TREMENDOUS AUTUMN SALE

DURING ALL NEXT WEEK
DONT MISS IT

A RECORD BREAKING SALE

If ever a store was decked in robes of fine merchandise at quick-selling prices, Z. C. M. I. is so. This is the store for real bargains, because however low our prices may be, the quality of goods is always a matter of pride to you and to us. This Big Sale is a Realistic Exposition of the pre-eminent bargain-giving power of this great store. Every personal and household need for winter's comfort has been included in the list of opportune money-saving specials. Economical ideas in every line of this advertisement, which will crowd each of the departments represented every day during the week. Sale starts early Monday morning. These are simply hints—there will be hundreds of other bargains.

PRICES CUT TO THE ROOTS
ALL NEW GOODS

Z. C. M. I.

⅓ Off Prices Black Dress Goods

Thousands of yards to choose from. We cannot urge you too strongly to take advantage of these phenomenal offerings. All the newest, most fashionable, up-to-now black fabrics are included in this big sale.

A special line of black Serges, Eoliennes, Mohairs, Whipcords, Alpacas, Broadcloths, etc. They sell regularly at 65c to $2.00 a yard; for Monday and the week all prices will have a

33⅓ Per Cent Discount.

Novelty Suitings

$2 to $3 Goods for $1.00 a Yard. French and Scotch

In dress pattern lengths or by the yard. They are sold regularly at $2.00 to $3.50 a yard, and are true values at those prices. Not odd lots of old materials, but every piece is spick-span, fresh fall merchandise—the very best from the leading looms of the country. Such extraordinary values will make our dress goods section the center of attraction every day. Just stop and think a moment—

$2.00 to $3.50 Suitings at $1.00 a Yard.

65c, 75c & 85c Wool Dress Goods, 50c

Wool dress goods of the kind that will wear and give satisfaction. We will include in the sale all plain and fancy mixtures in Wool and Mohairs. Every late pattern is shown, plaids and pretty small check effects being the strictly correct weaves. These goods are sold regularly at 65c, 75c and 85c a yard, so if you want to take advantage of this radical reduction in price, be here early.

Monday and Week 50c a Yard.

Ladies' 75c Underwear, 50c

Time for heavier underwear—that fact is being made clearer to you every morning, nowadays. And this is the place to get it—especially if you want the really fine grades. What do you think of this:

Ladies' extra fine Fleeced Vests and Pants, the famous Munsing brand, silver gray, sold regularly at 75c a garment, but is now made a "special" for this big autumn sale—

75c Vests for 50c
75c Pants for 50c

Ladies' 50c Underwear, 25c

Did you ever hear of such a bargain before? Our reputation for good values in Underwear is fully maintained by the present stock, and a critical comparison with other lines will convince you that your interests are best served at this store. Read on—

Ladies' Ecru Vests, a heavy fleeced fabric, which has always sold for 50c net, will be offered during the whole week at just half the price.

50c Ecru Vests 25c

Ladies' 25c Fleeced Hose, 15c

There'll be livele times at the Hosiery Department Monday morning. It is out intention to make this the hosiery center for the ladies of this city, and as a special inducement to come and see our superior lines of women's and children's hose we offer the following:

Ladies' Fleece Lined Black Cotton Hose, the regular price is 25c a pair, and its an exceptionally good value at that price. The sale price will be

15c a Pair.

Special Values Will Be Found

in our entire new Lines of Knitted and Muslin Underwear, Corsets, Hosiery, Baby Bonnets, etc.

Z. C. M. I. is the Underwear store; it buys more underwear than any two other stores in Utah, and that's the reason why the same price you pay elsewhere will buy better garments at Z. C. M. I. The same may be said respecting other articles in this department.

Come and See.

Buster Brown 25c Belts for 15c

Enough for nearly every child in Salt Lake, and surely no mother of a small boy will fail to buy two or three of them. Patent Leather, Double Buckles, Curved Front, Black, Red and White. The regular price is 25c, but during this sale it will be **15c**

Ladies' 25c Belts for 15c

A very nobby line of Ladies' Patent Leather Seamed Belts in Black only, a remarkably good value at 25c, special price for this big sale **15c**

Ladies' 10c and 15c Emb. Collars 5c

An attractive line of Ladies' Embroidered Turnover Top Collars, in a great variety of designs, 10c and 15c values will go during the Big Sale for **5c**

Another lot of the above, values from 20c to 25c, will be sold during this big sale at **10c**

35c to 45c Ribbons at 25c a Yard.

Such weaves and shades as Fashion's edict demands for the present season's wearing. Plain Satin and Mousseline Taffeta Ribbons, 3½ to 5½ inches wide all colors, regular prices are 35 to 45c a yard. Special for week **25c**

ZION'S CO-OPERATIVE MERCANTILE INSTITUTION

White Japanese Flannels

20 Per Cent Off. More Off on Some.

All next week we will sell our entire stock of White Japanese Flannels at Big Reductions in prices. These goods have a linen warp and wool filling, guaranteed not to shrink when washed. Every piece has been steam shrunk. The wise woman will come early to insure getting what she wants.

The 27 inches wide has sold regularly at 50c, in this Sale it will be **40c**

The 32 inches wide has sold regularly at 50c; in this Sale it will be **50c**

The 36 inches wide has sold regularly at 75c; in this Sale it will be **60c**

WHITE WOOL FLANNELS.

25c Value for 20c
35c Value for 27½c
60c Value for 50c

Just what you need all the time for Infants' and Childrens' wear during the winter months. It serves for underskirts for the older girls and the women, too. We have marked the prices down on all Plain White Wool Flannels as follows:

The 27 inches wide, which sells regularly for 25 cents a yard, will be **20c**

The 32 inches wide, which sells regularly for 35c a yard, will be **27½c**

The 36 inches wide, which sells regularly for 60c a yard, will be **50c**

Shaker Flannels—Big Reductions.

Now, you all know what these goods are worth, and we believe that no woman in Salt Lake will let this sale go by without getting a good supply at these remarkably low prices:

36 inches wide, a regular 40c value, to sell during this Sale at **30c**

36 inches wide, regularly sold at 65c, will be sold during Sale at **50c**

The regular 75c value, 36 inches, wide, will go in this Sale at **60c**

The regular 85c quality, 36 inches wide, will be offered you at **65c**

The regular $1.00 Shaker Flannel, 36 inches wide, will sell for **75c**

16 2-3c Remona Flannels, 12 1-2c

You just can't keep your hands off it, when you see it; it is so good. And just think of making such a big cut in the price. It's worth nearly 17c a yard, and we offer it to you at two yards for a quarter.

It is the genuine Honeycomb Remona Flannel, in white, cream, pink, blue and cardinal; two different designs, will be sold during the whole week for, a yard **12½c**

PLAIN WHITE CHINCHILLA, 32 inches wide, regular price 65c, will be sold at, a yard **50c**

75c quality Chinchilla, 36 inches wide, will be sold at, a yard **60c**

Embroidered Flannels.

Very Little Prices

Now this is something that will make the mothers glad. It gives them an opportunity to get baby something real fine for very little money. It's only because the pieces are in short lengths that we would ever think of putting so small selling prices on them. See here:

$1.00 Embroidered Flannels, a yard	**65c**
$1.25 Embroidered Flannels, a yard	**75c**
$1.50 Embroidered Flannels, a yard	**$1.00**
$1.75 Embroidered Flannels, a yard	**$1.15**
$2.00 Embroidered Flannels, a yard	**$1.25**
$2.75 Embroidered Flannels, a yard	**$1.90**

Bed Quilts—Big Specials.

All Quilts, in sizes 72x78 and 81x90, silkoline and sateen covered, with pure white cotton filling, thoroughly sanitary, will sell like this:

Quilt, worth $1.10, for	**.95c**
Quilt, worth $1.50, for	**$1.29**
Quilt, worth $1.75, for	**$1.40**
Quilt, worth $2.25, for	**$1.75**
Quilt, worth $3.00, for	**$2.40**
Quilt, worth $3.50, for	**$2.85**
Quilt, worth $3.75, for	**$3.00**
Quilt, worth $4.00, for	**$3.50**
Quilt, worth $4.50, for	**$3.75**

CUSHIONS—A very pretty line of well filled cushions for cozy corners, in fancy art tickings and denim, $2.00 cushion for $1.50; $1.50 cushion for $1.20; $1.00 cushion for 75c.

Wool Blankets Underpriced.

The sharp edge Jack Frost has given the night air makes thoughts wander toward snug bed coverings. Economy sends purchasers to Z. C. M. I. All Grey, Mottled, Vicuna and White Wool Blankets, will go in this sale at the following prices:

$4.00 Blankets for, per pair	**$3.40**
$6.50 Blankets for, per pair	**$5.50**
$7.00 Blankets for, per pair	**$5.95**
$7.50 Blankets for, per pair	**$6.25**
$8.50 Blankets for, per pair	**$7.25**
$9.00 Blankets for, per pair	**$7.50**
$10.00 Blankets for, per pair	**$8.50**
$11.00 Blankets for, per pair	**$9.35**
$12.50 Blankets for, per pair	**11.50**

Bath Mats and Bath Towels.

A beautiful assortment of Turkish Bath Mats, in all shades and designs, will be sold in this big sale at the following low prices:

$1.00 Bath Mat, for	**80c**
$1.50 Bath Mat, for	**$1.20**
$2.25 Bath Mat, for	**$1.75**
$2.50 Bath Mat, for	**$2.00**
TURKISH BATH TOWELS, size 20x48, regular price 25c, will sell for	**20c**
25c Value, size 24x50, for	**27½c**
50c Value, extra heavy, size 24x52, for	**40c**
75c Value, extra heavy, size 29x60	**60c**
$1.00 Value, extra heavy, size 30x56	**75c**
$1.25 Value, extra heavy, size 24x56	**$1.00**

In Art Dept.

Tinted Cushion Covers, sold regularly at 35c, 50c and 75c, during Sale ..... **3c 3 c 5 c**

Lithographed Cushion Covers, sold regularly at 35c, during big sale **23c**

Japanese Cushion Covers, sold regularly at 35c, 50c, $1.50, during big sale ..... **c 3 c $1.00**

Readymade Oriental Covers, sold regularly at 35c, during big sale **23c**

Tinted Centerpieces, on tan and gray linen, worth 25c, 35c and $1.50, during sale **3c 50c $1.00**

Pillow Cord, in Silk, worth 20c, for **15c**

Pillow Cord, in Cotton, worth 12½c, for **10c**

Pillow Girdles, in Silk, worth 75c, for **65c**

Pillow Girdles, in Cotton, worth 35c, for **30c**

Cluny Lace Scarfs and Lunch Cloths, worth from $2.50 to $17.00 at—

1-3 OFF ALL PRICES

Dozens of Other Bargains.

HAS THE PEOPLE'S CONFIDENCE

A Tremendous Sale of Millinery.

Values from $6.00 to $10.00 for $4.95. Seventy-five Hats in the lot, and every one is thoroughly new and authentic—superb examples of the highest artistic skill. They are the new and pretty velvets, some with plumes, others wing trimmed. A great attraction in style and price right in the height of season.

None Worth Less Than $6 00, Many Worth $10 00, to Sell For $4.95

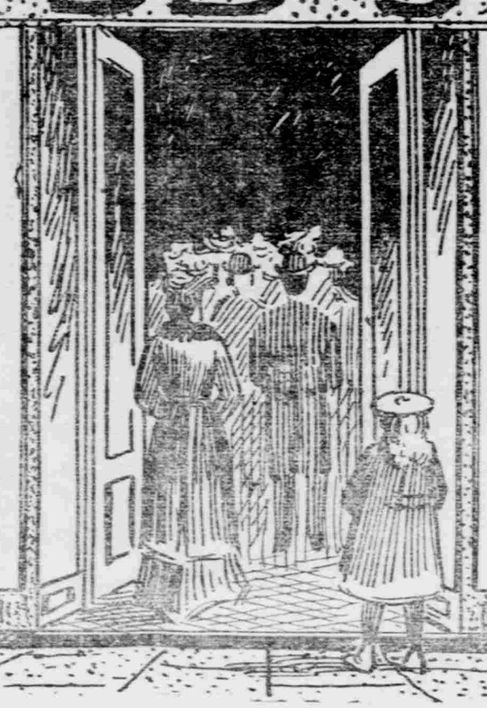
We have several hundred pretty hats, on all of which we will make special prices for this Big Autumn Sale. The air of elegance in our Millinery is not a temporary phantom, but a quality that will last, because all materials used are of the best. No garishness, nothing commonplace. Come any day, but best come early in the Week.

One-Fifth Off All Prices Of Girls' School Coats.

Not one or two styles picked out and priced for bait, but the whole line—stacks and stacks of each age, hundreds of different styles to select from. Every coat is perfectly fresh and new, just unpacked, styles and fabrics being strictly up-to-the-minute in design and weave. This discount will give you a—

$4.50 Coat for $3.60	$10.00 Coat for ..... $ 8.00
$5.00 Coat for $4.00	$11.00 Coat for ..... $ 8.80
$6.50 Coat for $5.20	$12.50 Coat for $10.00
$7.50 Coat for $6.00	$13.50 Coat for $10.80
$8.50 Coat for $6.80	$15.00 Coat for $12.00
$9.00 Coat for $7.20	$16.50 Coat for $13.20

and so on throughout the entire range of prices.



Silk Petticoats at Just Half Price.

Perhaps the most important feature of the sale is the extraordinary price concessions. But to understand its true importance, you must hold in mind that the garments offered are all made of first quality materials, and are in colors approved by present Fashion.

A Silk Petticoat is a necessity for dress occasions, and we make it very easy during this sale for every woman to get one.

There will be three different lines at so many prices, plaited and plain, with deep ruffles, most all colors, and black.

A $6.00 Petticoat for $3.00
A 6.50 Petticoat for 3.25
A 7.50 Petticoat for 3.75

$1.00 to $2.00 Silks Will Be Sold for 50c

Right now you are thinking of your Winter Party Dress or a real fine holiday costume; or maybe all you can afford to think about is a new Silk Waist for "Special Occasions." No matter what it is you want in silk, you can no longer have an excuse for not gratifying your wishes. Come to this sale and be convinced. For example:—

Peau de Crepes, Louisiennes, Pin Checks, and Moires, in all the "fetching" colors, from the darkest to the most delicate evening shades, Taffetas, changeable Peau de Cygnes, Chameleons, and a number of others, too numerous to mention here. Some of the most exquisite things for Opera Cloak Linings you ever saw. These silks are sold regularly for $1.00 to $2.00 and more a yard, but for this Big Record Breaking Autumn Sale as Z. C. M. I. they may be had at 50c a yard. "What! You don't mean it." "Yes!. We do mean it—" Only **50c**