children's Straw Hats

Half Price

Child's Rompers, worth 85c; during May Sale

50c

OUR MAY SALE REDUCTIONS IN

CHINA, CROCKERY

AND GLASSWARE.

Many attractive bargain opportunities will be offered you in our Crockery Department during the Great May Sale. We must have room for goods now on the way, hence we will make a great clean-up of remnants of stock patterns. Many useful articles will be placed on tables marked 5c, 10c, and so on up to \$1.00 and over. This will be a case of first come, first served and it will pay you to come early and take advantage of these bargains.

In this connection we desire to emphasize the fact that we never "mark up" prices for sales, when we say that the regular price was \$1.00 now 50c. Those are the exact facts of the case, our figures are reliable.

With us means that the former was the actual regular price and the latter is the sale price.

We offer a splendid line of Vases, a great variety of new, elegant, useful and ornamental articles at greatly reduced prices. June Brides will soon be very much in evidence. You could not obtain anything more suitable or more appropriate, and the great price reductions will make it worth your while to purchase now.

\$1.00 50c

Size 42x36, sells regularly for 20c; during May Sale 15c |

Size 42x36, sells regularly for 25c; during May Sale 19c |

Size 42x36, sells regularly for 25c; during May Sale 17c |

Size 42x36, sells regularly for 25c; during May Sale 22c |

Size 42x36, sells regularly for 25c; during May Sale 27c |

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MAY SALE REDUCTIONS IN

Linen and Staple Department

We carry only the very best line of linens, manufactured by William Liddell & Co. of Belfast, Ireland. These linens—the very best obtainable—are to be sacrificed during our May Sale at unheard of prices. In addition staple, seasonable goods—ginghams, madras, swisses, summer dress goods, towels, sheeting, pillow cases, sheets, bed spreads, hammocks, etc.—will be included in this exceptional price cutting. If you miss this opportunity, you will have to wait twelve months for a similar one.

What is more beautiful or more appetizing than your table neatly adorned with dainty, snow-white linen? Every family should take advantage of this money-saving opportunity.



It will pay you to make your purchases during the May Sale! If you do not have immediate use for the goods—lay them aside until you need them.

Table Linens and Napkins 25% Off.

60 in. mercerized table damask, regular price 45c; during May Sale	30c	58 in. cream table damask, regular price 45c; during May Sale	30c
72 in. linen table damask, regular price 65c; during May Sale	45c	58 in. cream table damask, regular price 50c; during May Sale	35c
70 in. table damask, regular price 75c; during May Sale	55c	64 in. cream table damask, regular price 70c; during May Sale	50c
		76 in. cream table damask, regular price 85c; during May Sale	60c

LUNCH CLOTHS, ETC.

ONE-THIRD OFF.

What looks nicer on your center table or sideboard than a becoming linen decoration? Beautiful work in great variety at prices that will not be equalled for many a long day. All lunch cloths, (ray cloths, scarfs, center pieces, doilies, in hemstitched, embroidered and scalloped edges, applique and Mexican drawn work. During May Sale will be sold at ONE-THIRD OFF.

ALL OUR HAMMOCKS

ONE-FOURTH OFF.

A surprising offer! Just at the beginning of the season, when a Hammock is so necessary to the comfort of a family during the hot weather. Think of being able to obtain one 25 per cent less than regular price at this time of the year. It's a fact nevertheless. Our entire line of Hammocks, during May Sale25 PER CENT OFF

3 Tables Containing Extra Special Bargains

Be sure and examine the extra special bargains to be found on these tables in our Linen and Staple department. The minimum price has been placed upon these goods and it will pay you to make your selections as soon as possible. There is sure to be a rush for each of these tables.

7c BARGAIN TABLE.

Thousands of yards of goods will be placed on this table and sold at less than cost price. Many of them are worth double the price we ask for them. They are sure to sell rapidly, but there is a great variety of exceptional bargains, and your selection from this table will cost you only 7c a yard.

8 1-3c BARGAIN TABLE.

Zephyr Gingham, Percales, Dimities, Kato Pongee and Cheviots are greatly in demand at this time of the year. They are staple goods that sell quickly at regular price right now. When offered at such a price as this you can imagine the demand there is for them. First come, first served—make your choice at 8 1-3c a yard.

10c BARGAIN TABLE.

On this table will be found goods suitable for almost every purpose—men's shirts, ladies' waists, aprons, etc., an attractive showing consisting of Black and Red Twill Shirtings, Dotted and Figured Swisses, Dotted Lawns, Batiste, Voile Duchesne, Mohair Luster, Cotton Taffeta and many other popular fabrics that will sell quicker than the proverbial hot cakes at 10c a yd.

DRESS GOODS 20% OFF.

You will find a beautiful selection of fine Dress Goods—a splendid variety to choose from, but we can only mention a few of them here. They will be sold at 20 per cent discount.

SOFT IMPRIME, SILK, PLAID ORGANDIES, SILK SHADOW DOT, MULLS, SILK MULL, BANZAI SILK, SILK TISSU, YOGA SILK, WOOL FINISH BATISTE, MOUSSELINE DE SOIE, DURING MAY SALE WILL BE SOLD AT 20 PER CENT OFF.

WHITE GOODS 20% OFF.

Graduation days will soon be upon us and will be quickly followed by June weddings. This is your opportunity to buy a Graduation, Party or Wedding dress at a great money-saving. Also desirable for infants' and children's wear. It means a saving of 20c on every dollar to you—surely you can't afford to miss such an opportunity.

SILK MULLS, BANZAI SILK, COTTON ORGANDIES, WASH CHEIFFONS, AIR LINE CLOTH, MERCERIZED PERSIAN LAWN, DOTTED SWISS, PLAIN SWISS, DOT MULLS, DOT LAINES, PLAIN AND EMBROIDERED LINENS, FRENCH LAWNS, PERSIAN LAWNS, VICTORIA LAWNS, INDIA LINENS, ETC. TO BE SOLD DURING MAY SALE AT 20 PER CENT OFF.

PEPPERELL SHEETING REDUCTIONS.

Pepperell sheeting is so well known that it needs but little introduction from us. Good weight, hot too closely woven and we can recommend it as the best reasonably priced sheeting obtainable. At these exceptional prices it will be in great demand.	
42 in. BLEACH PEPPERELL, regular price 17½c; during May Sale	14c
45 in. BLEACH PEPPERELL, regular price 20c; during May Sale	15c
8-4 BLEACH PEPPERELL, regular price 30c; during May Sale	25c
9-4 BLEACH PEPPERELL, regular price 35c; during May Sale	27c
10-4 BLEACH PEPPERELL, regular price 37½c; during May Sale	29c
8-4 BROWN PEPPERELL, regular price 27½c; during May Sale	23c
9-4 BROWN PEPPERELL, regular price 30c; during May Sale	25c
10-4 BROWN PEPPERELL, regular price 35c; during May Sale	27c

SHEETS AND PILLOW CASES

A splendid line of sheets and pillow cases made of good, reliable materials, well sewn and will give satisfaction. During May Sale will be sold considerably less than regular price.

SHEETS.

Size 72x90, hemmed, sells regularly for 75c; during May Sale	55c
Size 81x90, hemmed, sells regularly for 85c; during May Sale	65c
Size 81x90, hemmed, sells regularly for \$1.00; during May Sale	80c
Size 81x90, hemstitched, sells regularly for \$1.25; during May Sale	90c

PILLOW CASES.

ALL OTHER SHEETS AT 20 PER CENT DISCOUNT.	
Size 42x36, sells regularly for 20c; during May Sale	15c
Size 42x36, sells regularly for 25c; during May Sale	19c
Size 42x36, hemmed, sells regularly for 22½c; during May Sale	17c
Size 42x36, hemstitched, sells regularly for 25c; during May Sale	22c
Size 42x36, hemstitched, sells regularly for 25c; during May Sale	27c

ALL OTHER PILLOW CASES 20 PER CENT DISCOUNT.

EXTRA SPECIAL BARGAINS

Imported embroidered Swiss, white ground with colored embroidered figure, extra fine quality, regular price 60c; during May Sale 35c |

Imported Mercerized Cotton Mulls, white ground with colored embroidered figures and dots, regular price 75c and 85c; during May Sale 50c |

Two Button Hole Embroidered Mercerized Mull, one of the most desirable fabrics of the season, regular price \$1.50; during May Sale \$1.00 |

A beautiful line of waist and shirting Madras, regular price 35c during