

CLEARANCE SALE. Z. C. M. I.

BIGGER AND BETTER THAN EVER BEFORE.

May Sale Prices

Silks and Dress Goods.



This store has been noted for Big Values in Dress Goods and Silks at Previous May Sales, and this year will more than ever earn the title of the "Chief Bargain Giver." Entire stocks are clean and fresh, and represent the newest and most approved fabrics for present year wear. The offerings are not some specials purchased for the occasion, but they are from our regular stock and always bring much higher prices. COME EARLY.

Remarkable Silk Reductions

- \$2.00 BLACK PEAU DE SOIE, for Children's and Ladies' Coats and Skirts, 24 inches wide, regular price \$2.00. May Sale **\$1.25**
- \$1.50 BLACK TAFFETA SILK (guaranteed), 26 inches wide, sells regularly at \$1.50 a yard. May Sale **\$1.00**
- \$1.50 BLACK TAFFETA SILK (guaranteed), 26 inches wide, sells regularly at \$1.50 a yard. May Sale **\$1.15**
- \$1.50 SULTANA BONNET TAFFETA SILK, 26 inches wide, black only. This is a very fine extra quality, for full dresses and separate skirts (fully guaranteed), sells regularly at **95c**
- \$1.25 BLACK TAFFETA SILK, 26 inches wide; guaranteed; regular price, \$1.25 a yard. May Sale **85c**
- ALL PONGEE SILK IN STOCK 25 PER CENT OFF REGULAR PRICES
- \$1.35 BLACK TAFFETA SILK, guaranteed; 26 inches wide, sells regularly at \$1.35 a yard. May Sale **85c**
- COLORED WASH SILKS in dainty stripes and checks, sells regularly at 50c to 65c. May Sale price **35c**
- 75c PONGEE, an especially good value at 75c a yard, but for this May Sale it will be **49c**
- 65c ROUGH PONGEE, in colors and black, 24 inches wide, sells regularly for 65c a yard. May Sale price **45c**
- 65c COLORED PEAU DE CYGNETS, 20 inches wide, a full line of shades, sells regularly 65c a yard. May Sale price **45c**
- \$1.00 CHANGEABLE SILK, Louisiennes, black and white, pin checks and stripes, sells regularly at \$1 a yard. May Sale price **65c**

Radical Dress Goods Pricings

- 65c SILK EOLLENNE, in colors and blacks, 27 inches wide, regular price 65c a yard. May Sale **35c**
- COLORED AND WHITE VOILE ROBES, one of the latest fabrics for spring and summer wear, will be sold at **25 PER CENT OFF.**
- ONE-HALF REGULAR PRICE.
- ALL BLACK AND WHITE LACE ROBES IN STOCK **ONE-THIRD OFF.**
- ALL WHITE EMBROIDERED LAWN ROBES, for graduation and street wear, in May Sale at **25 PER CENT OFF.**
- OUR ENTIRE LINE of Dress Goods, nothing reserved, in Mohairs, Batistes, Crepe de Paris, Silk Pongees, Brilliantines, Panamas, Soles, Albatros, Lansdowns, Serges, Henriettes, Voiles, Crispines, etc., will be reduced in price at **25 PER CENT OFF.**
- WHITE SERGES for spring and summer suits, sell regularly from \$1 to \$2 a yard, will be reduced for the sale, and sell at **25 PER CENT OFF.**
- 75c FRENCH CHALLIES that sell regularly from 90c to 75c a yard, will go in this **39c**
- ONE LOT OF IMPORTED DRESS PATTERNS, black and colored, sell regularly from \$2.50 to \$3 a yard, will go in May Sale at **HALF PRICE.**
- 65c to \$1 COLORED AND BLACK DRESS GOODS, sell regularly from 65c to \$1. will be sold in this sale for **50c**
- OUR ENTIRE LINE OF DRESS GOODS REMNANTS will be sold at **HALF PRICE.**

Parasols and Umbrellas

- \$1.25 UMBRELLAS, for Ladies and Gentlemen, suitable for sun or rain, black, 26-inch, sells regularly at \$1.25. May Sale **75c**
- OUR ENTIRE LINE of black and colored Parasols and Umbrellas for Ladies and Children will be sold at **25 PER CENT OFF.**

Special in Trimmings

- One lot of trimmings, black and colored, sells regularly from 90c to \$1.50 a yard, will go in this sale at a yard **25c**
- ALL DRESS TRIMMINGS IN STOCK will be reduced for this May Sale at **25 PER CENT OFF.**



MAY SALE PRICES IN

Notions Dept.

This is usually the busiest department in the store. There are so many little things here that women must have, and they have come to look upon Z. C. M. I. as headquarters for the small necessities. Our glove department is the best equipped and most completely stocked of any in Salt Lake. It has to be, for we fit so many more hands than other places do; and, what is more, we only sell dependable qualities in Gloves, always keeping our stock clean and thoroughly up to date.

YOU WANT BARGAINS AND YOU SHALL HAVE THEM.

KID GLOVES.

- WOMEN'S \$1.00 PRIME LAMBSKIN overseas gloves with Paris Point Embroidery, Blacks, Tans, Corfords and Moccasins, all sizes, regular \$1 values, in this May Sale **69c**
- \$1.75 and \$2.00 GLOVES. A lot of fine Suede Overseas and Pique Gloves in light shades only, 2 and 3 clasps, all sizes, regular price \$1.75 and \$2.00. In this May Sale **\$1.00**
- WOMEN'S PRINCE-STRAM STREET GLOVES, in Havana only, 3 sizes, worth \$1.25. In May Sale **\$1.15**
- WOMEN'S \$1.25 FINE PIQUE STREET GLOVES, in all the leading shades, all sizes, a most serviceable and elegant fitting glove, worth \$1.25. In May Sale **98c**
- WOMEN'S \$1.25 BLARITZ GLOVES, 8 button length, black and white, all sizes, worth \$1.25. In May Sale **98c**
- LOT 85c AND \$1.00 CHILDREN'S GLOVES, in tans, excluds and browns, in sizes, 4, 5, 5 1/2, 6, 6 1/2, 7. Regular price 85c and \$1.00. In May Sale **25c**

LADIES' NECKWEAR.

- Embroidered turn-overs, lace stocks and fancy stocks, good 25c values, in this May **15c**
- Washable Stock, Lace Stock and Fancy Stock Collars, 50c to 60c values, in this May **25c**

LADIES' NEW BELTS.

- Fifty dozen Silver Belts, regular 50c values, will go in this May Sale at **25c**
- White Washable Belts, embroidered in black, worth 90c each, in this May Sale **70c**
- ALL OTHER BELTS IN THIS MAY SALE 25 PER CENT OFF.

BIG REDUCTIONS ON ALL OTHER KID GLOVES.

HANDKERCHIEFS

- Plain White and Printed Hemstitched Handkerchiefs, regular price 30c each; in this May **3c**
- Women's Hemstitched Initial Handkerchiefs, with neat hand embroidered letters, regular price **5c**
- Women's fine Shamrock Sheer Linen Hemstitched Initial Handkerchiefs, with hand-embroidered script letters; regular price 25c each; **16 2/3c**
- Women's unlaundered fine Sheer Linen Hemstitched Initial Handkerchiefs, with hand-embroidered letters and wreath, worth 20c each; in May Sale **12 1/2c**
- 20 dozen fine Swiss Scalloped Embroidered and Hemstitched Embroidered Handkerchiefs, from 35c to 60c values; in May **25c**
- 100 pieces Corset Cover Embroidery, regular prices from 35c to 50c yard; at **25c**
- 15 pieces Corset Cover Embroidery, regular prices from 60c to 75c yard; in May **35c**



EMBROIDERIES

- Lot fine Embroideries, Edgings and Insertions, 4 1/2-yard lengths, at **HALF PRICE.**
- All other Embroideries will go in May Sale at **20 PER CENT OFF.**

LACE BARGAINS.

French, Italian and German Valenciennes Laces and Insertions, worth at least 50 per cent more than we ask for it in this sale. It will sell at **25c TO \$1.00 FOR DOZEN YARDS.**

Cluny Lace Bands, Wool Lace Bands, Net Top Venices, Medallions and other Laces; regular prices up to \$3 a yard, will go in this May Sale at **50c**

THIS IS STRICTLY A CASH SALE.

MAY SALE PRICES ON

SHOES

For our Great Annual May Sale we will offer our patrons the greatest opportunity to obtain High Grade, Up-to-date Shoes, Slippers and Oxford, ever known in any previous sale in Utah. All broken lines will be sold regardless of cost. You will have our entire stock to select from at

REDUCED PRICES FOR CASH

- Men's fine shoes, values \$3 to \$7, May sale prices—**\$1.95 to \$4.25**
- Ladies' Shoes, Slippers and Oxford, regular prices from \$2.50 to \$5.00. May sale prices—**25c to \$3.95**
- Misses' Shoes, worth from \$1.75 to \$2.00. May Sale prices—**\$1.25 to \$1.95**
- Children's and Infants' Shoes, values 75c to \$2.00. May Sale prices—**55c to \$1.25**

The above prices are but mere hints of the many bargains we will offer. Positively no sale goods exchanged or sent on approval.

Wonderful Bargains in the Carpet Dept.

Everything we have in this department will be specially priced for the great May Sale. Greater bargains than you have ever participated in before. Entire stock of CARPETS, RUGS, LINOLEUMS, CURTAINS, WALL PAPER, WINDOW SHADES, TABLE AND COUCH COVERS, PORTIERES, ETC., is marked for clearance. COME.

All Carpets sewed, laid and lined 10c a yard extra.

Carpet Bargains.

- Bigelow Axminster Carpets, all new designs, worth \$2.25 yard. Sale Price **\$1.75**
- Fine quality Axminsters, six different patterns, worth \$1.65 a yard. Sale Price **\$1.15**
- Extra quality Axminsters and Saxony's, eight patterns, worth \$1.40. Sale Price **\$1.07 1/2**
- Fine Wilton Velvets in eight different patterns, worth \$1.40. Sale Price **\$1.07 1/2**
- Three patterns extra value Velvet, worth \$1.25. Sale Price **85c**
- Best Tapestry Brussels 10 patterns, worth \$1.25. Sale **\$1.00**
- Nine Wire Tapestry Brussels in beautiful patterns, worth \$1.00 a yard. Sale Price **77 1/2c**
- Best All-Wool Extra Super, worth 95c a yard. Sale **72 1/2c**
- Eight Pieces Extra Super, worth 95c a yard, close out **67 1/2c**
- Best C. C. Extra Super, worth 85c a yard. Sale Price **62 1/2c**

Rug Bargains.

- Latest designs in all sizes from 9x12 feet to 18x36.
- 9x12 French Wiltons, worth \$60.00. May Sale Price **\$45.00**
- 9x12 Big Axminster, worth \$45.00. May Sale Price **\$32.50**
- 9x12 Wilton Velvet, worth \$45.00. May Sale Price **\$34.00**
- 9x12 Regular Velvet, worth \$32.50. May Sale Price **\$24.00**
- 9x12 Shinson's Velvet, worth \$25.00. May Sale Price **\$19.00**
- 9x12 Axminster Rugs, worth \$30.00. May Sale Price **\$23.75**
- 9x12 Body Brussels, worth \$25.00. May Sale Price **\$27.50**
- 9x12 Tapestry Brussels, worth \$25.00. May Sale Price **\$20.00**
- 9x12 Tapestry Brussels, worth \$20.00. May Sale Price **\$15.00**
- 8 1/2 x 10 1/2 Axminster Rug, worth \$25.00. May Sale Price **\$20**

All smaller rugs in proportion. The finest line ever shown. 500 rugs in different sizes at big reductions.

Linoleum Bargains.

- Ten patterns each of the latest designs in Printed Linoleum, all 6 feet wide; best values ever offered at 90c, \$1.10, \$1.40 running yard
- A beautiful line of English and Domestic Inlaid, will sell at \$2.25, \$2.75 and \$3.25 a yard.
- A complete line of Poles, Trimmings and Extension Rods, all sizes, from 10c up.

Wall Paper and Decorations

The finest line west of Chicago. Latest creations. Marvelously low prices. Worth from 23-3 to 50 per cent more than Sale Prices. We will ask 10c, 15c, 20c and 25c per double roll.

Lace Curtains.

An endless variety of new Lace Curtains, including all the latest styles, will be sold in May Sale at 25 to 30 per cent off.

Couch and Table Covers

- \$1.50 Couch Covers, in May Sale **\$1.00**
- \$1.50 Couch Covers, in May Sale **\$1.35**
- \$2.75 Couch Covers, in May Sale **\$1.75**
- \$3.75 Couch Covers, in May Sale **\$2.50**
- All finer ones at the same proportionate discount.
- Table Covers from 40c up.
- Extra values, 8-4 Table Covers for **\$1.25**
- Special prices on Heavy Portieres to Close Out.

MAY SALE PRICES ON

Underwear, Corsets and Hosiery

You know what it means when Z. C. M. I. turns its stock of Underwear, Hosiery and Corsets over to a reckless slashing of prices. It means an opportunity to get the Best under apparel at the very lowest prices ever quoted. We buy only from the best makers, we purchase larger stocks than any other Utah store, and hence can undersell all competitors. But we'll let the prices furnish the argument. It's worth your time to read every item that follows.

KNITTED UNDERWEAR

Ladies' white ribbed cotton summer vest, neatly trimmed, having the low neck and no sleeves; also with low neck and short sleeves. Regular price 15c. May Sale price two for 15c, or each **7 1/2c**

Ladies' fancy ribbed cotton summer vests, with low neck and no sleeves, also low neck and short sleeves. Regular price 20c. May Sale Price **10c**

Ladies' white cotton summer vests, plain and lace trimmed, with low neck and no sleeves, also with short sleeves. Regular Price **15c**

Ladies' low neck and no sleeve Union Suits, a regular 35c garment. During the May Sale **20c**

Ladies' fine ribbed summer vests, in lisle, mercerized and Swiss goods; all colors, with low neck and no sleeves, also with short sleeves. Regular price 35c and 40c. May Sale prices **25c**

All our fine assortment of Ladies' High-Grade Summer Vests, in silk, mercerized and lisle, comprising all cuts, trimmings and prices—**20 Per Cent Reduction.**

CORSETS.

- A fine batiste corset, medium in length, erect form, very desirable for spring and summer wear, all sizes from 18 to 27, in white only. Regular price 90c. May Sale price **25c**
- An excellent batiste girle in white only, our newest model, in sizes from 18 to 25, regular price 60c. May Sale price **25c**
- A fine tape girle in colors white, blue and pink, all sizes from 18 to 25, regular price 50c. May Sale price **35c**
- An excellent batiste corset, for summer wear, in two of the latest styles, in white, regular price 45c. May Sale price **45c**
- Two new models in C. B. Corsets, white only, regular price \$1. May Sale price **70c**
- WARNER'S RUST-PROOF CORSETS, one of the newest models, with hose supporters attached to front and sides. The hose supporters have the renowned "Security" clasps. These corsets come in all the newest models. Regular price \$1.25. May Sale price **90c**
- Our variety in styles and prices of the famous Warner Bros. Rust-proof Corsets, C. Corsets, Ferris Waists, etc., will all go at reduced prices during this sale; for example:
 - \$1.50 values, in **1.20** May Sale
 - \$2.50 values, in **1.95** May Sale
 - \$1.75 values, in **1.40** May Sale
 - \$2.00 values, in **1.60** May Sale
 - \$3.00 values, in **2.25** May Sale
 - \$4.00 values, in **3.20** May Sale
 - \$5.00 values, in **4.40** May Sale
- ALL BUSTLES, BUST FORMS, ETC., WILL GO AT REDUCED PRICES.

INFANTS' WEAR.

- A special line of Infants' Kimona Jackets, handsomely trimmed, with neat embroidery work. A regular 35c article, during May Sale, at the price will be **15c**
- A special line of Infants' Sacques, neatly trimmed and embroidered, a very pretty thing for baby. A regular 50c article; in **25c** May Sale
- Babies' white Flannel, edged with blue and pink embroidery work, good value at 25c. May Sale price **15c**
- Infants' long and short Slips, long and short Skirts—night gowns and flannel wear, all go at **25 PER CENT REDUCTION.**

Muslin Underwear

- From 25 to 50 per cent Reduction.
- Our entire line of handsome Under Muslins, all new goods, fresh from the designers, comprising Gowns, Chemise, Corset Covers, Drawers, Skirts, etc., will be sold at a great sacrifice during our mighty May Sale.
- Ladies' fine Corset Covers, handsomely trimmed with lace and lace insertion. One of the best values ever offered to the public. Regular price 50c. May Sale **25c**
- Ladies' Muslin Drawers, with wide ruffle and hemstitching, a rare bargain. Regular price 40c. May Sale price **20c**
- Ladies' fine Muslin Skirts, with deep double ruffle, embroidery trimmed, with tucking, a regular **90c** \$1.25 Skirt, May Sale price **90c**

BONNETS.

- A new and well selected stock of bonnets is one of the features of this season's offerings. Among our large stock is the noted "Elite" Washable Bonnet, which can be taken apart, laundered and easily put together again.
- 50c Bonnets **25c**
- 75c Bonnets **35c**
- 1.00 Bonnets **55c**
- 1.50 Bonnets **70c**
- \$1.25 Bonnets **90c**
- \$1.50 Bonnets **1.10**
- \$1.75 Bonnets **1.25**
- \$2.00 Bonnets **1.45**
- MISSIE'S BONNETS and sun hats in endless variety, during May Sale at **25 PER CENT REDUCTION.**

BARGAINS IN APRONS.

25 PER CENT REDUCTION on all aprons comprising ladies' gingham aprons, long white aprons, nurses' white aprons, short fancy tea aprons, children's white aprons for all ages, etc. A wonderful assortment in plain style, also in lace and embroidery trimmed, all go at **25 PER CENT REDUCTION.**

MAY SALE PRICES IN ART DEPT.

- Lessons are given free to those who purchase their materials here. Stamping and designing in all its branches, artistically done at moderate prices.
- All Brinard & Armstrong's and Corticelli Silk Flosses will be sold at **HALF PRICE.**
- ALL CROSSTITCH CANVAS AT **HALF PRICE.**
- All Silk and Cotton Cords and Girdles, **20 PER CENT OFF.**
- NO EXCHANGES. ALTERATIONS EXTRA.**



KNITTED UNDERWEAR

Ladies' fine Vests with high neck and long sleeves:
 60c Grade go **35c**
at
75c Grade go **50c**
at

Union Suits of all grades, comprising Silk, Lisle, Cotton, Wool, Silk and Wool mixed in all the standard cuts. During sale—**20 Per Cent Reduction.**

All Ladies' Knitted Corset Covers at **20 Per Cent Reduction.**

Misses' fine ribbed pantaloons, knee length, regular price 25c; May Sale price **15c**

Misses' fine ribbed Vests, with high neck and long sleeves, also with short sleeves. Regular price 25c. May Sale price **15c**

Misses' low neck and no sleeve vests, regular price 15c; May Sale price **10c**

Misses' fine Swiss ribbed Vests and Pants, summer weight, neatly trimmed. Regular price 35c. May Sale price **25c**

Misses' Union Suits, Vests and Pants, in a great variety of styles and prices. We will give a LIBERAL DISCOUNT on the entire line.

Ladies' and Misses' Hosiery

- Ladies' black cotton hose, fast black, limited three pair to one customer, regular price 12 1/2c. May Sale price **5c**
- Ladies' black cotton hose, stainless, with spliced heel and toe, a special bargain, regular price 15c. May Sale price **10c**
- Ladies' black cotton hose, a fine velvet finished quality with high spliced heel and double sole; color fast and stainless. Full fashion. Regular price 35c. May Sale price **20c**
- Ladies' full black cotton hose with all white, also half white soles. A real maco hose, full fashioned. Regular price 35c. May Sale **25c**
- Ladies' black all over lace, also lace ankle and drop stitch hose. Regular price 35c. May Sale price **25c**
- Ladies' colored all over lace hosiery, comprising the newest of spring and summer tints to match, all to date, dressy goods. Regular price 35c. May Sale price **25c**
- Our elegant line of plain Silk, Lisle, Ingrain and Cotton Hosiery, not specially mentioned, will be on sale at **20 PER CENT REDUCTION.**
- LADIES' FANCY MIXED HOSE, a choice and well selected stock:
 - 50c value, will go at **25c**
 - 75c value, will go at **50c**
 - 80c value, will go at **35c**
 - 1.00 value, will go at **65c**
- Misses' fine ribbed Egyptian black cotton hose, a seamless hose, with double heel and toe, for very fine wear. Regular price 35c. May Sale price **20c**
- Misses' Lace Hose in black, white and colors, full fashioned and dainty for nice wear. Regular price 35c. May Sale price **25c**
- All Misses' Silk, Lisle, Cotton Hose, not specially advertised, will be sold at **20 PER CENT REDUCTION.**

Children's Hosiery

- Children's Black Cotton Hose, fast and stainless colors, with spliced knee, heel and toe. Regular price 20c. May Sale **10c**
- Boys' and Girls' fine ribbed black cotton hose, with double heel and toe, fast and stainless colors. Regular price 25c. May Sale **15c**
- Boys' black cotton school hose, made for durability as well as for neatness of appearance; reinforced at knee, heel and toe. Regular price 25c. May Sale **15c**
- Boys' black cotton school hose, a superior quality, having a neat stylish appearance, but made to withstand the roughest usage. Extra splicing at knee, heel and toe. Regular price 35c. May Sale **20c**

Hose for the Little Tots.

- One lot Infants' Socks, in all colors, regular price 35c. May Sale price **10c**
- Infants' Black Cotton Hose, Regular price 15c. May Sale price **10c**
- Infants' Black Cotton Hose, Regular price 20c. May Sale price **15c**
- Infants' Mercerized Cotton Hose, Regular price 35c. May Sale **25c**
- Infants' Cashmere Hose, with silk heel and toe. A very fine quality. Regular price 35c. May Sale price **25c**
- All Infants' Silk, Lace and Cotton Hose not specially advertised will sell at **20 PER CENT REDUCTION.**
- ALL INFANTS' SOFT SOLE SHOES AND KID MOCCASINS AT REDUCED PRICES.

HOSE SUPPORTERS.

- All styles of hose supporters at low prices.
 - 15c Hose Sup- **10c**
 - 20c Hose Sup- **15c**
 - 25c Hose Sup- **20c**
 - 35c Hose Sup- **25c**
 - 40c Hose Sup- **35c**
 - 50c Hose Sup- **50c**