THE "NEWS" ADVERTISERS.

What They Offer the Public on the Eve of the Holidays.

WILL PAY YOU TO GIVE THEM A CALL

Who Have Been In Business for a Long Period of Years and the Excellence of Their Wares and Cordial Treatment of Patrons are as Well Known as the Land Marks of the City.

Salt Lake City compares very favorably with cities of twice her size in the East as regards her wholesale and retail business houses and the enterprise shown by her merchants. A stroll down East Temple street especially at this season of the year, will convince the stranger by a glance at the amount of plate glass frontage, together with the low price placed upon all goods tastefully displayed behind that local merchants are progressive; while displaying their goods thus tempting the purses of would-be purchasers to a certain degree, the progressive merchant never leaves chance to further make his offers known; he utilizes the daily press and thus reaches the majority who have not the time, inclination or desire to be on the streets, but who by their fireides read the news of the day, and accordingly plan their shopping expeditions at home, guided by the ads displayed in their daily paper. Doubtedly the following live mercantile have realized this best years ago, hence they would as soon neglect the reading public as to cease to notice the sun a year. The following are the News contract advertisers, some of whom have never missed a day for over twenty-five years:

Z. C. M. I.

Foremost amongst our oldest continuous advertisers ranks the Z. C. M. I. and is an institution every Salt Lake citizen has been cognizant of for years. Since its organization in 1868 with a capital stock of $100,000, which has been increased to the present date to $1,500,000, the annual sales of the various departments in which may be found every article necessary to comfort, life and luxury, aggregate the vast sum of $4,000,000. In both retail and wholesale departments a small army of clerks are kept busy dispensing of the varigated stock, which ranges from a jacket of the tacks to the latest creation of the milliner's art, from a stove to the best imported fabrics, everything is there represented, and the man or woman who cannot find there what they want verily would be hard to please.

The Z. C. M. I. shoe department is one of the finest in the West as regards the magnitude of its stock, its facilities, furnishings and general aspect. One cannot realize this mammoth establishment without referring to the shoe factory, a large four-story building in the rear of the Z. C. M. I. proper. In the establishment some 300 hands are employed, two 100-horse-power engines