SALES REACH MILLIONS.

Largest Mercantile Establishment in the West.

ITS DEPARTMENTS ILLUSTRATED.

The Z. C. M. I. Sold Over $3,000,000 in Goods Every Year and Employs Upwards of 400 Persons, with a Pay Roll of $10,000 a Month.

The largest establishment of its kind west of the Rockies is that of the Zion's Co-operative Mercantile Institution, of Salt Lake. The property appreciable its size and magnitude, was erected to hold that operate of 400 men and women are employed under its roof and that fully $10,000 is paid out each month in salaries. To show more demonstrate what an immense establishment it is, it is said necessary within the year. This was opened for business April 1, 1898. Subsequently adjoining land was made extending the frontage to 120 feet.

This was followed by the erection of a four story factory building of brick, four stories and basement, extending from the rear of the store to South Temple street, 165 feet, with a frontage of 50 feet. This was supplied with the latest and most improved machinery, and placed under experienced and competent management, and was in full running order by the fall of 1898. Overalls, dark clothing and shirts were manufactured as well as boots and shoes.

The floor space of the store aggregates 140,000 square feet and the factory 41,000 square feet.

SALES AND RETURNS.

The annual sales of the Z. C. M. I. from its commencement have averaged $3,000,000 and the average of cash dividends paid stock holders has been 11.3 per cent per annum, aggregating $1,600,000, besides stock dividends to the amount of $625,000. One thousand dollars invested in Z. C. M. I. March 1868, has accumulated to no less than $1,314.28, besides earning on its upward $4,000.28 in cash dividends. The Institution maintains a reserve fund of $250,000.

DEPARTMENTS.

Z. C. M. I. was the first establishment in the west to lead out into departmental business. The store is divided into the following departments, viz: A Wholesale Dry Goods and Notions; B. Grocery; C. Hardware; D. Boots, Shoes and Leather; E. Glassware, Chinaware and Crockery; F. Carpets and House-Furnishings; G. Clothing and Men's Furnishings; H. Retail departments.

THE FIRST FLOOR

Of the building with entrance from Main street is occupied by the Retail Departments, comprising Dry Goods, Clothing, Gents' Furnishings, Boots and Shoes, Groceries, Crockery, Glassware, Chinaware, Carpets, Rugs, Wall-paper, House decorations, Boots, Shoes, Rubber goods, Clothing, Men's Furnishings, Groceries, Drugs, Tinware, Hardware, Harness, etc.

AT THE REAR

On store-houses for stoves, piping, sheet-iron and other heavy wares and shipping rooms, stables for teams and wagons, with egress to South Temple street. The basement, extending under the main building, is also used for the storage of heavy goods.

THE SECOND FLOOR

Is used for wholesale dry goods, notions, shelf hardware and grocery stores, with the telephone room and general offices of the establishment.

THE THIRD FLOOR

Is for wholesale clothing and men's furnishings, house furniture, crockery, tinware, etc. Also packing and broom rooms.

Staircases and elevators extend from basement to roof. There are no openings at the sides of the buildings. Light is admitted from the roof, and openings on each of the upper floors nearly or exactly to the first floor in the innermost, P. T. Farnsworth, John R. Barnes, John Henry Smith, Francis M. Lyman, Heber J. Grant, William H. Maloney, General Superintendent, T. G. Webber.

ITS STABILITY AND SUCCESS.

Z. C. M. I. has prospered from the time of its inception. It has weathered the storms of two great commercial panics and several business depressions, maintained its credit in the chief financial and business circles of the country, supplied the inter-mountain region with the best classes of merchandise at living prices, regulated trade in the interest of the masses, made remunerative profits for its stock holders, aided materially in the upbuilding of a growing state, and stands today in the front rank as a flourishing, progressive and successful institution and enterprise owned and managed by men who are in the magnificent Empire of the West.

Main Building of the Z. C. M. I.

Interior Dry Goods Department, Z. C. M. I.

to say, that its annual sales amount to the enormous sum of $3,000,000.

It was first organized under the immediate direction of that illustrious pioneer and leader President Brigham Young, in 1868. The chief purpose of its establishment was for the purpose of its establishment was for the regulation of trade for the people of Utah, in those days a few individuals controlled trade very much for their own interests and in consequence prices were often out of proportion to the real worth of the goods sold. He perceived that if, by co-operative effort, the body of the people became permanent patrons of an institution of this character, while fair returns might accrue to capital invested, the profits would be distributed among the masses and at a time merchandise could be bought and sold at reasonable prices, while "usury" in stakes could be prevented. He further saw that the resources and industries of Utah could be developed by the encouragement of home manufactures, and that these could be promoted by investments of a portion of the profits gained from merchandise, and by preferring home products in the purchases of the institution. This would stimulate skill, provide labor and keep in circulation among the community much money that would otherwise flow out into foreign channels.

The design embraced in also the idea of

BRANCH CO-OPERATIVE INSTITUTIONS

or other similar but independent organizations in the several settlements outside of Salt Lake City, to be supplied at wholesale prices from the Z. C. M. I. purchased only from first hands, direct from manufacturers or importers where practical. This system, or "clubbing" as far as possible, the best goods at the lowest prices were received and its benefits of this nature were diffused to every part of the Territory embraced in the system.

ITS PROGRESS.

Success attended it from the beginning, difficulties were encountered, much misrepresentation were encountered. Stocks of goods were purchased on suitable terms from merchants who were willing to invest in the institution, and provision was made for commensurately to business which soared in Mammon. The first year's sales amounted to $1,250,000. It was

INCORPORATED

In 1878 for a period of twenty-five years. The sales for the year following the incorporation aggregated $2,000,000. Meanwhile branch institutions were established at Ogden, Provo, Logan and afterwards at Idaho Falls, Idaho, each of which conducted a store and flourishing business, while clubbing of stores were opened in Lehi and Ogden which obtained their supplies from Z. C. M. I.

In 1906, the period of the corporation charter expired, the institution was reincorporated September 8th, with a capital of $1,000,000 and enjoyed a business than a quarter of a million for fifty years.

ITS PROMISES

In 1876 a building and twenty feet, was purchased on the original business street of Salt Lake City, at a cost equal to but one year's rent for the building, in one and a half stories, with brick front, Shafts feet, was erected

Furnishings; G. Clothing and Men's Furnishings; H. Retail departments.

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Interior Clothing Department, Z. C. M. I.

the time, and electric light supplies the illumination at night.

THE SHOE FACTORY

Has a capacity of turning out 500 pairs of men and shoes each day, and the Clothing Factory of 50 suits aggregate per day. A good deal of this has been made in Utah, the balance of the merchandise was obtained in every part of the Territory embraced in the system.

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RUNNING NIGHT AND DAY.

The J. G. McDonald Candy Co. Full of Orders—Great Everything West of the Missouri River.

"Where do we get our goods?" said J. G. McDonald, of the J. G. McDonald Candy Co., in answer to a query by a "News" man. "Go for yourself," as he threw down a bundle of orders just received. Some were from Oklahoma, Colorado, Minnesota, Washington, and others from California. In looking over the list of customers it was learned that every State west of the Missouri was currently receiving candy from this factory. Beside on a pile of Holmes's Nuggets," wires a house from Portland, Oregon, was alongside a letter from Denver ordering in addition to 100 pails of nuggets, a case of of Greek Cough Drops. Few people even those who live right here in Salt Lake, appreciate the fact that a candy factory as large as the J. G. McDonald Candy Co. exists here. Some this can be found of its size and importance when it is stated that it occupies a floor space of 30,000 square feet, employs 100 people, and is in operation night and day. Thirty-six years ago it was established by John McDonald, father of the present head of the concern, and during a long period of years it has been gaining in prestige and reputation, until, now it is known all over the great West. Its present location is at 34, 36, 38 West and 37 West Third South street. In addition to everything known in the confectionery line the factory makes a specialty of Greek Cough Drops, a superior cough remedy, Molasses Nuggets and Roast Butter Scotch. These articles are made and sold entirely upon their merits and such great satisfaction have they given that it is difficult that the demand is supplied. The entire product is made with equal care, purity of material used being the first consideration. In manufacturing such quantities of candies it requires a ton of sugar every four and a half days. Molasses, milk, and other materials used in manufacturing the six different kinds of candies are all bought in carload lots direct from first hands.

The secret of the whole matter is Mr. McDonald does not try to make his goods cheap, but he tries and does make them good.

Such an establishment is certainly d-

Interior Grocery Department, Z. C. M. I.

ing for this class of business. Aside from the announcement of that fact in local publication, however, no effort has been made to bring it to the notice of the western public.

The most fastidious taste for climate can be satisfied in Utah. There are as many different climates as there are latitudes. In some localities, spring will be found in winter seasons; in others the seasons are distinctly marked; and there are still other places where the climate is described by the expression "winter and not July." If the climate hunter expects to find in Utah the equability of temperature of southern California, he will be disappointed. We have extremes in summer and winter, but happily these are only such as are necessary to give health to climates where the average temperature is about the same all the seasons. The people know what it means to have a long and long for the warmth of a summer day, or the invigoration of a winter day.

In the judgment of men who have made climates, and their efforts upon the health of humanity, the climates of those which present about the same average of temperature through the year are most healthful and conducive to good health and vigorous manhood. These specialists assert that the majority of great men of the United States were born and reared in portions of the country where extremes of temperature are rough.

Utah has the extremes, but they are moderate—the average summer temperature of 72 degrees, and the average winter temperature of 32 degrees. On the shores of the Great Salt Lake and for 20 or more miles therefrom in every direction, is found the climate of climates. The air of the ocean belongs to the fortunate dweller. Breezes born among the sheltering peaks are sailed by the great sea.

Says one of our most conscientious and careful students of this subject: We should push our climate. We should offer it to those who are weary of the ranges of the whirlwinds in the north, east and south-western states. We should urge it upon the wealthy, the middle aged, and the aged, who are seeking a place to spend their declining years; we should offer it to the curious, and the weary for the restlessness. There is no reason why we should not draw upon the same reservoir of humanity that Los Angeles has. We offer more than Los Angeles; we have a better climate. We have no "one lunged population." Our death rate is the lowest of any city in the United States. We ought to have a steady stream of comfort-seeking people. We are a thousand miles nearer the weight of population than is Los Angeles and if our delightful climate was only understood, wealthy people would come here and build magnificent homes, just as they have done to Los Angeles."

The Cullen Hotel.

The officers of the company are as follows: John Henry Smith, president; George M. Cannon, vice-president; H. D. Smith, secretary and treasurer, and W. N. Williams, superintendent.

The Cullen Hotel.

The Cullen Hotel, of this city, of which E. O. Kelsey is proprietor, is one of the leading hotels in Utah. It has a name which is known throughout the entire west and very few who visit Salt Lake that are not familiar with it or who do not take advantage of its hospitality. It is conducted upon the American plan with rates of $2 to $2.50 per day. The illustration herewith presented gives an excellent idea of its size and general surroundings.

SULPHUR.

Utah, blessed with nearly every natural resource in no without sulphur. This mineral was profitably mined here for a considerable time by Ferdinand Rickert, who developed the Cove Creek Sulphur. During the time that mining operations were carried on, Mr. Dick-

High Grade of Clothing

Of the many thousands of men and boys who will visit this city in

Clark, Eldredge & Co.

Wholesale dealers in Groceries, Hardware, Tobacco, Cigars, Glassware, Woodenware, etc., etc., 32 and 34 S. West Second South.

Interior Shoe Department, Z. C. M. I.

CLIMATE.

Climate is one of Utah's resources, although it is usually over-looked when they are enumerated.

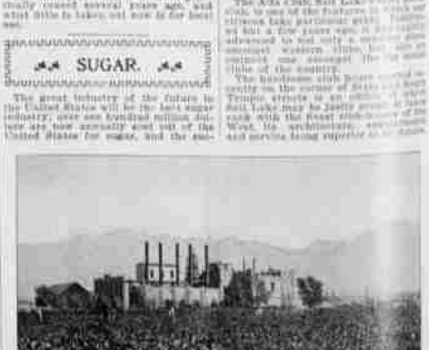
Father Rudolph, as he long ago as 1878, in speaking of Utah said: "Here the climate is so delightful that it is salubrious that it is a pleasure to breathe by day and by night." Dr. Carl Von Stock, the most celebrated specialist on tuberculosis in the United States, during a visit to Salt Lake three years ago, pronounced the climate to be the very best in the United States for the treatment

ONE OF THE BIG FIRMS.

A Furniture Establishment Whose Reputation is a Credit.

Salt Lake is noted for the size of its mercantile establishments. Many of them are so extensive and carry such stocks of goods that their existence is much larger cities would attract attention. In this connection, the Co-operative Furniture Company, whose store is located at 32 to 37 South Main, is brought to mind as bearing out the suggestion of big firms and big stocks. They occupy a two story and basement building, the size of which is 75x165 feet. In addition to this they have a packing house and work shop in the rear, which is 50 feet square and two stories in height. In order to store their goods they are compelled to rent and take three warehouses in various parts of the city. These facts will afford the reader some idea of the great stock that is carried by this firm and also an idea of the business they have built up since their establishment in 1869. In speaking of conditions which governed their trade, Superintendent W. N. Williams said: "It was due to the fact that they did not indulge in the usual advertising anything they could not live up to. They always treated as good as they had made and make an effort that people always get their money's worth.

"We have some of our stock made at the factories with particular reference to our dry climate and we find it



Lehi Sugar Factory, Lehi, Utah, showing Adjacent Beet Fields.

HEALTH RESORT

As a producer of longevity and health, Utah is perhaps without a peer in the civilized world. Her mountains are whitened with caps of everlasting snow

THE ALTA CLUB.

The Alta Club, Salt Lake's social pride, is one of the institutions which attract curious lake partisans with. Inaugurated but a few years ago, it has rapidly advanced to the front rank of the amusement western clubs, but also of contrast one amongst the social clubs of the country.

The handsome club house is located on the corner of Main and South Temple streets in an ideal spot. The Alta Club may be justly proud, it has kept with the fast rising tide of the West in architecture, appointments and service being superior to all other

SUGAR.

The great industry of the future in the United States will be its beet sugar industry; one are hundred million dollars are now annually sent out of the United States for sugar, and the ma-