

GENUINE
BARGAINS.

Z. C. M. I. ANNUAL MAY SALE

NO
FICTITIOUS
VALUES.

Commences Monday, May 18. ONE WEEK! Continues to Saturday, May 23.

Silks and Dress Goods.

Black Peau De Sole Silk that sells regularly for \$1.75 per yard, Sale price **\$1.20**

Black Taffeta Silk, 36 inches wide, guaranteed, extra heavy soft finish, regular price \$1.50, in **\$1.15**

Our 24 inch Black Taffeta Silk, (this is also guaranteed) that sells for \$1.25 regular, will be on **85c**

Our 20-inch Black Taffeta Silk, that sells regularly for 85 cents, in **60c**

White and Colored Corded Wash Silks, the very thing for ladies and children's summer dresses and waists:

65 cent grade **50c**

50 cent grade **40c**

40 cent grade **25c**

Our full line of Changeable and Glace Taffeta Silks, regular price \$1.00, will be sold for **70c**

Colored Foulard Silks, a number of short lengths in dress patterns and less, that sell regularly from 75c to \$1.25 per yard, while they last will go at **35c**

Also a limited number of Foulard Silks, regular price from \$1.00 to \$1.50 per yard, will go at **50c**

Our entire stock of Black and Colored Silks, Peau De Soles, Satin Duchesse, Indian, Plaid, Checks, Stripes, Peau De Crepes, Tulle, Moires, Plain Silk Crepes, Brocades and Pongees, will go in this Sale one-fourth less, or 25 PER CENT DISCOUNT.

One lot of Silk Remnants, a nice variety, will go at half regular price, or 50c ON THE DOLLAR.

All of our Black and Colored Silk and Lace Ribbons which sell at from \$2.50 to \$10.00 each, will go at **HALF PRICE**.

A limited assortment of Novelty Dress Patterns, in Grenadine and light weight materials, regular price from \$3 to \$5 per yard, will go at **1.25**

Our Entire Stock of
Dress Goods.

Nothing reserved: Voiles, Mistrals, London Twine Cloths, Batistes, Albatross, Granites, serges, Solides, Prunellas, Panamas, Oxford, etc., will be **REDUCED 25 PER CENT**.

We have One Table of Black and Colored Dress Goods which sell regularly at from 65 cents to \$1 per yard, for this Sale they will **35c** be marked.

All Broadcloths in stock will be reduced for this Sale One-Third, or **33-1-3 PER CENT LESS**.

All Figured Black Dress Goods that sell from \$1 to \$2.50 per yard regularly, will go at Half Price, or **50 CENTS ON THE DOLLAR**.

We have a line of Colored Batiste Tuckings, suitable for Waists and Dresses. These goods sell regularly at \$1 per yard, will close **40c** them out at.

All Colored and Black Fancy

Parasols.

for Ladies and Children will be reduced One-Third, or **33-1-3 PER CENT DISCOUNT**. Two lines in Ladies' Black Sun

Umbrellas.

75 cent quality **55c**

60 cent quality **35c**

A good School Umbrella **35c**

Our stock of

Dress Trimmings

Was never so complete. It consists of all the Latest and Newest Trimmings for foreign and domestic designs. These will be reduced One-Third, or **33-1-3 PER CENT LESS**.

All Linings in stock will go at **SALE PRICES**.

NO SAMPLES GIVEN.

NO GOODS SENT ON APPROVAL.

Hosiery and Underwear.

HOSIERY.

Our Hosiery Department is equipped with a fine selection of the very newest designs in Fancy Mixed, Lace, Drop Stitch, Silk, Lisle, and Cotton Hosiery, with prices to suit the demands of all. Here are some of them:

Ladies' Black Cotton Hose, regular price 12 1/2c, Sale **5c**

Ladies' Black Cotton Hose, regular price 25c, Sale **15c**

Ladies' Black Cotton Hose, full fashioned, high spliced heels and double soles, regular price 25c, Sale **15c**

Ladies' Fine Drop Stitch and Lace Hose, regular price 15c, Sale **10c**

Ladies' Fine Drop Stitch and Lace Hose, regular price 25c, Sale **15c**

Boys' Black Spliced Heel Hose, heavy ribbed, high spliced heel, double knee and sole, regular price 25c, Sale **15c**

Boys' and Girls' fine ribbed black Cotton Hose, regular price 25c, Sale **15c**

Misses' fine ribbed black Cotton Hose, regular price 35c, Sale **25c**

Infants' black Cotton Hose, regular price 15c, Sale **7 1/2c**

Greatly Reduced Prices in all Ladies' and Children's HOSIERY.

CORSETS.

For the spring and summer of 1903, our Corset Department abounds with the very newest of styles in erect forms, deep hips, etc., with all the various coloring effects that the world of fashion produces.

A special line of Corsets: Waists in black, drab and white. Regularly sold at \$1.00 per pair, will go during the May Sale for **25c** only, per pair.

Ferris' Good Sense Corset. Waist for ladies, all sizes in drab, white, and black, regular prices up to \$1.00 to \$1.75, Sale **\$1.00**

Equipee Waists for Ladies, all sizes, in colors, drab and black. Sold regularly at \$2.25 to \$1.50, Sale **\$1.00**

P. D. Corsets—a fine French Corset for Ladies, all sizes, in white, black and drab, regular prices up to \$3.75, Sale **\$1.00**

A special bargain in Corsets—one lot, all styles, all brands, slightly broken sizes, **HALF PRICE**.

A fine Batiste Corset, medium length, erect form, white, just the thing for spring and summer wear, all sizes. Regularly sold at 75 cents, during this sale, on **35c**

All other Corsets, Girdles, Corset Waists and Bust Forms not specially mentioned, **TWENTY PER CENT REDUCTION**.

ART DEPARTMENT.

Since the Art and Paper Pattern Departments have been added to the many divisions of Z. C. M. I., they have steadily grown and are now a very important factor to those interested in dressmaking and the finer arts of needlework.

Cushion Covers in printed, tapestry, plush and silk. **ONE-THIRD THEIR REGULAR PRICE**

All stamped Cushion Covers, Centre Pieces, Lunch Cloths, Dresser Scarves and Linens, **ONE-FOURTH THEIR REGULAR PRICE**

Battenberg Pieces, Drawn Work, White Embroidered Pieces, Battenberg Cushion Covers, go at **ONE-FOURTH THEIR REGULAR PRICE**

All Cushion Covers and Girdles, Battenberg Patterns, Braids, Rings, Embroidery Hoops, Art Trimmings, Canvas, Linen and Art Goods, **20 PER CENT REDUCTION**.

All Brainard & Armstrongs and Courtice Silk Flowers, this Sale at **40 CENTS PER DOZEN**.

UNDERWEAR.

Specials in MUSLIN UNDERWEAR, for the Great May Sale, 20 to 50 per cent Reduction.

We are prepared to show a complete line of Muslin Underwear in qualities and prices to suit all. Our stock is new and of the most artistic patterns.

NIGHT GOWNS.

A special line of Ladies' Night Gowns, with high neck and long sleeves, fully tucked yoke with embroidery insertion, also trimmed with neat embroidery edging. Sold regularly at \$1.50 and \$2.00. Special **75c**

A special line of Misses' Night Gowns, with high neck and long sleeves, tucked yoke, in ages 4 to 8 and 10 years. Sold regularly at 50 cents. Special **35c**

Special price **35c**

CORSET COVERS.

A special line Ladies' Corset Covers, finely tucked with lace and embroidery trimming. Sold for 75 cents and \$1.00. Special price **50c**

A special line of Ladies' Corset Covers, lace trimmed, with fine tucking, 40 cent value. Special price **35c**

A special line of Ladies' Corset Covers, finely tucked, 50 cent value. Special price **15c**

CHEMISE.

A special line of Ladies' Skirt Chemise, lace and embroidery trimmed with fine tucking. Regular value \$1.50, Special **75c**

A special line of Ladies' Muslin Undershirts, with insertion and tucking, deep double ruffle, full size. Regular price \$1.00, Special **50c**

A special line of Ladies' Muslin Undershirts, plain, with deep double tucked yoke and hemstitching, full width, a \$1.50 Skirt, 75c. Special price **75c**

Special price **75c**

Ladies' Muslin Drawers.

A special line of Ladies' Muslin Drawers, all sizes, lace and embroidery trimmed with insertion, also plain with tucking.

50 cent quality, special **25c**

60 cent quality, special **35c**

75 cent quality, special **50c**

A special lot of Children's Muslin Drawers, Plain, with neat tucking, in stock from 2 to 7 years.

Regular prices from 25c to 35c. Special price, all **15c**

KNIT UNDERWEAR.

Ladies' White Fancy Ribbed Cotton Vests, regular price 35c, Sale **10c**

Ladies' White, Pink and Blue Fancy Ribbed Cotton Vests, regular price 25c, Sale **15c**

Ladies' Fine Ribbed, Seamless Lisle and Cotton Vests, sold regularly at 35c and 40c, Sale **25c**

One lot of Children's Vests and Drawers, white, summer weight, sizes from 2 to 34, sold regularly at 25 cents, all sizes, Sale **12 1/2c**

Ladies' Fine White Vests, high neck and long sleeves, also short sleeves and sleeveless. Sold regularly at 65c and 75c, Sale **50c**

Z. C. M. I.'s PATRONS are not caught by baits made up of honeyed words or extravagant phrases. They require offerings of real value to claim their custom. That is why they give our Annual May Sale the preference over all events arranged by would-be competitors, whose place is in the rear in this year of grace 1903 as well as in former years. These real value offerings are better this season than ever before, notwithstanding the general increase in prices, that mark the general business situation. Every customer is sure of a Cash Prize. You get your goods in this May Sale at from 20 to 50 per cent discount, and no chance for a mistake. An ordinary \$10 worth of goods thus carries with it an Actual Cash Prize of \$2 to \$5, in the money returned to you through the reductions in this great May Sale, thus giving you 20 to 50 per cent more cash to spend than you would have been it for this liberal offering. Remember, every purchase wins such a prize. No other institution in this region offers such advantages to its patrons. Everybody can have a share of the Great Cut in Prices for the week of the May Sale. This advertisement gives a sample list of the prize offerings to be obtained during the Sale—there are thousands of others, embracing almost every need that can be named. Look it over.

CLOTHING AND
GENTS' FURNISHING GOODS.Men's Nobby Spring Suits, \$15.00. Sale price **\$9.00**Men's Nobby Spring Suits, \$13.50. Sale price **\$8.00**Men's Nobby Spring Suits, \$12.00. Sale price **\$7.00**Men's Nobby Spring Suits, \$10.00. Sale price **\$6.00**A nice lot of fine Suits in odd sizes at **HALF PRICE**Boy's Spring Suits, worth \$6.50. Sale price **\$4.00**Boy's Spring Suits, worth \$6.50. Sale price **\$4.00**A few Boy's extra fine Suits at **HALF PRICE**A fine lot of Children's Suits at **HALF PRICE**Children's Knee Pants worth 50c. Sale price **25c**

Men's odd pants, Men's and Boy's fancy Vests, Underwear, Neckwear.

Caps, Felt Hats, and Straw Hats at **HALF PRICE**John B. Stetson's Hats, worth \$4.50. Sale price **\$1.00**Mother's Friend **25c**Men's Percal Shirts worth \$1.00 to \$1.50. Sale price **50c**Men's Shirt Waists at **HALF PRICE**

Please Remember that we are Back at our Old Quarters.

SHOE DEPARTMENT.

In this department, during our Great May Sale, we will place before our patrons another of those Splendid Opportunities to get the choicest kinds of Strictly High Grade Shoes, Slippers and Oxford, at a price within the reach of all. You have our entire stock to select from at Reduced Prices for Cash.

All broken lines must go regardless of cost. The following is a brief pointer to the many reductions we will offer:

Ladies' Fine Shoes, Oxford tips, etc., \$2.00 to \$3.00 values. Sale prices—

95c to \$3.65

Misses' Shoes, worth from \$1.75 to \$2.00. Sale prices—

75c to \$1.65

Children's Shoes, regular \$1.00 to \$2.00 values. Sale prices—

55c to \$1.25

Mens' Fine Shoes, regular prices, \$2.50 to \$6.00. Sale prices—

\$1.25 to \$4.65

We have moved from our temporary quarters to our new and permanent home in Z. C. M. I. MAMMOTH STORE.

CROCKERY DEPARTMENT.

Our Annual Clean-up will be as usual in this department. There are too many items to enumerate them here. All useful and many ornamental articles will be offered at Greatly Reduced Prices, to make room for new goods.

At this season of the year there is always something needed in the many lines carried in this department. More than likely you will find the very thing you have been looking for to match up sets if you are not buying new ones. We also have the new ones in all grades, all kinds and at all prices.

Special Tables will contain Bargains from 5c, 10c, 25c, 50c, etc. At house cleaning time you will want something to brighten up your rooms. We have an immense variety of Jarliners, Flower Holders, Vases, just the thing, and offer them at tempting prices. Come to this May Sale for Beautiful Wares.

CARPET DEPARTMENT.

Wonderful Bargains This Season in All Lines of Carpets.

A limited lot of Bigelow Axminster, Bunnings, Wiltons and Plush Carpets, were \$2.00 per yard, now **\$1.35**

Bigelow Middlesex Axminster, were \$1.75, now **\$1.45**

Saxony Axminsters, were \$1.25, now **\$1.08 1/2**

Wilton Velvets, were \$1.35, now **\$1.07 1/2**

10 Wire Tapestry, were \$1.10, now **90c**

9 Wire Tapestry, were 95c, now **75c**

Fine Velvet, were \$1.00, now **77 1/2c**

We have a Great Line of Tapestry and Table Covers. All Must be Sold at a Great Sacrifice.

WALL PAPER DEPARTMENT.

SEE OUR BARGAIN RACKS.

CLOAK AND SUIT DEPARTMENT.

Remember the reductions are made from regular retail prices and not from raised retail prices.

Tailormade Suits.

For instance: LADIES' TAILOR-MADE SUITS ONE-THIRD OFF. This means our entire stock of New Spring Suits at a reduction of 33 1/3 per cent from regular prices. A saving of from \$4.00 to \$20.00 on a suit.

There'll be a lot of TAILOR-MADE SUITS AT HALF PRICE.

This is a lot of about 60 to 75 suits in a variety of cloths and colorings, ranging in prices from \$15.00 to \$50.00.

And there'll be TAILOR-MADE SUITS AT LESS THAN HALF PRICE.

These are some Suits that we have selected from our regular line—Suits that sell for \$12.50, \$15.00, and as high as \$20.00, which will be closed out at one price **\$6.50**

DRESS SKIRTS.

DRESS SKIRTS ONE-THIRD OFF.

Our entire line of handsome Dress Skirts, consisting of this season's best and latest styles in all the new materials and in a wide variety of patterns, with a price range of from \$20.00 to \$50.00, will be placed on sale at a discount of 33 1/3 per cent.

SEPARATE SKIRTS AT HALF PRICE.

\$6.50 WALKING SKIRTS FOR \$2.00

NEW SILK WRAPS ONE-THIRD OFF.

Etons, Monte Carlos, Coffee, Coats, and loose fitting effects in Taffeta, Peau de Soie and Pongee. A handsome line, choose at 33 1/3 per cent off.

SHIRT WAISTS.

Without doubt the largest line of SHIRT WAISTS shown this season, and you are privileged to pick from the entire stock at a clean CUT OF 25 PER CENT.

SHIRT WAISTS FOR ONLY ABOUT ONE-QUARTER THEIR PRICE.

Several hundred Shirt Waists will be sold like this. There'll be one pile containing \$1.25, \$1.50 and \$1.75 Shirt Waists from which you can choose at **50c**

Another stack will consist of \$1.50, \$2.50, \$3.00, \$4.00, yes, and up to \$12.50 Waists, from which you can take your choice **\$3.50**

SILK WAISTS.

SILK WAISTS—ONE-THIRD OFF.

All our beautiful Silk Waists, in colors and evening effects, from \$12.50 to \$40.00 will be sold at a reduction of 33 1/3 per cent.

SILK WAISTS AT HALF PRICE.

One lot of Fancy Silk Waists, \$5.00, \$6.00, \$7.50 and up to \$10.00 goods, will be sold at **HALF PRICE**.

ALL BLACK SILK WAISTS, 25 PER CENT OFF.

WRAPPERS—Our entire line of Lawn and Percal Wrappers—30 Per Cent Off.

PLEATED WRAPPERS, ONE-THIRD OFF.

ALTERATIONS EXTRA.

NO GOODS EXCHANGED

Children's Dresses.

In Percales, Lawns, Chambrays, Ducks and Seersuckers, a new line just in, 20 per cent off.

All our CHILDREN'S DRESSES in Flannels, Serges and Cashmeres at **ONE-HALF PRICE**.

Entire line of Mercerial Petticoats, 25 per cent discount.

Shirt Waist Suits.

In Silks, Pongees, Linen, Chambray and Ducks, at 25 per cent discount.

LADIES' SPRING JACKETS, ONE HALF OFF.

A lot of Little Girl's Reefers in ages from 2 years to 14 years, \$4.50, \$5.50, \$7.50 and \$10.00. Coats for \$1.00, \$2.00, \$3.00, \$4.00.

MISSIE'S SPRING JACKETS, ONE-HALF OFF.

CHILDREN'S black, pink, blue and white silk and corduroy COATS at **HALF PRICE**.

HANDSOME WINTER WRAPS AT **HALF PRICE**.

Ladies' Winter Coats, **HALF PRICE**

Misses' Winter Coats, **HALF PRICE**

Children's Winter coats, **HALF PRICE**

All Fur Goods, **HALF PRICE**

Electric Seal and Near Seal Jackets, **HALF PRICE**

Eiderdown Dressing Sackies, **HALF PRICE**

French Flannel Dressing Sackies, **HALF PRICE**

Rath Robes, **HALF PRICE**

Winter Shawls, **25 Per Cent Off**

Knitted Shawls, **30 Per Cent Off**

Ladies' Misses' and Children's Sweaters, **20 Per Cent Off**

Babies' Long Coats, **20 Per Cent Off**

Linen and Staple Dept.

This season our offers are better than ever. Here are a few samples out of the thousands of money-saving opportunities at this Great Cash Sale.

5c TABLE.

We have large lines of New Goods which have been carefully and well selected and bought at a great sacrifice, thus enabling us to offer them at extremely Low Prices in this Great Sale. These goods are sold daily at 10 to 20 cents per yard. In this sale they are only 5 cents. Dimity, Lawns, Percales, Silk finish novelty Dress Goods, 36 inch Bleach Muslin, 4-4 Brown Sheeting, all Standard Prints, Shaker Pattern, and so many other classes of goods, Limited to 20 yards to a customer.

Be in Early and get waited upon before the daily rush. Doors open at 8 a. m. sharp.

8 1/2c TABLE.

This is one of the many tables that you want to keep your eye on, as the goods on it will be sold at much less than New York Prices. Lonsdale Muslin, Indian Head Sheet, White Cambray, Anson's Seersucker, Black Satin, Zephyr Gingham, Outing Flannels, and Crotonettes, at 8 1/2 cents, 10 yards to a customer.

10c TABLE.

Here you will find a beautiful line of all the following goods: Lawns, Dimity, Cheviots, Satens, Covert Cloths, and many others, which have been bought especially for this Sale. All we ask is that you examine these Bargains, and thus convince yourselves.