

Z-C-M-I GREAT JANUARY UNDERMUSLIN SALE!



FOR THREE DAYS ONLY—MONDAY, TUESDAY AND WEDNESDAY!

You will find our counters literally heaped with the grandest assortment of Undermuslins for Women, Children and Infants. This is the time when it pays every woman to lay in a whole season's supply. Entirely new styles—the patterns show their daintiness immediately. It will be impossible to obtain similar values this year, both as to quality, fullness of material in a garment, and the tucks, embroidery, lace. Prices range from

25 to 50 Per Cent Off

Included in THIS GREAT WHITE SALE you will find Embroideries at extraordinary reductions, and an attractive showing of specially priced Spring Waists in Linen, Lawn and Damask. In addition a new arrival of Long Silk Gloves will be sold at a big discount. You will surely take advantage of this sale. Experience has taught the people of Salt Lake that when Z. C. M. I. offers goods at reduced prices they are exactly as represented. No marking up. Thousands and thousands of dollars worth of Undermuslins await your selection—spotlessly white and made of fine material. NO EXCHANGES, NO APPROVALS DURING THIS SALE

Undermuslins at Half Price

Just think of saving 50c on the dollar. Unexcelled qualities and values in new and slightly soiled special lines of Ladies' Long Skirts, Drawers, Corset Covers, Chemise, Gowns, Short and Long Aprons, etc., Children's Night Gowns, Short Muslin Skirts and Infants' Short and Long Skirts and Slips, for three days at **50% Off**

Muslin Skirts One-Third Off

Our buyer made a fortunate purchase of a special line of Ladies' Long White Muslin Skirts when in the east, and we will give you the benefit of the buy. They are lace and embroidery trimmed, tucked, hemstitched and plain, and will sell **33 1/3% Off** Monday, Tuesday and Wednesday at **33 1/3% Off**

The Finest Undermuslins That Money Can Buy—New, Crisp, Fresh Stock—Figures Speak Louder Than Words, For Three Days They Will Sell As Follows:

Ladies' Night Gowns.

Trimmed with lace and embroidery—with and without tucking—in all the latest styles of neck and sleeves.

\$1.00 value for75c	\$4.00 value for3.00
\$1.25 value for90c	\$4.50 value for3.35
\$1.50 value for1.10	\$5.00 value for3.75
\$1.75 value for1.30	\$5.50 value for4.10
\$2.00 value for1.50	\$6.00 value for4.50
\$2.25 value for1.70	\$6.50 value for4.85
\$2.50 value for1.85	\$7.00 value for5.25
\$3.00 value for2.25	\$8.00 value for6.00
\$3.50 value for2.60	\$10.00 value for7.50
\$3.75 value for2.85	AND UP TO22.00

Ladies' Drawers.

Made with plain tucks—tucks and hemstitching—embroidery and lace insertion and edging effects.

35c value for25c	\$1.75 value for1.30
50c value for35c	\$2.00 value for1.50
60c value for45c	\$2.50 value for1.85
75c value for55c	\$3.00 value for2.25
85c value for65c	\$4.00 value for3.00
\$1.00 value for75c	\$5.00 value for3.75
\$1.25 value for90c	\$6.00 value for4.50
\$1.50 value for1.10	AND UP TO20.00

Ladies' Chemise.

In the Empire high neck and low cut effects—loose and tight fitting—with and without the long skirt attachment. Lace and embroidery trimmed, also plain, hemstitched and tucked.

85c value for65c	\$2.50 value for1.85
\$1.00 value for75c	\$3.00 value for2.25
\$1.25 value for90c	\$3.50 value for2.60
\$1.50 value for1.10	\$4.00 value for3.00
\$1.75 value for1.30	\$4.50 value for3.35
\$2.00 value for1.50	\$5.00 value for3.75
\$2.25 value for1.70	AND UP TO5.00

Splendid Variety of Ladies' Skirts.

These Skirts are made of first class material and are full and wide, trimmed in the latest designs of embroidery and lace, also with plain hemstitching and tucks.

\$1.25 value for90c	\$5.00 value for3.75
\$1.50 value for1.10	\$5.50 value for4.10
\$1.75 value for1.30	\$6.00 value for4.50
\$2.00 value for1.50	\$7.00 value for5.25
\$2.50 value for1.85	\$7.50 value for5.60
\$3.00 value for2.25	\$8.00 value for6.00
\$3.50 value for2.60	\$9.00 value for6.75
\$4.00 value for3.00	\$10.00 value for7.50
\$4.50 value for3.35	AND UP TO30.00

SHORT SKIRTS.

\$1.00 value for75c
\$1.25 value for90c
\$1.75 value for1.30
\$2.00 value for1.50
\$2.50 value for1.85
AND UP TO7.50

Embroidery Reduction

A splendid variety of Swiss, Nainsook and Cambric Edgings and Insertions, in lengths from 3 to 63-4 yards. These are now marked at half their regular price. ALL NEXT WEEK THIS GREAT PRICE REDUCTION WILL BE CUT IN TWO, and the Embroideries sold at—

One-Half the Reduced Price!

Any of our EMBROIDERY EDGINGS AND INSERTIONS in stock, and we have a variety of uncommonly attractive patterns—very desirable from standpoint of durability, will be sold all next week at

HALF PRICE



CORSET COVER EMBROIDERY, up to 50c values, at29c a yard
LADIES' STOCK COLLARS AND CHEMISETTES atHALF PRICE



Ladies' Corset Covers

The latest styles in Ladies' Corset Covers—daintily trimmed in many kinds of lace and embroidery.

35c value for25c	\$2.00 value for1.50
50c value for35c	\$2.25 value for1.70
65c value for50c	\$2.50 value for1.85
75c value for55c	\$3.00 value for2.25
\$1.00 value for75c	\$4.00 value for3.00
\$1.25 value for90c	\$5.00 value for3.75
\$1.50 value for1.10	\$5.50 value for4.10
\$1.75 value for1.30	AND UP TO50.50

Children's Drawers.

A large and well selected variety.

15c value for12c	55c value for40c
20c value for15c	60c value for45c
25c value for20c	65c value for45c
30c value for20c	70c value for50c
35c value for25c	75c value for55c
40c value for30c	85c value for60c
45c value for35c	\$1.00 value for75c
50c value for35c	\$1.15 value for85c

Shirt Waist Sale.

First Showing and Sale of SPRING SHIRT WAISTS, white lawns, linens and damasks, \$1.50 to \$4.00 grades, open front, open back, long sleeves, short sleeves. Nice variety of pretty patterns. Select your summer supply of medium priced Waists now. Monday, Tuesday and Wednesday at **20% Off**

Long Silk Gloves.

An early shipment of LONG SILK GLOVES just received. Early purchasers will have the benefit of the following price reductions. It will pay you to buy now.

\$2.00 Silk Gloves, 16 button, black and white	\$1.50
\$2.25 Silk Gloves, 16 button, black and white	\$1.75
\$2.50 Silk Gloves, 16 button, black and white	\$2.50

FIRST EXHIBIT OF WOMEN'S NEW SPRING SUITS.

1908 MODELS—AND AGAIN NEW IDEAS ARE EVOLVED.

Visitors to the White Sale are invited to step into the Cloak Department and look at the early arrivals of New Spring Suits. Not a great many, yet enough to indicate style tendencies for the coming GREAT SUIT SEASON.