

IT PAYS TO TRADE AT Z. C. M. I.

IT IS MORE PROFITABLE TO YOU THAN ELSEWHERE BECAUSE HERE YOU ALWAYS GET THE BEST GOODS AT THE LOWEST PRICES. YOU HAVE NO USE FOR CHEAP, SHODDY WARES, NEITHER HAVE WE, SO WE DO NOT CARRY THEM. OUR GOODS ARE CHEAP BECAUSE THEY ARE GOOD, AND BECAUSE THE PRICE FOR SUCH A QUALITY IS LOWER THAN AT ANY OTHER STORE IN THE WEST. HOW DO WE SELL AT SUCH REDUCED FIGURES? THAT IS A QUESTION WHICH PUZZLES OUR COMPETITORS, WHO CANNOT MATCH OUR PRICES. THE ANSWER IS VERY SIMPLE: WE UNDERSTAND OUR BUSINESS, AND REALIZE THAT OUR CUSTOMERS' INTEREST IS OURS. THE

Best Holiday Bargains Ever Offered
Are at Z. C. M. I. This Week.

Z. C. M. I.



Z. C. M. I.

We determined to make this month's sales by far the largest we ever had, and we are meeting with great success because of the really wonderful bargains we offer. Come and see. Compare our prices with those made by others, and you will be astonished at the great reductions we offer. At no other store can you trade with such ease as at Z. C. M. I. At no other store can you find such splendid values for your money.

The Rush is Now On at Z. C. M. I. Come Now. Don't Delay Till Too Late.

<p>Cloak Department.</p> <p>Pity the Husband Who is unwilling to allow his wife one of these splendid new</p> <p>Ladies' Jackets Now offered at reduced rates at Z. C. M. I. No home in the West has such magnificent goods at such low prices. We are determined to sell, hence have cut prices away down.</p> <p>Ladies' Capes At astonishingly low figures. Why do we do it? We are determined to sell at prices within the reach of the people. We have Capes, ordinary price double these figures, from \$2.50 to \$10.00.</p> <p>Ladies' Suits Best value in the market, at special bargain rates. Come and see for your selves.</p> <p>Children's Coats. On these there has been another Great Reduction. The garments are made to wear. The price has been made to sell at the lowest possible margin.</p> <p>Ladies' Winter Waists Special lot of New Goods at closing out prices.</p> <p>Ladies' Wrappers, An elegant stock. Prices are cut in two. Note them! \$5.00, \$11.15, \$12.50, \$15.00, \$20.00.</p> <p>LOVELY TEA GOWNS, NEAT MACKINTOSHES, at reduced rates.</p> <p>Ladies' Silk Waists All the best, and we propose that you get at the prices we have made, and the Ladies realize it, judging by the immense number disposed of already.</p> <p>Table Damask Full assortment, at special Holiday prices. We put in this stock for a line of genuine bargains.</p>	<p>Underwear.</p> <p>FAMOUS THERMAL, the best worn, obtainable only at Z. C. M. I. Quality better and prices proportionally lower than any other underwear in town.</p> <p>Prices of Union Suits, 50c, \$1.00, \$1.50, \$1.75, \$2.00 and \$2.50.</p> <p>Prices of Vests, 50c, 75c, \$1.00, \$1.25 and \$1.50.</p> <p>CHILDREN'S UNION SUITS. Very Good Goods, 50c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$2.75, \$3.00, \$3.25, \$3.50, \$3.75, \$4.00, \$4.25, \$4.50, \$4.75, \$5.00, \$5.25, \$5.50, \$5.75, \$6.00, \$6.25, \$6.50, \$6.75, \$7.00, \$7.25, \$7.50, \$7.75, \$8.00, \$8.25, \$8.50, \$8.75, \$9.00, \$9.25, \$9.50, \$9.75, \$10.00, \$10.25, \$10.50, \$10.75, \$11.00, \$11.25, \$11.50, \$11.75, \$12.00, \$12.25, \$12.50, \$12.75, \$13.00, \$13.25, \$13.50, \$13.75, \$14.00, \$14.25, \$14.50, \$14.75, \$15.00, \$15.25, \$15.50, \$15.75, \$16.00, \$16.25, \$16.50, \$16.75, \$17.00, \$17.25, \$17.50, \$17.75, \$18.00, \$18.25, \$18.50, \$18.75, \$19.00, \$19.25, \$19.50, \$19.75, \$20.00, \$20.25, \$20.50, \$20.75, \$21.00, \$21.25, \$21.50, \$21.75, \$22.00, \$22.25, \$22.50, \$22.75, \$23.00, \$23.25, \$23.50, \$23.75, \$24.00, \$24.25, \$24.50, \$24.75, \$25.00, \$25.25, \$25.50, \$25.75, \$26.00, \$26.25, \$26.50, \$26.75, \$27.00, \$27.25, \$27.50, \$27.75, \$28.00, \$28.25, \$28.50, \$28.75, 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