

# Z.C.M.I JANUARY UNDERMUSLIN SALE!

## For Three Days Only--Monday, Tuesday and Wednesday.



No fictitious values, no marking up. Each garment is marked at its usual price and REDUCTIONS MADE FROM THE REGULAR RETAIL PRICE. Notwithstanding the great discounts; every article is up to the high quality standard expected from Z. C. M. I. For three days only, commencing Monday, the price reductions range from

# 25 to 50% Off



Thousands and thousands of dollars worth of New Undermuslins await your selection—spotlessly white, made of the finest material, at one-fourth to one-half regular prices. In addition to the grandest assortment of Undermuslins for Women, Children and Infants, this GREAT WHITE SALE will comprise many extraordinary values in Embroideries, attractive bargain opportunities in the Linen department, and also a one-fifth reduction in Early Spring Waists.

**NO EXCHANGES, NO APPROVALS DURING THIS GREAT 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, Infants' Short and Long Skirts and Slips. For three days only, **50% Off** Monday, Tuesday and Wednesday at..... **50% Off**

### Muslin Skirts One-Third Off

A fortunate purchase of a special line of Ladies' Long White Muslin Skirts enables us to offer these exceptional Skirt Bargains. They are lace and embroidery trimmed, tucked, hemstitched and plain. For three days only, Monday **33 1/3% Off** Tuesday and Wednesday they will sell 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 or without tucking—in all the latest styles of neck and sleeves.

\$1.00 Gowns .....	.75c	\$3.75 Gowns .....	\$2.85
\$1.25 Gowns .....	.90c	\$4.00 Gowns .....	\$3.00
\$1.50 Gowns .....	\$1.10	\$4.50 Gowns .....	\$3.35
\$1.75 Gowns .....	\$1.30	\$5.00 Gowns .....	\$3.75
\$2.00 Gowns .....	\$1.50	\$5.50 Gowns .....	\$4.10
\$2.25 Gowns .....	\$1.70	\$6.00 Gowns .....	\$4.50
\$2.50 Gowns .....	\$1.85	\$6.50 Gowns .....	\$4.85
\$3.00 Gowns .....	\$2.25	\$7.00 Gowns .....	\$5.25
\$3.50 Gowns .....	\$2.60	AND UP TO .....	\$22.00

#### 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 Skirts .....	.90c	\$5.00 Skirts .....	\$3.75
\$1.50 Skirts .....	\$1.10	\$5.50 Skirts .....	\$4.10
\$1.75 Skirts .....	\$1.30	\$6.00 Skirts .....	\$4.50
\$2.00 Skirts .....	\$1.50	\$7.00 Skirts .....	\$5.25
\$2.50 Skirts .....	\$1.85	\$7.50 Skirts .....	\$5.60
\$3.00 Skirts .....	\$2.25	\$8.00 Skirts .....	\$6.00
\$3.50 Skirts .....	\$2.60	\$9.00 Skirts .....	\$6.75
\$4.00 Skirts .....	\$3.00	\$10.00 Skirts .....	\$7.50
\$4.50 Skirts .....	\$3.35	AND UP TO .....	\$20.00

#### Ladies' Corset Covers.

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

35c Corset Covers .....	.25c	\$2.00 Corset Covers .....	\$1.50
50c Corset Covers .....	.35c	\$2.25 Corset Covers .....	\$1.70
65c Corset Covers .....	.50c	\$2.50 Corset Covers .....	\$1.85
75c Corset Covers .....	.55c	\$3.00 Corset Covers .....	\$2.25
\$1.00 Corset Covers .....	.75c	\$4.00 Corset Covers .....	\$3.00
\$1.25 Corset Covers .....	.90c	\$5.00 Corset Covers .....	\$3.75
\$1.50 Corset Covers .....	\$1.10	\$5.50 Corset Covers .....	\$4.10
\$1.75 Corset Covers .....	\$1.30	AND UP TO .....	\$6.50

#### Ladies' Drawers.

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

35c Drawers .....	.25c	\$1.75 Drawers .....	\$1.30
50c Drawers .....	.35c	\$2.00 Drawers .....	\$1.50
60c Drawers .....	.45c	\$2.50 Drawers .....	\$1.85
75c Drawers .....	.55c	\$3.00 Drawers .....	\$2.25
85c Drawers .....	.65c	\$4.00 Drawers .....	\$3.00
\$1.00 Drawers .....	.75c	\$5.00 Drawers .....	\$3.75
\$1.25 Drawers .....	.90c	\$6.00 Drawers .....	\$4.50
\$1.50 Drawers .....	\$1.10	AND UP TO .....	\$9.00

#### Children's Drawers.

A large and well selected variety.

15c Drawers .....	.12c	55c Drawers .....	.40c
20c Drawers .....	.15c	60c Drawers .....	.45c
25c Drawers .....	.20c	65c Drawers .....	.45c
30c Drawers .....	.20c	70c Drawers .....	.50c
35c Drawers .....	.25c	75c Drawers .....	.55c
40c Drawers .....	.30c	85c Drawers .....	.60c
45c Drawers .....	.35c	\$1.00 Drawers .....	.75c
50c Drawers .....	.35c	\$1.15 Drawers .....	.85c

### Our January Embroidery Sale Offers The Greatest Bargains of the Year.

EVERY YARD WORTH MORE THAN DOUBLE WHAT WE ASK FOR IT.

A splendid line of EMBROIDERIES, EDGINGS and INSERTIONS lengths of from 2 1/2 to 4 1/2 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**



200 Pieces of CORSET COVER EMBROIDERY and 18 in. FLOUNCINGS. Values up to 40c a yard. **15c**

Special next week, a yard.....

EMBROIDERY INSERTIONS, all widths, EMBROIDERY BEADINGS and CORSET COVER EMBROIDERY BEADINGS, values up to 25c a yard..... **10c**

#### 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 Chemise .....	.65c	\$2.50 Chemise .....	\$1.85
\$1.00 Chemise .....	.75c	\$3.00 Chemise .....	\$2.25
\$1.25 Chemise .....	.90c	\$3.50 Chemise .....	\$2.60
\$1.50 Chemise .....	\$1.10	\$4.00 Chemise .....	\$3.00
\$1.75 Chemise .....	\$1.30	\$4.50 Chemise .....	\$3.35
\$2.00 Chemise .....	\$1.50	\$5.00 Chemise .....	\$3.75
\$2.25 Chemise .....	\$1.70	AND UP TO .....	\$5.00

#### Spring Waist Sale.

Always in the lead we offer an early Spring Waist special for three days commencing Monday.

Tailored Waists in batistes, linens, cross-bar, check and striped damasks, madras, union linens, etc., long sleeves, open front, prices range from \$1.50 to \$3.50—Monday, Tuesday and Wednesday your choice at—

**ONE-FOURTH OFF.**

#### Table Napkins

\$1.35 regular, for.....	\$1.00
\$2.00 regular, for.....	\$1.50
\$2.25 regular, for.....	\$1.80
\$2.50 regular, for.....	\$2.00
\$3.00 regular, for.....	\$2.40
\$3.25 regular, for.....	\$2.60
\$3.50 regular, for.....	\$2.80
\$4.00 regular, for.....	\$3.20
\$4.50 regular, for.....	\$3.60
\$5.00 regular, for.....	\$4.00
\$6.00 regular, for.....	\$4.80
\$6.50 regular, for.....	\$5.20
\$7.00 regular, for.....	\$5.60
\$8.00 regular, for.....	\$6.40

#### Bleached Table Damask

40c regular, for.....	.35c
75c regular, for.....	.60c
85c regular, for.....	.65c
\$1.00 regular, for.....	.80c
\$1.25 regular, for.....	.90c
\$1.50 regular, for.....	\$1.10
\$1.75 regular, for.....	\$1.20
\$1.85 regular, for.....	\$1.40
\$2.00 regular, for.....	\$1.60
\$2.25 regular, for.....	\$1.80
\$2.50 regular, for.....	\$2.00
\$2.75 regular, for.....	\$2.20
\$3.00 regular, for.....	\$2.40

#### Cream Table Damask

60c regular, for.....	.50c
75c regular, for.....	.60c
85c regular, for.....	.65c
\$1.00 regular, for.....	.80c
\$1.15 regular, for.....	.90c
\$1.25 regular, for.....	\$1.00
\$1.50 regular, for.....	\$1.20

**Zephyrs and Seersuckers**  
Determined to reduce our stock of A. F. C. Red Seal Zephyrs and Bates Seersuckers, our entire line, next week, a yard..... **10c**

#### Sheets

Size 81x90. Extra quality, linen finish, worth 85c, sale price—

**51c**

#### White Goods

All India Linon, Persian Lawns, Mercatized Persians, French Lawns, Batistes, Nainsooks, Swiss Muslins, Lingeries, Mulls and Long Cloths in stock at—

**20% Off**

#### White Linens

Our entire line of Linon, Lawn, Dress Linens, Art Linens and Sheeting Linens will sell next week at—

**20% Off**

#### Pillow Tubing

42 inches wide, regular price 20c,	16 1/2c
48 inches wide, regular price 22 1/2c,	17 1/2c
special .....	

#### BLEACHED SHEETING

42 in. Peppercell Bleached, regular price 15c,	12c
48 in. Peppercell Bleached, regular price 20c,	13 1/2c
54 in. Peppercell Bleached, regular price 25c,	19c
60 in. Peppercell Bleached, regular price 30c,	24c
66 in. Peppercell Bleached, regular price 35c,	26c
special .....	

#### UNBLEACHED SHEETING

42 in. Peppercell Unbleached, regular price 15c,	20c
48 in. Peppercell Unbleached, regular price 20c,	22c
54 in. Peppercell Unbleached, regular price 25c,	24c
60 in. Peppercell Unbleached, regular price 30c,	26c
66 in. Peppercell Unbleached, regular price 35c,	28c
special .....	