We Have Inaugurated

A GREAT HARVEST SALE

For Conference and Fair Visitors

YOUR CROPS ARE ALL IN. OUR GOODS ARE ALL IN.

We have gleaned an immense stock of the very best merchandise from the leading markets of the world, anticipating your needs and the consequent heavy CONFERENCE BUSINESS. You are all acquainted with the character of this house—its reputation for carrying none but dependable goods, and the reliability of it's word when it says it has bargains to offer. We are not going to ask you to buy shop-worn, out-of date goods, but this season's latest styles and fabrics. If quality is considered with price, you cannot get as much value for your money at any other store in this city, as we are able to give. The following inducements will afford you an idea of offers you may expect in every section of this mammoth establishment during Conference and Fair week. Come in—we want to see you.

SALE CONTINUES UNTIL SATURDAY NIGHT.

Fall & Early Winter Furs

High Class Novelties.

No one contemplating the purchase of furs this season can afford to do so without inspecting our authoritative showing. There is an individual style to our furs that appeals to particular people.

Ladies' Fur Neck Scarfs, Boas and Fancy Scarfs of every description. A Beautiful Line of Children's Furs in sets and separate pieces. An Elegant lot of Fur Lined and Fur Trimmed Coats. Prices to suit all sized purses.

The Greatest Silk and Dress Goods Bargains Ever Offered!

Every Piece Has Fashion's Approval. The Latest and Best Weaves.

Hundreds of bolts of new Taffeta Silks, in black and other colors, the quality that always sells at 85c a yd. during Conference and the Fair week, the Harvest price will be . . . **60c**

Also another lot of Dress Goods, in dainty figured effects, regular price 65c to 85c a yard, during Conference and Fair week, the Harvest price will be . . . **50c**

A large line of Novelty Dress Goods in dress pattern length or by the yd. regular prices from $2.50 to $3.75 a yard, Harvest bargain price . . . **$1.00**

The Cloak & Suit Dept.

We Invite You to Visit this Charming Section.

It is teeming with new goods—brimful of the newest and cleverest ideas, making the selection of a new garment a matter of unusual ease. The stock comprises every new, high-class, original and exclusive design. English Box Coats, Tourist Coats in gray and Scotch mixed fabrics, Wool Chinchilla, Astrakhan and Squirrel Trimmed Coats of all styles. A full line of Suits and Separate Skirts for Ladies and Misses, in Panama, Broadcloth, Voille, Chiffon Panama and other cloths.

BATH ROOM NECESSITIES.

SPECIALS FOR THE HARVEST SALE.

BATH MATS.

We are showing an elegant line of Bath Mats, in all the latest shades, designs and colors; the former prices have been from $1.00 to $2.50, but during Harvest Sale you may discount the prices one-fifth. Bath Mats will be sold at—

TWENTY PER CENT OFF.

BATH TOWELS.

The kind that don't scratch, a fine, soft texture, so agreeable to the skin. They are made of Terry Cloth, and are bleached. Four sizes, four good values at regular prices—now four big bargains.

54x33 inch usually sold at $1.75 each. Harvest Sale Price will be..... **$1.40**

54x23 inch, usutlly sold at $1.25 each. Harvest Sale Price will be..... **$1.00**

58x30 inch, usually sold at $1.00 each. Harvest Sale Price will be..... **80c**

54x27 inch, usually sold at 75c each. Harvest Sale Price will be..... **60c**

ONE-FIFTH OFF THE PRICE OF **BED SPREADS.**

For this week's harvest selling we will place on sale 500 Marsielles and Honey Comb Fringed and Hemmed Bed Spreads. 25 different patterns to select from, ranging in price from $1.00 to $9.00 each. In this sale we will dispose of them at a

DISCOUNT OF 20 PER CENT.

NEW NECKWEAR

Ladies' Stock Collars in lace, silk and washable materials, regular values 35c to 50c. Special Harvest Sale price..... **25c**

IMITATION TORCHON LACES 5 CTS

A splendid lot, ¾ to 3½ inches wide, with insertions to match, worth from 10c to 15c a yard. Special Harvest Sale Price ... **5c**

THE NEW MILLINERY.

SPECIAL BARGAINS FOR GREAT HARVEST SALE.

We will show a choice assortment of Ready-to-wear Hats, unsurpassed for quality, style and serviceableness. Harvest Sale Prices..... **$1 to $2.50**

A beautiful line of trimmed Hats, very dressy, all the latest ideas of Fashion, colors and garniture. Conference and Fair Harvest Price..... **$2.75**

SEE OUR SPECIAL OFFERINGS AT $4.00 TO $6.00
SCHOOL CAPS AND HATS ..... 45c TO $1.25

We claim to have the prettiest hats in the city for Women and children, the best values, the latest styles. We are showing a splendid line of Pattern Hats for Wholesale trade.

THREE WHITE HAT SPECIALS

HARVEST SALE INDUCEMENTS

The first is one we have sold right along for $7.00, one of the newest effects in white felt, exquisitely trimmed with white velvet, ribon, wi. gs or plumes, every conceivable shape. Just the proper idea for the Derby during the fair. For the balance of this week it will be marked..... **$5.00**

Another real smart dress Hat in white is one we always get $5.00 for; not so expensively trimmed as the one just described, but a real handsome chapeau, stylishly made in very latest shapes, not so many left but what we should urge you to come quickly to get one. Remember it's a five dollar hat, which will be sold during the Great Harvest Sale for..... **$3.50**

The third all white Hat will probably suit you better for all general purposes; it is one of the more popularly priced creations, exclusive and late in style, chic and desirable. A full value hat even at $2.50, but during the Harvest Sale you may have one for..... **$1.75**

A Full Line of Dent's Gloves for Ladies always in stock at **$1.50 and $2**

Staple Dept., Big Offers.

DURING BIG CONFERENCE HARVEST SALE.

33-inch Madras Ginghams, suitable for Ladies' and Misses' Waists, Children's Dresses and Men's Shirts—every desirable pattern, regular price 25c yard, Harvest price..... **15c**

A splendid line of Zibeline Flannelettes in suitable patterns for Ladies' House Dresses, Wrappers, Dressing Sacques, Kimonas and Children's School Dresses, a staple line, known by the public to be worth 15c a yard, will be given a Harvest price of..... **10c**

The popular Arnold Flannelettes, a finer line than was ever before shown in this city, in designs of Persian, Japanese, Dots, Stripes, Plaids and Figures, regular price 30c yard, Harvest offer..... **15c**

Amoskeag Apron Gingham, sold regularly at 7½c yard, Harvest price..... **6c**

All light and dark colored Outing Flannel, regular 8 1-3c, Harvest price..... **7⅓c**

10c Outing Flannel, dark and light colors, Harvest price..... **8⅓c**

Outing Flannels, usually sold at 12½c, Harvest price..... **10c**

Cotton Blankets, In White, Tan, Gray, Mottled and Striped.

12-4 size, regularly $2.25, Harvest Sale Price	$1.75
12-4 size, regularly $2.15, Harvest Sale Price	$1.60
12-4 size, regularly $1.85, Harvest Sale Price	$1.40
12-4 size, regularly $1.50, Harvest Sale Price	$1.20
11-4 size, regularly $2.00, Harvest Sale Price	$1.75
11-4 size, regularly $1.85, Harvest Sale Price	$1.45
11-4 size, regularly $1.50, Harvest Sale Price	$1.20
11-4 size, regularly $1.10, Harvest Sale Price	85c
10-4 size, regularly $1.00, Harvest Sale Price	80c
10-4 size, regularly 75c, Harvest Sale Price	60c
10-4 size, regular $1.10 Harvest Sale Price	85c
10-4 size, regularly 65c, Harvest Sale Price	49c

Shawls and Steamer Rugs

SPECIALS DURING THIS GREAT SALE.

A complete line of new Shawls just received, Single and Double Wool Shawls, in mixed gray, brown and green plaid patterns, as well as plain grays, browns and blacks, and black and white checks—

$1.75 to $7.50.

A splendid assortment in those thick, soft, warm, reversible Shawls, at all prices from—

$3.00 to $11.00.

Breakfast and Evening House Shawls, in plaids and checks—

75c to $1.50

An elegant line of Steamer Rugs, equally useful to travelers by team and rail over land—

$7.50, $9.50 and $15.00.

IF WE DON'T HAVE WHAT YOU WANT, TELL US.

Zion's Co-operative Mercantile Institution

HAS THE PEOPLE'S CONFIDENCE

BUT If we do have what you want, please tell your neighbor.

KID GLOVES.

During Great Harvest Sale Only.

Women's fine Pique Street Gloves, in all the latest shades, newest Paris point, worth regularly $1.35, for Conference Harvest Sale..... **$1**

Z. C. M. I. Special Street Gloves (the most serviceable glove on the market) in all colors, Paris point embroidered backs, worth $2.00, Conference Harvest Price..... **$1.50**

Embroideries at Half Price

During Great Harvest Sale Only.

An especially fine lot of Mill Ends Embroideries, consisting of Nainsook, Swiss and Cambric, Edgings and Insertions in lengths from 4½ to 6¾ yards, offered during this Conference Harvest Sale at half regular prices.

INFANT'S APPAREL

SPECIAL OFFERS FOR THE HARVEST SALE.

INFANTS' SACQUES, in eiderdown outing flannel, knitted and silk embroidered flannel, a splendid line, in white and all colors. Harvest Sale Price ..... **35c up to $2.50**

INFANTS' KNITTED BOOTEES, in wool and silk. A complete assortment, in all the latest colors, will be sold during Conference Harvest Sale at ..... **15c up to $1.00**

INFANTS' KNITTED KNEE AND PANTEE LEGGINS, in colors, white, and black will be marked during this big Harvest Sale ..... **35c up to $1.25**

INFANTS' KNITTED BANDS AND WRAPPERS, in cotton, wool, silk mixed and all silk, our line was never more complete; Harvest Sale Price ..... **25c up to $2.00**

BABIES' CHILDREN'S AND MISSES' COATS.

The largest line of these Fall and Winter Wearables ever shown in this city. Bearskin, Crushed Plush, Chinchilla Cloth, Panne Velvets, Broadcloths, and Flannels are the fabrics for the Babies and Children's Coats, in red, royal blue, Reseda green, brown, tan and gray, ages 1 to 6 years. Prices range from—

$1.75 to $15.00.

For Misses the variety of styles, fabrics and colors is fairly bewildering. Every coat new this season, many ideas not seen before. Prices from—

$4.00 to $25.00.

Ladies' ¾ Coats in black, blue, green, castor and tan, as well as all the new Fancy Mixtures; an immense assortment of styles; every garment of this season's make. Prices range from—

$7.50, $10, $12.50, $15 and up to any figure desired

Capes We sell so many Capes. Our new line is just in, and the assortment is sure to please. Those in black Kersey cloth are—

$8.50, $10.00 and up to $20.00

Our Clothing Dep't.

Deserves a visit from you whether you purchase or not. We have all the latest styles, and as to price we can do better than any other store in Salt Lake City.

DRESSING SACQUES 60c

DURING THIS GREAT HARVEST SALE.

A very pretty line of Dressing Sacques, made of fleece flannelette, in stripes, shepherd checks and floral designs; light and dark colors, all sizes. So nice and comfortable these autumn days. Special for the Conference Harvest Sale..... **60c**

$3 WRAPPERS FOR $2

How much easier it is to work with a good fitting wrapper on than when you wear a tight fitting dress—and oh, how much easier to buy!

We have a very good line of wrappers, made of Teazledown Flannel, in pretty pink, blue and light grey stripe effects. The value is $3, but the special price for this Harvest Sale will be..... **$2.00**

INITIAL LINEN HDKFS, 25c

DURING THE HARVEST SALE

A beautiful line of Ladies' Linen Handerkerchiefs, made of fine quality Shamrock Linen, with pretty hand embroidered initials. Worth 40c each, but to secure a quick clearance during this great Conference Harvest Sale they will be sold at..... **25c**

SILK AND LEATHER BELTS 25c

DURING THE HARVEST SALE

You have never been offered such bargains before in your life. No other store dares sell them at this price. We buy so many we get lowest prices. Have sold them all summer at 35c to $1.00, but the special price during the Harvest Sale will be..... **25c**

SHOES FOR MEN SHOES FOR WOMEN SHOES FOR CHILDREN

Correct in style, Perfect in fit, satisfying in length of wear. That's our

SHOES

$1 Ladies' Night Robes, 75c

DURING THE HARVEST SALE

LADIES' MUSLIN NIGHT GOWNS, high neck and long sleeves, with embroidery insertion and tucking, a $1.00 gown to be sold this week for..... **75c**

CHILDREN'S MUSLIN DRAWERS, WITH TUCKING, 15c AND UP.

JUST IN—A fine new line of Muslin Underwear, Aprons, Infants' Slips, Skirts and Misses' Dresses.

SOME RECENT ARRIVALS IN THE

DRESS GOODS SECTION.

There is hardly a day passes but what we receive some new goods for this department of the store. The assortment now is unquestionably the largest and most varied we have ever shown. All the new weaves and new colors are represented, making a selection to your taste and demands an absolute certainty.

BOULEVARD SILK FACED VELVETEENS.

We have just received a shipment of real choice Silk Faced Boulevard Velveteens, those rich and natty looking clothes worn so much now for both Dress and Walking Suits. We have them in black and colors.

WIDE WALE CORDUROYS.

Another late comer is a handsome line of colored and black wide wale Corduroys, every piece warranted for color and wear, unsurpassed for high class costumes. Must be seen to be appreciated.

BEAUTIFUL PENSION CHALLIES.

They haven't been opened any more than two or three days, so if you are interested in their newness, and in the exclusiveness of their style and patterns, you will do well to come here in the morning and see them. There is nothing finer made for those who want something just a little bit better than the ordinary. You ought to have some for your Kimona, Wrapper, or Dressing Sacque. Prices are sure to induce a purchase.

VISIT OUR CARPET DEPARTMENT

In anticipation of an unusually large business in Carpets and Rugs, we have provided ourselves with an exceptionally large and beautiful collection of floor coverings, conspicuous for elegance of designs and richness of colorings. The qualities are the best that leading manufacturers produce. The prices are as low as dependable goods will allow us to make them. An elegant line of Lace, Silk and Tapestry Curtains.

Z. C. M. I. HAS THE PEOPLES CONFIDENCE

Z. C. M. I. HAS THE PEOPLES CONFIDENCE

LEAVE AN ORDER FOR A

"MILLER RANGE"

The price you have to pay for one is a little higher than what is asked for other ranges, but it is worth so much more in lasting qualities and every other point that goes to make up a good range, that comparison is useless. It will outlast two ranges of any other name, burning less coal and will heat more water in a shorter time than any other make. Buy one and always be satisfied.