

# MAY SALE!

COMMENCING AT 8 O'CLOCK MONDAY MORNING, MAY 15, AND CONTINUING TO MAY 20.

MAY  
15th to 20th.



## Hosiery and Underwear

FEW STORES in America contain as large stocks of these useful items as Z. C. M. I., and at no place can you find better qualities at our regular prices. Now the opportunity is at hand to lay in a supply at prices which would be impossible with any store but Z. C. M. I. Better lay in a good supply while you have the chance.



## Carpets!

Carpets, Rugs, Linoleums, Curtains, Wall Paper, Matting and Everything else in this Department at big price reductions such as you have never before heard of even at our great May Sales. Read and profit! We take pleasure in showing these fine goods.



## SILKS and Dress Goods



ANTICIPATING the present popularity of Silks as a dress fabric for Spring and Summer wear, we are prepared with a display of large variety of the newest effects in Fancy Silks as well as the most desirable Dress Fabrics of all kinds on the market. Our regular prices on these fine goods are lower than the so called "Sale" prices quoted by most stores, and when we offer such price reductions as the following, for May Sale week, it is to your financial interest to act promptly.

Two Numbers in Black Beau de Soie.  
No. 1. Black Beau de Soie, 26 inches wide, sells regularly at \$2.25 yard. May sale price,

**\$1.50 per yard.**

No. 2. Black Beau de Soie, 22 inches wide, sells regularly at \$1.25 yard. May sale price,

**.85 per yard.**

One Line of Black Figured Silks, sell regularly for \$1.00 to \$2.00 yard. May sale price,

**One Half Price.**

36-inch Black Taffeta, Guaranteed. Regular price, \$1.25 yard. May sale price,

**\$1.15 per yard.**

27-inch Black Taffeta, Guaranteed. Regular price, \$1.25 yard. May sale price,

**.85 per yard.**

Our Line of Changeable Taffetas and Lou- sines, Pin Checks, colored and black. Regular price, \$1.00 yard. May sale price,

**.65 per yard.**

A Line of Dotted Moures, sold regularly at \$1.75 yard. While they last,

**.65 per yard.**

Entire Stock of Black and Colored Silks, Beau de Soie, Taffetas, Peau de Cygne, Louisines, Plaids, Indias, Crepe du Chine, Satin s, Cambrons, Glaces, Pongees, except Clifton Bond Taffetas.

**25 per cent Off.**

One Special Number in Pongee Silk, 27 inches wide, sold regularly at \$5c yard. May sale price,

**.65 per yard**

Pongee Silk, 85-cent value .....60

1 Line, All Colors in Rough Bungalow Shantung, 28 inches wide. Regular price, \$1.00 for

**.65**

Fancy Mohairs and Brilliantines. Our entire complete line of this latest material for Ladies' Suits will be reduced for May sale week.

**ONE THIRD OFF.**

All Black and Colored Robes, in Voiles, Lace and Crepe de Chine. Sell regularly for \$17.50 to \$100.00 each. At the May sale,

**ONE HALF PRICE.**

Entire Stock of Dress Goods, without reserve, in Brilliantines, Mohairs, Crepe de Paris, Brilliantines, Panamas, Eolienens, Solies, Batistes, Albatross, Poplins, Glorias, Serges, Crispines, etc., discounted for May sale week.

**25 PER CENT OFF.**

Our Line of Glace Lansdownes, sell regularly at \$1.50 yard. May sale price, **\$1.00 Yard.**

ENTIRE LINE OF CHALLIES, 20 PER CENT OFF.

TWO SPECIALS IN LADIES' 26-INCH UMBRELLAS.

No. 1. Umbrella which sells regularly at \$1.00. May sale price

**.65**

No. 2. Umbrella which sells regularly at \$1.50. May sale price

**1.00**

All Black and Colored Parasols and Umbrellas in stock, ladies' and children's, will go at

**25**

**Per Cent Off**

ALL DRESS TRIMMINGS WILL BE REDUCED FOR THE MAY SALE.

OUR LINE OF WASH SILKS IN DAINTY STRIPES AND CHECKS, sells regularly for 40c to 60c yard. May sale price

**20 per cent Off.**

Bigelow Axminster Carpets, \$2.25 grade, at per yard

**1.65**

A few Bigelow Axminster Carpets, \$2.25 grade, at per yard

**1.40**

A few Bundar Wilton Carpets, \$2.25 grade, at per yard

**1.40**

6 Patterns Extra quality Axminster, all new this season, \$1.55 grade at per yard

**1.35**

Regular Axminster, \$1.50 grade at per yard

**1.15**

Wilton Velvets, fine lined \$1.50 grade, at per yard

**1.15**

Tapestry Brussels, \$1.25 grade at per yard

**97c**

Tapestry Brussels, 8 wire, \$1.00 grade at per yard

**75c**

Best of all wool extra super, 2-ply 60c grade at per yard

**69c**

Special all wool extra super, 2-ply, 75c grade, at per yard

**57c**

Best CO all wool extra super, 2-ply 80c grade at per yard

**59c**

Special CO all wool extra super, 2-ply, 70c grade, at per yard

**49c**

Half wool Union Super, 50c grade at per yard

**43c**

Medium Heavy Cotton Union, 8 pair cotton, 37 1/2 cents, now

**32c**

RUGS—All sizes and qualities from 3x5 to 13 feet. Mats at the lowest prices ever offered. ORIENTAL RUGS ONE-THIRD OFF.

WINDOW SHADES, ready for use, 25, 30, 35, and 40 CENTS EACH. All colors.

LINOLEUMS, Best values, 65c, \$1.10, \$1.50, running yard. Two yards wide. Complete line.

WALL PAPER, ALL GOODS AT WHOLESALE PRICES, China Matting. One-half Price.

All sale Carpets Sewed, lined and Laid 10c yard.

Best All Wool ART SQUARES, all sizes 2x3 yards to 4x5 yards. Regular \$5c a square yard. May Sale, Price 75c square yard.

Tapestry, Couch and Table Covers, etc., at great sacrifice.

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## CROCKERY, CHINA, GLASSWARE!

We have much the same story to tell in this Department. It is the ANNUAL CLEAN-UP. There are so many things that we don't want that you do want that we are willing and will make it possible for you to get, in part as follows:

### DINNER SETS

In great variety at liberal discounts.



Parts or remnants of Sets, Salads, Bakers, Jugs, Bowls, Tumblers, Pickles, Celeries, Fruit Bowls and Dishes, Salts, Peppers, Vegetable and Meat Dishes. Remnants of elegant China left from our Christmas stock, just as desirable as ever. Cups and Saucers, Plates, Describers, Jardiniers, Flower Pots, Vases, Salads and Salad Sets, Chocolate, Coffee and Tea Sets, Trays, Pickles, Olives, Celery and hundreds of items, useful and ornamental. ALL AT REDUCED PRICES.



New Glassware for Table, Mantel and every other use. Lamin to "heat the band." Prices no object. Must be closed out. This Sale will do it.

## Gloves and Notions



OUR SPRING SHOWING of New Gloves is certainly a fascinating collection. Every new shade brought out this season is here and we are the first to show many decidedly new innovations. Our Notion Department is the most complete in the city. Every item named below means money saving for you and this is the only store in the whole West where such grand offerings are made.

### KID GLOVES

Odd Lots, Fine Overseam and Pique Gloves, Regular price, \$1.25 to \$1.75. May sale price

**.75**

Lot Fine Overseam Gloves, with Foster's Hook Fastening, sizes 5 1/2, 6, 6 1/2, 6 3/4, 7. Regular price, \$1.50. May sale price

**1.00**

Women's Buende Pique Gloves, in light shades only. All sizes. Regular price, \$1.75. May sale price

**1.25**

Lot Fine Quality Pique Street Gloves, in all sizes. Sold regularly at \$1.75. To close the line. May sale price

**1.25**

Lot Misses' and Children's Gloves. Regular price, 85c and \$1.00. May sale price

**.50**

Women's Prix-Seam Street Gloves, in Havana only. Regular price, \$1.75. May sale price

**1.25**

Reduction on all other Kid Gloves.

### LACE MITTS AND GLOVES

One Lot Women's Lace Mitts, in black and white, all lengths, ranging in price from 50c to \$2.00. May sale price

**.10**

One Lot Women's Lace Gloves, in black, white and colors, in regular and extra lengths. Regular price, 60c to \$2.50. May sale price, per pair

**.25**

"Kayezer" Double Finger Tipped Silk Gloves, in black, white and colors. Regular price, 65c. May sale price, per pair

**.50**

### WOMEN'S NECKWEAR

Embroidered Buster Brown Collars, Embroidered Turnovers, etc. Regular prices, 20c, 25c, 35c. May sale price

**.15**

Another Line, Similar to Above. Regular prices, 35c and 50c. May sale price

**.25**

Entire Line of Silk and Leather Belts, ONE-THIRD OFF.

### RIBBONS

Fancy Ribbons, Plain and Satin Taffetas, Liberty Satins, regular prices 85c to 65c. May sale price

**.25**

All Other Ribbons at 20 Per Cent Off.

### HANDKERCHIEFS

Plain White and Printed Hemstitched Handkerchiefs, regular price, 50c. May sale price

**.03**

Women's Hemstitched and Embroidered and Scallop Embroidered Handkerchiefs. Regular price, 15c and 20c. May sale price

**.10**

Fine Linen Hemstitched and Embroidered Handkerchiefs, worth 40c. May sale price

**.25**

Unlaunders Hemstitched and Embroidered Linen Handkerchiefs and Unlaunders Hemstitched Initial Linen Handkerchiefs, with most hand embroidered initials, worth 25c. May sale price

**.15**

Unlaunders Hemstitched Linen Handkerchiefs, with hand-embroidered initials, worth 15c. May sale price

**.10**

20 Per Cent Off on All Other Handkerchiefs.

### LACES

Fine Net Top Laces, from 9 to 12 inches wide, in white, butter and Arabian shades, at

**One Half Regular Price.**

Real Cluny Insertions, Yak Insertion and Wood Fibre Insertions, ranging in price from 75c to \$4.00 per yard. May sale price, per yard

**.50**

French Valenciennes Laces at, per dozen .20 to .75 Worth 50 Per Cent More.

20 Per Cent Off on All Other Laces.

### EMBROIDERIES

20,000 Yards of Fine Embroideries, in 4 1/2 to 6 1/2 yard lengths, at, per length

**.25 to \$2.50**

Worth from 50c to \$6.00.

300 Pieces Fine Swiss Embroidery Edgings and Insertions, ranging in price from 15c to \$2.00 yard. May sale week at

**ONE-HALF REGULAR PRICE.**

50 Pieces Corset Cover Embroidery, worth from 40c to 60c per yard. All in Mal sale at one price; per yard

**.25**

75c Pieces Corset Cover Embroidery, worth from 50c to \$1.00 yard. May sale price

**.35**

All Other Embroideries at 20 Per Cent Off.

### HOSIERY

Ladies' Black Cotton Hose, regular price, 12 1/2c. May Sale price

**.05**

Ladies' Black Cotton Hose, regular price, 15c. May sale price

**.10**

Ladies' Black Cotton Hose, with high spliced heel and double sole. A full fashioned hose regularly sold at 25c. May Sale price

**.15**

Ladies' Black Cotton Hose, a fine velvet finished hose with high spliced heel and double sole, full fashioned. Regular price, 35c. May sale price

**.20**

Ladies' Black Cotton Hose, the famous Louis Herndorf brand; guaranteed fast and stainless, with reinforced heel and sole. This fine German made hose sells regularly at 35c. May sale price

**.25**

20 PER CENT REDUCTION

Will be given on all Ladies' Black Cotton, Lisle, Gauze and Cashmere Hosiery not specially advertised.

Ladies' Fine Lace and Drop Stitch Hose. Regular price, 35c. May sale price

**.25**

Same in prices from 50c up to \$1.75, during great May sale

**20 Per Cent Off**

Ladies' Spring and Summer Hosiery. In the latest fancy mixed and plain colored effects, ranging in prices from 35c up to \$2.50, during the May sale

**25 Per Cent Off**

Boys' and Girls' Fine Ribbed School Hose. A black cotton hose with reinforced knee, sole and heel. One of the best values ever offered. Regular price, 15c. May sale price

**.08-13**

Children's Black Cotton Hose. Fast and stainless, with spliced knee, heel and toe. Regular price, 25c. May sale price

**.10**

Boys' and Girls' Fine Ribbed Black Cotton Hose. This is a fine combed Lisle, with double heel and toe, fast and stainless. Regular price, 25c. May sale price

**.15**

Boys' and Girls' Fine Ribbed Seamless Black Cotton Hose. Absolutely fast dye. A good school hose, with double sole and high spliced heel. Regular price, 25c. May sale price

**.15**

Boys' Black Cotton Hose. A superior quality, with reinforced knee, sole and heel. Has a fine, stylish appearance, and is unexcelled for heavy wear. Regular price, 35c. May sale price

**.20**

Boys' Heavy Ribbed Black Cotton Hose, with extra heavy sole, heel and knee. A good wearing hose for boys. Regular price, 35c. May sale price

**.20**

Misses' Fine Ribbed Egyptian Black Cotton Hose, with double heel and toe, seamless and absolutely fast black. For very fine wear. Regular price, 25c. May sale price

**.20**

Misses' Pure Combed Maco, Extra Fine Gauge Black Lisle Finished Hose, made of the three-thread pure Egyptian fibre, with an extra spliced heel and toe of four-thread. Regular price, 40c. May sale price

**.25**

20 PER CENT REDUCTION

On all Boys', Misses' and Infants' black and colored Cotton, Lisle and Cashmere Hosiery not specifically mentioned.

Infants' Black Cotton Hose. Regular price, 15c. May sale price

**.10**

Infants' Black Cotton Hose. Regular price, 25c. May sale price

**.15**

Infants' Black Cashmere Hose. Regular price, 25c. May sale price

**.15**

20 PER CENT REDUCTION

On our great line of Infants' Black and Colored Cotton, Lisle, Lace, Silk and Cashmere Hosiery.

### KNIT UNDERWEAR

Ladies' White Fancy Ribbed Cotton Summer Vests, low neck and no sleeves, also low neck and short sleeves. Regular price, 15c. May sale price

**.07 1/2**

Ladies' White Fancy Ribbed Cotton Summer Vests, with low neck and no sleeves, also low neck and short sleeves. Regular price, 20c. May sale price