

# Week, May 17 to 22—Z. C. M. I.

## er Offered Such in the Season

### K DRESSES HALF PRICE

Our entire stock of Foulard, Taffeta and Messaline Silk Dresses, go in this sale, Right at the height of the season, when Dress is so desirable, YOUR CHOICE AT HALF PRICE.

Silk Dress	....\$ 6.00	\$25.00	Silk Dress	....\$12.50
Silk Dress	....\$ 6.75	\$27.50	Silk Dress	....\$13.75
Silk Dress	....\$ 7.50	\$30.00	Silk Dress	....\$15.00
Silk Dress	....\$ 8.25	\$32.50	Silk Dress	....\$16.25
Silk Dress	....\$ 8.75	\$35.00	Silk Dress	....\$17.50
Silk Dress	....\$ 9.50	\$36.50	Silk Dress	....\$18.25
Silk Dress	....\$10.00	\$37.50	Silk Dress	....\$18.75
Silk Dress	....\$10.50	\$40.00	Silk Dress	....\$20.00
Silk Dress	....\$11.25	\$42.50	Silk Dress	....\$21.25
Silk Dress	....\$11.75	\$45.00	Silk Dress	....\$22.50
Silk Dress	....\$12.00	\$55.00	Silk Dress	....\$27.50

### ATS AND JACKETS 25% OFF

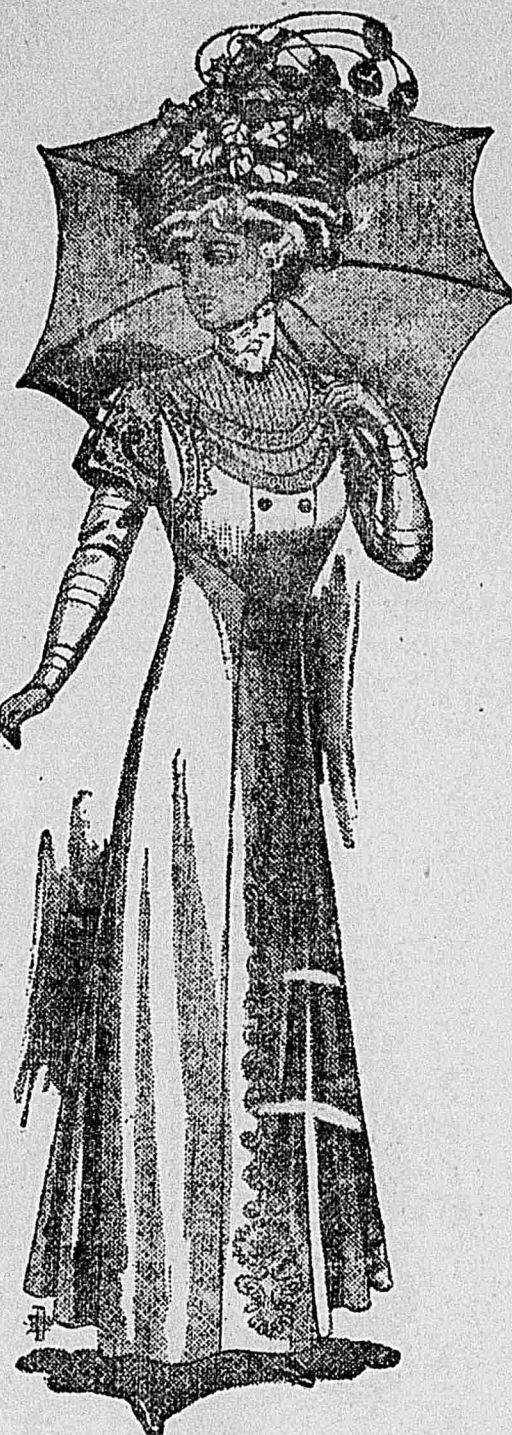
entire stock of ladies' pongee, Taffeta, covert, serge, line, nets, battenberg and black cloth coats and jackets. line comprises all this season's new things in ladies' sep-coats, in 36 inch, 45 inch, the three-quarter and full effects. Splendid selection from 25% Off to choose, at

entire line of rubberized silk and 25% Off for rain and auto coats, at

### LDREN'S REEFER JACKETS

1 to 5, and 6 to 14 years, all go in this sale—reds, greens, tans and novelty mixtures. 25% Off range from \$2.00 to \$10.00, at

No Alterations Done During Sale Week.



## MAY SALE REDUCTIONS IN Linen and Staple Dept.

Beautiful Snow-White Linen, the best the market affords, manufactured by William Liddell & Co. of Belfast, Ireland. Price reductions that will appeal to every housewife, rooming house keeper and hotel manager.

### 25% Off All Table Linens and Napkins

#### May Sale Bargains in Table Damask

68-in. BLEACHED TABLE DAMASK, Regular	25c
50c a yard; during May Sale	
62-in. BLEACHED TABLE DAMASK, Regular	40c
55c a yard; during May Sale	
64-in. BLEACHED TABLE DAMASK, Regular	45c
60c a yard; during May Sale	
70-in. BLEACHED TABLE DAMASK, Regular	65c
85c a yard; during May Sale	
68-in. BROWN TABLE DAMASK, Regular	25c
50c a yard; during May Sale	
62-in. BROWN TABLE DAMASK, Regular	38c
55c a yard; during May Sale	
64-in. BROWN TABLE DAMASK, Regular	42c
60c a yard; during May Sale	
70-in. BROWN TABLE DAMASK, Regular	50c
85c a yard; during May Sale	

#### Linen Pieces One-Third Off

All Linen Cloths, Tray Cloths, Center Pieces, Carving Cloths, Scarfs and Doilies in a great variety of styles—hemstitched, embroidered, Mexican drawn work, Battenberg and cluny in all the new, up-to-date patterns, at 1-3 off



#### Linen Table Sets, Cloths and Napkins

8-8 LINEN CLOTH, with 24-in. NAPKINS, Regular \$5.00 a set	\$3.75
8-8 LINEN CLOTH, with 24-in. NAPKINS, Regular \$7.50 a set	\$5.63
8-8 LINEN CLOTH, with 24-in. NAPKINS, Regular \$9.00 a set	\$6.75
8-8 LINEN CLOTH, with 24-in. NAPKINS, Regular \$11.00 a set	\$8.25
8-8 LINEN CLOTH, with 24-in. NAPKINS, Regular \$13.00 a set	\$13.50
8-10 LINEN CLOTH, with 24-in. NAPKINS, Regular \$5.50 a set	\$6.38
8-10 LINEN CLOTH, with 24-in. NAPKINS, Regular \$6.00 a set	\$7.50
8-12 LINEN CLOTH, with 24-in. NAPKINS, Regular \$6.00 a set	\$6.75
8-12 LINEN CLOTH, with 24-in. NAPKINS, Regular \$8.00 a set	\$8.25
10-10 LINEN CLOTH, with 24-in. NAPKINS, Regular \$10.00 a set	\$15.00
10-12 LINEN CLOTH, with 24-in. NAPKINS, Regular \$12.00 a set	\$18.00
10-14 LINEN CLOTH, with 24-in. NAPKINS, Regular \$14.00 a set	\$22.50
10-16 LINEN CLOTH, with 24-in. NAPKINS, Regular \$22.50 a set	\$24.38

### THREE EXTRA SPECIAL BARGAIN TABLES

These Bargain Tables are always popular. Early visitors will get the first choice. It will pay you to hurry.

**5c BARGAIN TABLE.**  
Goods that sell regularly from 7 1-2c to 12 1-2c—cotton challie, short length gingham, chambray, Arnold's American prints, unbleached muslin, bleached muslin, toilet twill crash, full bleech outing. While they last, a yard 5c

**8 1-3c BARGAIN TABLE.**  
Materials that are daily used—many of them worth double the price now asked will be placed on this table—batiste, percales, white waistings, bleached muslins, ginghams. While they last, a yd 8 1-3c

**10c BARGAIN TABLE.**  
Goods that sell regularly from 12 1-2c to 20c a yard and are in constant demand where there is a family—white waistings, batistes, lawns, chevots, satens, ginghams, crashes, in this sale. While they last, a yard 10c

## lin Bargains

### Undermuslins 25% off

entire stock of Muslin Underwear—choice, up-to-date muslins, in which quality and style has been the consideration. Reasonably priced at their 1-4 off during May Sale

### Children's Muslin Drawers

entire line of Children's Muslin Drawers, finely tucked, regularly 20c and 25c, according to size. Your choice during May Sale, a pair 10c

for 10c	50c values for	25c
for 15c	50c values for	40c
for 20c	50c values for	45c
for 25c	50c values for	50c
for 30c	50c values for	55c
for 35c	50c values for	60c
for 40c	50c values for	65c
for 45c	50c values for	70c
for 50c	50c values for	75c
for 55c	50c values for	80c

Slips, Skirts, Dresses, etc., One-fourth off

White Aprons, ages from 4 to 12 Half Price

Aprons, in white and colors, One-fourth off

## May Sale

### Millinery Reductions

The beauty of our Millinery Dept., the diversity of styles and trimming effects, have made it popular with lovers of style and elegance.

During our May Sale the newest creations and latest styles will be sold at the following reductions:

#### All Imported Pattern Hats at One-Third off

All dark colored trimmed Hats, black, browns, greens, navies, and reds, 25% off  
All light colored trimmed Hats, beautiful effects for summer wear, 25% off  
Our entire line of untrimmed shapes and millinery materials, 20% off

Never before were such extraordinary reductions made so early in the season. Z. C. M. I.'s annual May Sale is always the greatest sale of the whole year. This year's sale will eclipse any of its predecessors. Do your trading "early in the day and early in the week."

### Knitted Underwear Specials

Ladies' Swiss Ribbed Union Suits, with wide leg, lace trimmed, low neck and no sleeves. A splendid line of samples. Regular 40c values, 20c during May Sale

An unexcelled line of ladies' regular and extra size summer Union Suits, a variety of styles in all the popular cuts. Plain and lace trimmed, wide leg and tight fitting. During May Sale will sell as follows:

50c values for	40c	1.50 values for	\$1.15
75c values for	55c	1.75 values for	\$1.30
85c values for	65c	2.00 values for	\$1.50
1.00 values for	75c	2.25 values for	\$1.70
1.25 values for	90c	3.00 values for	\$2.25

All prices not mentioned here will be greatly reduced.

Children's Union Suits, our entire line, nothing reserved, during May Sale 4 off

Ladies' Swiss Ribbed Vests, with low neck and no sleeves. A line of samples that sell regularly at 15c; during May Sale 7 1-2c

All Ladies' Summer Vests and Pants in a variety of cuts and qualities. During May Sale will sell as follows:

25c Vests for	20c	1.00 Vests for	75c
35c Vests for	25c	1.25 Vests for	90c
45c Vests for	35c	1.50 Vests for	\$1.15
55c Vests for	50c	1.75 Vests for	\$1.35
65c Vests for	55c	2.00 Vests for	\$1.50
75c Vests for	65c	2.25 Vests for	\$1.70

A sample line of ladies' wide leg, lace trimmed, knitted pants, A 25c 15c

Children's Union Suits, white cotton, summer weight, high neck, long sleeve, untrimmed. A 50c value; during May Sale 15c

Children's Knitted Vests and Pants, all cuts and qualities. During May Sale will sell as follows:

25c values for	15c	50c values for	35c
35c values for	25c	60c values for	45c

May Sale Reductions in ART DEPARTMENT

Learn to do fancy work. It will surprise you how many beautiful articles you will accumulate by using your leisure in that way. We give lessons free to those who purchase materials here. Stamping and designing in all its branches—our charges are at ways reasonable.

HALF PRICE

ALL WORK MATERIALS—Our entire stock of silks, cottons, cords to be sold during May Sale at 20 PER CENT OFF



#### Bed Spread Reductions

Here is an excellent opportunity to get a good Bed-Spread cheap. It will be to your advantage to come early—there will be a big demand for them.

BED SPREADS, regulation size, regular price \$1.25; during May Sale	85c
BED SPREADS, regulation size, regular price \$1.50; during May Sale	\$1.10
BED SPREADS, regulation size, regular price \$2.00; during May Sale	\$1.50
BED SPREADS, regulation size, regular price \$2.25; during May Sale	\$1.75
BED SPREADS, regulation size, regular price \$2.50; during May Sale	\$1.90
BED SPREADS, regulation size, regular price \$3.00; during May Sale	\$2.35
BED SPREADS, regulation size, regular price \$3.25; during May Sale	\$2.60
BED SPREADS, regulation size, regular price \$3.50; during May Sale	\$3.00

All Other Spreads 20% Off

#### Hammocks

25% Off

Just think of buying a Hammock now, at the commencement of the season, for 25 per cent off.

Not old stock, but absolutely new goods, made of the very best Seale twine, in the new color designs.

There is a splendid variety to select from and it will pay you to buy while these reductions are in vogue. During this May Sale your choice 25% Off

#### White Goods

20% Off

Beautiful White Goods that are simply exquisite for graduation, party, street or wedding dresses. Materials that are also very appropriate for children's and misses' dresses.

FRENCH LAWNS, PERSIAN LAWNS, MERCERIZED PERSIAN LAWNS, VICTORIA LAWNS, INDIA LINONS, BATISTE, AIR LINE CLOTH, COTTON MULLS, LINGERIE, LINEN, LAWNS AND NAINSOOK, PLAIN, STRIPED AND CHECKS; DIMITIES IN STRIPES AND CHECKS, PLAIN AND DOTTED SWISS.

#### Flannel Special

Flannel the equal of which has never before been sold in this market at the price.

2-4 WHITE WOOL FLANNEL, regular price 25c a yard; during May Sale 15c

#### Feather Pillows

This is one of the greatest Feather Pillows ever offered.

A PURE FEATHER PILLOW—HYGIENIC—DUSTLESS—ODORLESS, size 18x25 inches, 8-oz. ticking. These pillows are worth double what we ask for them; during May Sale 45c

#### Pillow Tubing

42-in. PILLOW TUBING, regular price 20c a yard; during May Sale 16c

45-in. PILLOW TUBING, regular price 22c a yard; during May Sale 17 1-2c

#### Sheets and Pillow Cases

SHEETS.

Made of good, reliable materials, well sewn and will give excellent satisfaction.

Size 72x90 hemmed, sells regularly for 75c; during May Sale	55c
Size 72x90 hemmed, sells regularly for \$1.00; during May Sale	80c
Size 72x90 hemmed, sells regularly for 55c; during May Sale	55c
Size 84x96 hemmed, sells regularly for 90c; during May Sale	70c
Size 84x96 hemmed, sells regularly for \$1.00; during May Sale	75c
Size 84x96 hemmed, sells regularly for \$1.10; during May Sale	85c
Size 84x96 hemstitched, sell regularly for \$1.25; during May Sale	\$1.00
ALL OTHER SHEETS 20 PER CENT OFF.	

PILLOW CASES.

Size 4-in. hemmed, regular price 17 1-2c; during May Sale	12 1-2c
Size 4-in. hemmed, regular price 17 1-2c; during May Sale	12 1-2c
Size 4-in. hemmed, regular price 20c; during May Sale	15c
Size 4-in. hemmed, regular price 25c; during May Sale	17 1-2c
Size 4-in. hemstitched, regular price 20c; during May Sale	24c

OTHER PILLOW CASES 20 PER CENT OFF.

#### Bath Towel Reductions

Staple articles that are needed in every household. Thrifty housewives and rooming house keepers will save money by purchasing the year's supply in this sale.

BLEACHED BATH TOWELS, regular price 10c; during May Sale	8 1-2c
BLEACHED BATH TOWELS, regular price 15c; during May Sale	10c
BLEACHED BATH TOWELS, regular price 20c; during May Sale	15c
BLEACHED BATH TOWELS, regular price 25c; during May Sale	20c
BLEACHED BATH TOWELS, regular price 35c; during May Sale	28c
BLEACHED BATH TOWELS, regular price 40c; during May Sale	32c
BLEACHED BATH TOWELS, regular price 50c; during May Sale	40c
BROWN BATH TOWELS, regular price 10c; during May Sale	8 1-2c
BROWN BATH TOWELS, regular price 15c; during May Sale	10c
BROWN BATH TOWELS, regular price 20c; during May Sale	15c
BROWN BATH TOWELS, regular price 25c; during May Sale	20c
BROWN BATH TOWELS, regular price 35c; during May Sale	28c
BROWN BATH TOWELS, regular price 40c; during May Sale	32c

## May Sale Reductions on Gents' Clothing

Men's Fine "Eff-Eff" Suits, worth \$20.00 to \$30.00, Half Price.

Men's suits, worth \$10.00, during May sale	\$ 5.50
Men's suits, worth \$12.00, during May sale	6.50
Men's suits, worth \$13.50, during May sale	7.50
Men's suits, worth \$15.00, during May sale	9.00
Men's suits, worth \$16.00, during May sale	10.00
Men's suits, worth \$18.00, during May sale	12.50

#### May Sale Prices on Boys' Suits.

Boys' suits, worth \$ 6.50, ages 14 to 19, May sale	\$4.00
Boys' suits, worth \$ 7.50, ages 14 to 19, May sale	5.00
Boys' suits, worth \$10.00, ages 14 to 19, May sale	7.00
Boys' suits, worth \$12.50, ages 14 to 19, May sale	8.00
Boys' khaki suits, ages 12 to 19, May sale	1.75

A Choice Lot of Children's Wash Suits, Ages 3 to 9, 50c and 75c a Suit.

Children's suits, worth \$2.50, ages 4 to 14, May sale	\$1.50
Children's suits, worth \$4.00, ages 4 to 14, May sale	2.50
Children's suits, worth \$5.00, ages 4 to 14, May sale	3.00

Men's Odd Pants, Worth \$3.00 to \$8.00, at Half Price.

Boys' odd pants, worth \$2.00 to \$4.00, at	HALF PRICE
Choice lot of knee pants, worth \$1.00 to \$2.00, at	HALF PRICE
Special lot of knee pants, at	HALF PRICE

Men's and Boys' Laundered White Shirts at Half Price.

Men's colored golf shirts, at	HALF PRICE
Men's colored stiff front shirts, at	HALF PRICE
Men's necktie shirts, at	HALF PRICE
Men's monarch white dress shirts, at	HALF PRICE
Boys' golf and necktie shirts, at	HALF PRICE
Men's summer and winter underwear, odd sizes	HALF PRICE
Boys' summer and winter underwear, odd sizes	HALF PRICE

Children's "Mother's Friend" Waists, Worth 75c and \$1.00, for 50c Each.

Choice lot of children's blouse waists, worth 40c, for	25c
Men's and boys' suspenders at	HALF PRICE
Men's half hose, wool and cotton, at	HALF PRICE
Men's and boys' neckwear, at	HALF PRICE

A Few Choice Children's Sweaters, 18 to 26, at Half Price.

Men's and boys' celluloid collars, at	5c
Men's and boys' felt hats, new styles, at	HALF PRICE
Men's and boys' straw hats, at	HALF PRICE
Boys' and children's caps, at	HALF PRICE
Choice lot of Men's and Boys' caps, at	25c

#### May Sale Prices on Overalls.

A broken line of men's overalls, regular 75c values, during May sale, a pair 50c

NO GOODS ON APPROVAL.

THIS IS STRICTLY A CASH SALE.