

Clearance SALE. Z. C. M. I.

THE GREATEST BARGAIN EVENT OF THE YEAR.

MAY SALE REDUCTIONS IN

Silks and Dress Goods

EACH year emphasizes the fact that our Silks and Dress Goods Dept. takes the lead in Salt Lake City, not only in the quality of goods carried but also in regard to the reasonable prices asked. At present the department teems with new seasonable goods that will be sold at extraordinary prices. No fictitious prices, but every reduction a genuine one from the original retail price.



2 BIG SPECIALS IN BLACK TAFFETA SILK.

No. 1. 32 inches wide, sells regularly for \$1.50 a yard, will be sacrificed during this Great May Sale at..... **\$1.00**
No. 2. 27 inches wide, sells regularly for \$1.00 a yard, will be sacrificed during this Great May Sale at..... **65c**

SILK REDUCTIONS

All Black Silks in stock, consisting of Peau de Soie, Messalines, Peau de Cygne, Duncess, Jap Silks, Crepe de Chine, Peau de Crepes, will be reduced in this Great May Sale one-fourth less than regular price,..... **25% OFF**
\$3.00 values for \$2.25 \$1.50 values for \$1.15
\$2.50 values for \$1.90 \$1.25 values for .95c
\$2.00 values for \$1.50 \$1.00 values for .75c
\$1.75 values for \$1.35 Etc., Etc., Etc.
Entire line of colored Messalines, 21 inches wide, comprising full range of colorings, regular \$1.25 a yard, during Great May Sale..... **95c**
Our new line of colored Taffeta Silks, 19 inches wide, regular \$1.00 a yard, during Great May Sale..... **75c**
All Colored and Black Silks, consisting of smooth and rough weaves, Tussorahs, Shah Silks, Pagodas, Mandarins, Foulards, Ray Silks, Pongees, Plaids, Checks and Stripes, during Great May Sale..... **25% OFF**
One lot of polka dot Tussorahs and Mandarins, rough Silks, the latest in dress materials, for Spring and Summer wear. Regular \$1.50 and \$1.75 a yard, during Great May Sale..... **\$1.00**
Full line of White Jap Silks, 27 and 36 inches wide, special for graduating dresses, prices range from 50c to \$1.25, during Great May Sale..... **25% OFF**
This means that you get
\$1.25 values for .95c 75c values for .60c
\$1.00 values for .75c 65c values for .50c
A line of Ecru Pongee Silk, 27 inches wide, regular \$1.50 a yard, during Great May Sale..... **65c**
ALL REMNANT SILKS.....HALF PRICE

DRESS GOODS REDUCTIONS

Our Dress Goods Dept. contains all the latest weaves the market affords. These consist of Taffeta Cloths, Striped Batistes, Poplins, Voiles, Panamas, Silk Downies, Broadcloths, Albatross, Cravenettes, Plaids, Pin Checks, etc., during Great May Sale..... **25% OFF**
\$3.00 values for \$2.25 \$1.50 values for \$1.15
\$2.50 values for \$1.90 \$1.25 values for .95c
\$2.00 values for \$1.50 \$1.00 values for .75c
\$1.75 values for \$1.35 Etc., Etc., Etc.
One lot of Dress Goods that sells regularly from \$1.25 to \$2.00 a yard, in black and colors, both plain and figured, during Great May Sale, a yard..... **65c**
A line of Wool Plaids, Checks and Stripes, light weight, for Spring and Summer wear, used for Skirts, Jumpers, Jackets, etc., sells regularly from 65c to 75c a yard, during Great May Sale..... **45c**
All Challies in stock will be sold during Great May Sale at..... **25% OFF**
All Dress Trimmings in stock, during Great May Sale..... **25% OFF**
UMBRELLAS AND PARASOLS
Two lines of Ladies' Black Umbrellas, 26 inches, for sun or rain.
Regular \$2.50 values for..... **85c**
Regular \$1.25 values for..... **85c**
Our entire stock of Ladies' Parasols and Umbrellas, consisting of figured pongees, silk embroidered automobile parasols, also blacks and colored, including a full line of Gentlemen's Umbrellas during Great May Sale..... **25% OFF**
\$3.00 values for \$2.25 \$1.75 values for \$1.35
\$2.50 values for \$1.90 \$1.50 values for \$1.15
\$2.25 values for \$1.70 \$1.25 values for .95c
\$2.00 values for \$1.50 \$1.00 values for .75c

MAY SALE REDUCTIONS IN

Notions Department.

Carrying as it does the little requisites of the thrifty housewife, the Notions Department is always a busy center. During the Great May Sale extra salespeople will be engaged and every effort made to relieve congestion and serve customers promptly. Ladies' Gloves, Embroideries, Ribbons, Neckwear, Handkerchiefs, Purses, Handbags, etc., will be sold at exceptional price reductions.

KID GLOVE SPECIALS.

1, 2 and 3 clasp.
WALDORF QUALITY, regular \$1.75 a pair, during May Sale..... **\$1.00**
MADURO QUALITY, regular \$1.75 a pair, during May Sale..... **\$1.25**
GRENOBLE QUALITY, regular \$1.75 a pair, during May Sale..... **\$1.40**
MONTEUR QUALITY, regular \$2.25 a pair, during May Sale..... **\$1.75**
Z. C. M. I. QUALITY, regular \$1.75 a pair, during May Sale..... **\$1.40**
12 BUTTON KID GLOVES
12 Button Glove Kid, in black and white only. Sizes 5 1/2, 6, 6 1/2 only. Regular \$3.50 a pair, during May Sale..... **\$2.50**
12 Button Cape, out-seam. Tans. Regular \$4.00 a pair, during May Sale..... **\$3.25**
16 BUTTON KID GLOVES
16 Button Trefousse and Malvolio over-seam Glove. All colors and sizes. Regular \$4.00 a pair, during May Sale..... **\$3.25**
16 Button Monitor, Pique and Trefousse Pique, black, white and browns. All sizes. Regular \$5.00 a pair, during May Sale..... **\$3.75**
16 Button Cape, Pique and Pique. In dark tans. Regular \$4.50 a pair, during May Sale..... **\$3.75**
16 BUTTON SUEDE GLOVES
Black, White and Operas. All sizes. Regular \$3.25 a pair, during May Sale..... **\$2.25**
REDUCED PRICES ON ALL OTHER KID GLOVES.

HANDKERCHIEFS

Plain white and printed hemstitched Handkerchiefs. Regular price 5c each, during May Sale..... **3c**
Women's Hemstitched Handkerchiefs, with neat Hand Embroidered Initials. Regular price 8 1/2c each, during May Sale..... **5c**
Women's Unlaundered Hemstitched Linen Handkerchiefs, with Initials. Special during May Sale..... **10c**
Women's Fine French Finish Linen Handkerchiefs, with Initials. Regular price 15c each, during May Sale..... **10c**
Women's Hemstitched, Embroidered and Sealed Embroidered Swiss Handkerchiefs, 20c 25c values, during May Sale..... **15c**
Another lot, same as above, up to 60c values, during May Sale..... **25c**

RIBBONS

An immense line of wide Ribbons—Taffetas, Satin Taffetas, Faillelines and Fancies. All colors. Values up to 50c, and up to 5 1/2 inches wide. Special during May Sale, a yard..... **25c**

EMBROIDERIES

Corset Cover Embroideries and 18 inch Flouncings, up to 60c values, during May Sale, a yard..... **25c**
Another lot, same as above. Up to \$1.00 values. During May Sale, a yard..... **50c**
A lot of fine Swiss Embroidery, wide for Waist fronts, regular \$1.25 and \$1.50 values, during May Sale, a yard..... **\$1.00**
A lot of fine Batiste Embroidery, wide and made especially for Waists and Waist Fronts, the latest styles, very handsome designs. Regular \$3.50 values, during May Sale, a yard..... **\$2.50**
Immense lot of fine Swiss Embroideries, Edgings and Insertions, in sets to match, lengths from 4 1/2 to 6 1/2 yards, during May Sale..... **Half Price**
ALL OTHER EMBROIDERIES 20 PER CENT OFF.

LACES AND INSERTIONS

French Valenciennes Laces and Insertions, worth 40 per cent more than we ask for them. Will be sold during May Sale,..... **35c to \$1.00** at per dozen yards.....
All other Laces and Nets, Chiffons, All-Over, etc., during May Sale..... **20% OFF**
Our entire line of Ladies' Collars, fancy neckwear, Chemises, Yoke Collars, Bows, Flies, Collar and Cuff Sets, etc., during May Sale..... **20% OFF**

PURSES AND HAND BAGS

Our entire line of Ladies' Belts, during May Sale..... **25% OFF**

SILK GLOVES

"Kaysen" double finger tips. All sizes and colors. Regular 65c a pair, during May Sale..... **50c**
Regular \$1.00 a pair, during May Sale..... **75c**
Regular \$1.25 a pair, during May Sale..... **\$1.00**
16 button Silk Gloves, double finger tips, black and white, all sizes. Regular \$2.00 a pair, during May Sale..... **\$1.25**
"Kaysen" double finger tips, 12 button length. Regular \$1.75 a pair, during May Sale..... **\$1.40**
"Kaysen" and "Fowney's" 16 button length, double finger tips, all colors and sizes. Regular \$2.00 a pair, during May Sale..... **\$1.60**
Regular \$2.25 a pair, during May Sale..... **\$1.75**
Regular \$2.75 a pair, during May Sale..... **\$2.15**
ALL OTHER SILK AND LISLE GLOVES AT REDUCED PRICES.

25 PER CENT OFF ALL JEWELRY.

During our Great May Sale all jewelry will be sold at One-Fourth less than Regular Price. Watches, Watch Chains, Watch Fobs, Gold Neck Chains, Lockets, Brooches, Plain Jeweled and Signet Rings, Bracelets, Baby Pins, Watch Pins, Hat Pins, Stick Pins, Gold, Pearl, Amber, Jade and 25% OFF Various Beads, Fancy Combs, Cuff Buttons, etc., during May Sale..... **HALF PRICE**
ALL FANCY BEADED PURSES DURING MAY SALE..... **HALF PRICE**

NO GOODS SENT ON APPROVAL.

GREAT MAY SALE REDUCTIONS IN CARPET DEPT.

An impressive sale that will appeal to every housewife. Carpets, Rugs, Linoleum, Wall Paper, Curtains, Window Shades, Table and Couch Covers, Portieres, etc. sale price at exceptional reductions. Truly a money saving opportunity that will bring lovers of home beauty and comfort hurrying here.

Extra fine quality Axminster, worth \$1.55, sale..... **\$1.42 1/2**
Alex. Smith's famous Axminster, worth \$1.85, sale..... **\$1.15**
Fine Wilton Velvets, worth \$1.55, sale price..... **\$1.15**
Best 10-wire Tapestry Brussels, worth \$1.25, sale price..... **97 1/2c**
Fine Tapestry Brussels, worth \$1.00, sale price..... **80c**
Fine Tapestry Brussels, worth 90c, sale price..... **69c**
Best All-Wool Extra Super, better than 3 Ply, worth \$1.25, sale price..... **95c**
Best All-Wool Extra Super, worth \$1.00, sale price..... **72 1/2c**
Best C. C. Extra Super, worth 90c, sale price..... **63 1/2c**
Unusually, half-wool Unions, worth 60c, sale..... **42 1/2c**
A nice variety of Sultan Carpets, reversible, worth 45c, sale..... **32 1/2c**
Eight and ten pair Extra Heavy Cotton Carpets..... **30 & 35c**

RUG REDUCTIONS.

A splendid collection of Rugs from full Carpet size to Mats 18x36 inches in the latest designs and all qualities.
9x12 ft., French Wiltons, worth \$65.00, sale price..... **\$49.00**
9x12 ft., Bigelow Axminsters, worth \$50.00, sale price..... **\$39.00**
9x12 ft., Wilton Velvets, worth \$40.00, sale price..... **\$39.00**
9x12 ft., 6000 Wilton Velvets, worth \$37.50, sale price..... **\$29.00**
9x12 ft., 4000 Wilton Velvets, worth \$30.00, sale price..... **\$23.75**
9x12 ft., Smith's Best Axminsters, worth \$30.00, sale..... **\$24.00**
9x12 ft., Smith's Saxony Axminsters, worth \$27.50, sale..... **\$22.50**
9x12 ft., Superior Tapestry Brussels, worth \$26.00, sale..... **\$21.00**
9x11 ft., Nine Wire Tapestry Brussels, worth \$16.50, sale..... **\$12.50**
8 1/2 x 10 ft., a few of all grades, proportionately low.
1,000 Small Rugs from 18x36 inches to 4x7 feet, at unheard of prices, the greatest values ever offered.

All Carpets sewed, lined and laid 10c a yard extra.

LINOLEUM BARGAINS.

A splendid assortment of the newest patterns. Great variety of the latest designs in printed linoleums, all 6 feet wide excellent qualities—
\$1.00, \$1.10, \$1.40 a yard Domestic and English linoleums, well seasoned goods, the color goes right through to the back, splendid variety to choose from; sale price—
\$2.50 to \$2.75 and \$3.00 a running yd.

WALL PAPER AND DECORATIONS.

A fine assortment of the latest creations and best designs of foreign and domestic manufacture, exquisitely colored, beautiful effects, worth double, during May Sale, 10c, 15c, 20c, and 25c per double roll. Room remodeling to match at the lowest possible prices.

LACE CURTAINS.

2,500 pairs, each pair stylish, dainty and beautiful designs, during May Sale, 25 to 30 per cent off. These are better values than can be had in Chicago.

WINDOW SHADES, complete, strong and durable, in all colors—

30c, 40c, 50c and 60c each. An endless variety of Tapestry Table and Couch Covers, all sizes, qualities and colors. From the cheapest to the best. During May Sale..... **25 to 30 per cent off.**

SPECIAL PRICES ON HEAVY PORTIERS TO CLOSE.



MAY SALE REDUCTIONS IN CHINA, GLASSWARE & CROCKERY

Only once a year are you privileged to select from such fine qualities as we carry at prices like these. June with its numerous weddings is rapidly approaching, why not purchase your wedding presents now and save money?

MANY USEFUL AND ORNAMENTAL ARTICLES WILL BE SOLD IN THIS SALE AT 20 PER CENT OFF.

Odd Cup and Saucers, Plates, Chop and Knife Plates, Salads, Celerics, Cracker Jars, Pitchers, Creams, Fancy Lamps, Jardens, and many Fancy Pieces of China at 20 PER CENT OFF.

Dinner Sets at Reduced Prices.

Special Reduction on Toilet Sets. MANY OTHER LINES AT PRICES THAT WILL MOVE THE GOODS TO MAKE ROOM FOR NEW ARRIVALS.

Come, Consider, Criticise and Compare.

MAY SALE REDUCTIONS IN

Underwear Hosiery Corsets

Z. C. M. I.'s May Sale will be the greatest bargain opportunity of the year in Underwear and Hosiery—we always carry the finest grades and sell at the lowest possible prices. These reduced prices will be especially attractive. We are showing the newest models in Corsets, Girdles and Ferris Waists, in design, workmanship, materials and finish they are simply exquisite. Our entire line will be included in this Great May Sale.

KNITTED UNDERWEAR REDUCTIONS.

Ladies' Union Suits in all the latest fabrics and various cuts, in cotton, lisle, silk, silk and wool, silk and cotton mixtures, wool and cotton, and all wool materials.
50c values in May Sale only..... **25c**
75c values in May Sale only..... **50c**
\$1.00 values in May Sale only..... **75c**
\$1.25 values in May Sale only..... **95c**
\$1.50 values in May Sale only..... **\$1.15**
\$1.75 values in May Sale only..... **\$1.35**
\$2.00 values in May Sale only..... **\$1.50**
\$2.25 values in May Sale only..... **\$1.75**
ALL OTHER UNION SUITS IN STOCK NOT MENTIONED WILL BE GREATLY REDUCED.

Children's Union Suits, in cotton, wool and lisle, in high neck and long sleeves, low neck and no sleeves, knee length. Also low neck and no sleeves with umbrellas lace trimmed bottoms. 75c values in May Sale only..... **50c**
\$1.00 values in May Sale only..... **75c**
\$1.50 values in May Sale only..... **\$1.15**
LADIES' EXTRA SIZE UNION SUITS, ALL CUTS, ONE-FOURTH OFF REGULAR PRICE.

Ladies' Knitted Corset Covers: 50c values in May Sale only..... **25c**
75c values in May Sale only..... **50c**
Dr. Deime's Linen Mesh Underwear, Vests and Pants, 1/4 regular price.

Ladies' white ribbed cotton Summer Vests with low neck and no sleeves, also low neck and short sleeves: 25c values in May Sale only..... **15c**

Ladies' cotton, lisle, mercerized and silk Vests, with low neck and no sleeves, low neck and short sleeves, high neck and long sleeves: 50c values in May Sale only..... **25c**
75c values in May Sale only..... **50c**
\$1.00 values in May Sale only..... **75c**
\$1.25 values in May Sale only..... **95c**
\$1.50 values in May Sale only..... **\$1.15**
\$1.75 values in May Sale only..... **\$1.35**
\$2.00 values in May Sale only..... **\$1.50**
\$2.25 values in May Sale only..... **\$1.75**

Ladies' knitted Drawers in cotton, lisle, wool and wool mixtures. We have these in the umbrellas lace bottom, also knee and ankle tight fitting: 25c values in May Sale only..... **15c**
50c values in May Sale only..... **30c**
75c values in May Sale only..... **50c**
\$1.00 values in May Sale only..... **75c**
\$1.25 values in May Sale only..... **95c**
\$1.50 values in May Sale only..... **\$1.15**
\$1.75 values in May Sale only..... **\$1.35**

Children's Jersey Ribbed Vests, high neck and long sleeves, low neck and no sleeves, high neck and short sleeves: 20c values in May Sale only..... **15c**
25c values in May Sale only..... **20c**
50c values in May Sale only..... **35c**
75c values in May Sale only..... **50c**

Children's Umbrella Lace Trimmed Pants, also knee and ankle tight fitting: 25c values in May Sale only..... **15c**
50c values in May Sale only..... **35c**
75c values in May Sale only..... **50c**
\$1.00 values in May Sale only..... **75c**
\$1.25 values in May Sale only..... **95c**

LADIES' UNION SUITS, with low neck and no sleeves, knee length. Regular price 60c, during May Sale only..... **35c**
Children's Union Suits, high neck and long sleeves, knee length. Regular price 50c, during May Sale only..... **25c**

LADIES' UNION SUITS, with wide leg lace trimmed, knee length, low neck and no sleeves. Regular price 50c, during May Sale only..... **25c**

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LADIES' UNION SUITS, with wide leg lace trimmed, knee length, low neck and no sleeves. Regular price 50c, during May Sale only..... **25c**

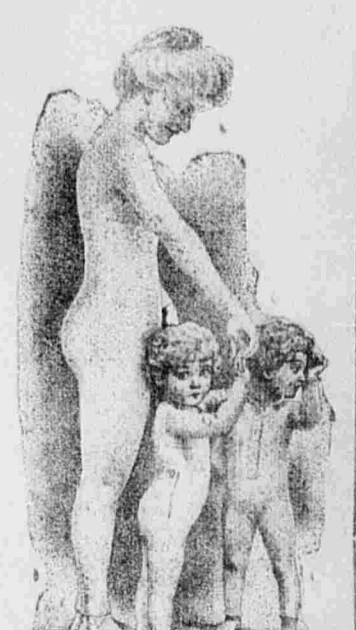
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LADIES' UNION SUITS, with low neck and no sleeves, knee length. Regular price 60c, during May Sale only..... **35c**

Children's Union Suits, high neck and long sleeves, knee length. Regular price 50c, during May Sale only..... **25c**

SILK VESTS AND UNION SUITS.

Ladies' Silk Union Suits, with low neck and no sleeves, knee length. Regular price \$3.50, during May Sale only..... **\$4.25**
Ladies' Silk Vests, in high neck and short sleeves, high neck and long sleeves, slightly soiled. Regular \$3.50 values, during May Sale only..... **\$1.75**
Regular \$4.50 values, during May Sale only..... **\$2.25**

MUSLIN UNDERWEAR.

Ladies' Corset Covers, an exceptional value at regular prices. Daintily trimmed in lace, with insertion and beading. Regular 35c values, during May Sale only..... **25c**
Regular 45c values, during May Sale only..... **35c**
Regular 55c values, during May Sale only..... **45c**
Regular 65c values, during May Sale only..... **55c**
Ladies' Muslin Drawers, with hemstitching, tucks and embroidery trimming. Regular 55c values, during May Sale only..... **35c**
Regular 65c values, during May Sale only..... **45c**
Regular 75c values, during May Sale only..... **55c**

LADIES' MUSLIN SKIRTS HALF PRICE

Ladies' Long Muslin Skirts, with deep double ruffle, neatly trimmed with tucks and wide embroidery. Regular price \$1.25, during May Sale only..... **65c**
Ladies' Long Muslin Skirts, with 12 inch double ruffle, trimmed in tucks and wide embroidery. A bargain at \$1.50, during May Sale..... **75c**
Ladies' Long Muslin Skirts, with 12 inch double ruffle, and two rows of lace insertion and tucks, with deep lace edge. A \$1.50 value, during May Sale only..... **75c**
Ladies' Long Muslin Skirts, with 16 inch double ruffle, and two rows of wide lace, insertion tucks and wide lace edge. A \$2.00 value, during May Sale only..... **\$1.00**
Ladies' Long Muslin Skirts, with 16 inch double ruffle, trimmed in tucks and wide embroidery. A regular \$4.50 value, during May Sale only..... **\$2.25**

ONE-FOURTH OFF

All Muslin Underwear not specially advertised during May Sale One-Fourth Off. This includes our large and complete line of GOWNS, CHEMISES, DRAWERS, CORSET COVERS, etc., etc. 25 per cent reduction off all infants' long slips and skirts—short slips and skirts—infants' knitted and silk embroidered sacques—infants' shirts and bands—infants' knitted booties, etc., etc. Children's muslin drawers at greatly reduced prices. Regular 15c values, during May Sale only..... **10c**
Regular 20c values, during May Sale only..... **15c**
Regular 25c values, during May Sale only..... **20c**
Regular 30c values, during May Sale only..... **25c**
Regular 35c values, during May Sale only..... **30c**
Regular 40c values, during May Sale only..... **35c**
Regular 45c values, during May Sale only..... **40c**
Regular 50c values, during May Sale only..... **45c**
Regular 55c values, during May Sale only..... **50c**
Regular 60c values, during May Sale only..... **55c**
Regular 65c values, during May Sale only..... **60c**
Regular 70c values, during May Sale only..... **65c**
Regular 75c values, during May Sale only..... **70c**
Regular \$1.00 values, during May Sale only..... **75c**
Regular \$1.15 values, during May Sale only..... **80c**