

Z. C. M. I. ANNUAL MAY

POSITIVELY ONE WEEK ONLY, MONDAY TO SATURDAY, MAY 11th TO 16th.

MAY SALE REDUCTIONS IN

Suits, Coats, Skirts, Waists

No Fictitious Values.

But bona fide reductions from regular retail prices from

20% to 50%

These reductions will maintain throughout the entire department. No reserves. Every article of wearing apparel in the greatest of all Cloak Departments included in this Great May Sale—

LADIES' AND MISSES' NEW SPRING SUITS, SEPARATE SKIRTS, SILK COATS, FANCY MIXTURE COATS, COVERT JACKETS, FANCY WRAPS, WAISTS, RAIN COATS, CRAVENETTES, WRAPPERS, KIMONOS, SILK UNDERSKIRTS, MERCERIZED PETTICOATS, CHILDREN'S COATS, BABIES' COATS, SILK DRESSES AND JUMPER SUITS.



Our Entire Line of New Spring Suits at These Reductions.

\$12.50 Suits for.....\$ 8.35	\$32.50 Suits for.....\$21.70
\$13.50 Suits for.....\$ 9.00	\$33.00 Suits for.....\$22.00
\$15.00 Suits for.....\$10.00	\$35.00 Suits for.....\$23.35
\$16.50 Suits for.....\$11.00	\$37.50 Suits for.....\$25.00
\$17.50 Suits for.....\$11.65	\$38.50 Suits for.....\$25.65
\$18.00 Suits for.....\$12.00	\$40.00 Suits for.....\$26.65
\$20.00 Suits for.....\$13.65	\$42.50 Suits for.....\$28.35
\$21.00 Suits for.....\$14.00	\$45.00 Suits for.....\$30.00
\$22.50 Suits for.....\$15.00	\$47.50 Suits for.....\$31.65
\$23.50 Suits for.....\$15.65	\$50.00 Suits for.....\$33.35
\$25.00 Suits for.....\$16.75	\$52.50 Suits for.....\$35.00
\$26.50 Suits for.....\$17.65	\$55.00 Suits for.....\$36.65
\$27.50 Suits for.....\$18.75	\$60.00 Suits for.....\$40.00
\$28.50 Suits for.....\$19.00	\$65.00 Suits for.....\$43.35
\$30.00 Suits for.....\$20.00	\$75.00 Suits for.....\$50.00

May Sale Reductions in Silk Dresses, Jumper Suits, White Serge Suits, Jackets, Skirts, Cravenettes and Coats;

Entire line of Handsome Silk Dresses and Jumper Suits25 PER CENT OFF.
White Serge Suits and Separate Jackets
.....ONE-THIRD OFF.
Entire line of Separate skirts, blacks, blues, browns and all novelty goods at
.....25 PER CENT OFF.

A line of Misses' Skirts at HALF PRICE.
A line of Ladies' Skirts at HALF PRICE.
Entire line of Cravenettes—fitted, semi-fitted and loose effects, at HALF PRICE.
A line of Ladies' and Misses' Box Coats in light mixtures at HALF PRICE.

Entire line of Covert Jackets, ranging from \$8.00 to \$27.50, at ONE-THIRD OFF.
All Black Silk and Black Cloth Jackets at ONE-THIRD OFF.
Black Silk Coats, 52 inch and 36 inch at
..... 25 PER CENT OFF.

Our Entire Line of Waists 25% Off.

The finest line of Shirt Waists ever shown in this part of the country. An immense variety of styles and kinds at prices ranging from \$1.50 to \$33.00. Handsome Silk Waists, Net Waists, White Linens, Lingerie and Lawns; Banzai Silks and other fine fabrics. Made in all the new models in combinations of lace and embroidery. During May Sale you are privileged to choose from our stock at ONE-FOURTH OFF

May Sale Reductions on Kimonos, Petticoats, Capes, Jackers, Coats, Bath Robes, Shawls, Wrappers, Etc.

Entire line of LONG AND SHORT SILK KIMONOS AT HALF PRICE.
Entire line of LAWN KIMONOS AND DRESSING SACQUES 25% OFF.
PERCALE WRAPPERS 25% OFF.
Entire line of BLACK MERCERIZED PETTICOATS 25% OFF.
Entire line of HANDSOME SILK UNDERSKIRTS, blacks and colors 25% OFF

BEAUTIFUL BLACK LACE NET AND BRAID CAPES AND JACKETS at HALF PRICE
3-4 length COVERT, RUBBERIZED SATIN and RAJAH SILK COATS, at ONE-THIRD OFF.
Ladies' and Children's BLANKET CLOTH BATH ROBES, splendid assortment at ONE-THIRD OFF.
KNITTED SHAWLS 25% OFF

In addition to this new, fresh merchandise at such generous reductions there will be Racks and Tables filled with various kinds of wearing apparel at Ridiculous Reductions.

MAY SALE PRICES ON MILLINERY.

THE beauty of our Millinery Department, 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 dark colored trimmed Hats, black, browns, greens, navies and reds, at **ONE-THIRD OFF**
All light colored trimmed Hats, beautiful effects for summer wear, at **25% Off**
Our entire line of untrimmed shapes and millinery materials at **20% Off**



May Sale Reductions in the Art Department.

Learn to do fancy work. It will surprise you how many beautiful articles you will accumulate by using our lessons in that way. We give lessons free to those who purchase materials here. Stamping and designing in all its branches—our charges are always reasonable.
TINTED PILLOW COVERS, beautifully tinted in natural colors, effective floral designs, during May Sale **HALF PRICE**

ALL WORK MATERIALS—Our entire stock of silks, cottons, cords to be sold **20% OFF**
Great variety of Porch Pillows, Dollies, Laundry Bags, Center Pieces, etc., Reduced Prices will be sold during May Sale at

NO EXCHANGES. ALTERATIONS EXTRA.

MAY SALE REDUCTIONS IN

SHOES

RARE VALUES FOR EVERYONE



Our patrons will have the greatest collection of choice Shoe Bargains to select from that have ever been offered in this locality.

Every shoe on our shelves offered at reduced price for cash, and all Short or Broken Lines must go at Special Bargain Prices.

The following is but a brief outline of the numerous and superb values that we offer:

Men's Shoes and Oxfords, regular \$3.00 to \$7.00 values, during May Sale **\$1.95 to \$3.95**
Boys' Shoes, regular \$1.50 to \$3.50 values, during May Sale **\$1.25 to \$1.95**
Ladies' Fine Shoes, Oxfords and Slippers, regular \$1.75 to \$6.00 values, during May Sale **\$1.25 to \$3.65**
Misses' and Children's Shoes, regular \$1.00 to \$2.75 values, during May Sale **55c to \$1.95**
A Money-Saver for You. Don't Miss It.

REDUCTIONS IN

Gents' Clothing Dept.

Men's Fine "Tailor-Made" Suits, worth \$15 to \$30—Half Price.

Men's Suits, worth \$12.00, during May Sale **\$6.50**
Men's Suits, worth \$13.50, during May Sale **\$8.50**
Men's Suits, worth \$15.00, during May Sale **\$10.00**
Men's Suits, worth \$18.00, during May Sale **\$12.50**

Boys' Suits, worth \$10.00 to \$18.00, at—HALF PRICE.

Boys' Suits, worth \$6.50, during May Sale **\$4.00**
Boys' Suits, worth \$7.50, during May Sale **\$5.00**
Boys' Suits, worth \$12.50, during May Sale **\$7.50**

Children's Suits, worth \$3.00 to \$6.00, at—HALF PRICE.

May Sale Special in Children's Wash Suits, ages 4 to 14, a pair **\$1.75**
A choice lot of Children's Knee Pant Special, ages 4 to 14, a pair **50c and 75c**
Knee Pant Special, ages 4 to 14, a pair **25c**

Men's Odd Pants, worth \$3.00 to \$8.00, at—HALF PRICE.

Men's Work Pants, during May Sale, your choice **75c**
Boys' Pants, worth \$2.00 to \$4.00, at **Half Price**

Men's Monarch White Dress Shirts, worth \$1.75, Sale Price \$1

Men's Colored Golf Shirts at **Half Price**
Men's Colored Stuff Front Shirts at **Half Price**
Boys' Golf and Negligee Shirts at **Half Price**
Men's Winter and Summer Underwear **Half Price**
Boys' Underwear, a choice lot, at **Half Price**

Children's Little White Fountleroy Waists at—HALF PRICE.

Men's Outing Collars all colors **Half Price**
Men's and Boys' Suspenders **Half Price**

Men's Half Hose, all styles—HALF PRICE.

Men's and Boys' Neckwear **Half Price**
Men's, Boys' and Children's Belt Hats **Half Price**
Men's, Boys' and Children's Straw Hats **Half Price**
Men's, Boys' and Children's Caps **Half Price**
Men's and Boys' Linen Collars **5c each**
Children's Madras Rompers **35c each**

Broken Lines of Overalls.

A broken line of Men's Overalls, regular 75c values, to clear them out, during May Sale, a pair **35c**

Men's Bib Overalls, good quality, made of 9 ounce Denim, regular 80c values, during May Sale, a pair **50c**

MAY SALE REDUCTIONS IN

Linen and Staple Dept.

Z. C. M. I. has a reputation for carrying the very best linens on the market. The linens offered at these exceptional prices are not a job lot, but our regular stock manufactured by Wm. Liddell & Co., of Belfast, Ireland. In addition to these great bargains—ginghams, madras, swisses, summer dress goods, towels, sheetings, pillow cases, bed spreads, hammocks, etc., WILL BE INCLUDED IN THIS GREAT PRICE CUTTING SALE.



25% Off All Table Linens and Napkins

MAY SALE BARGAINS IN DAMASK.

60 in. MERCERIZED DAMASK, regular price 45c, during May Sale 30c	56 in. LINEN CREAM DAMASK, regular price 40c, during May Sale 25c
66 in. MERCERIZED DAMASK, regular price 75c, during May Sale 55c	58 in. LINEN CREAM DAMASK, regular price 60c, during May Sale 45c
60 in. LINEN BLEACH DAMASK, regular price 65c, during May Sale 45c	60 in. LINEN CREAM DAMASK, regular price 75c, during May Sale 55c

DAMASK TABLE SETS, CLOTHS AND NAPKINS

For quality, weight and beauty of design, it is hard to equal Liddell's high grade, full bleach Damask. Sizes 2, 2½, 3, 3½ and 4 yards long. During May Sale **ONE-THIRD OFF**
\$5.00 values for **\$3.33**
\$5.50 values for **\$3.67**
\$6.00 values for **\$4.00**
\$6.50 values for **\$4.33**
\$7.00 values for **\$4.67**
\$7.50 values for **\$5.00**
\$8.00 values for **\$5.33**
\$9.00 values for **\$6.00**
\$11.00 values for **\$7.33**
\$12.00 values for **\$8.00**

MAY SALE REDUCTIONS ON TABLE CLOTHS.

Size 8-10, \$3.00 values, for.....\$2.00	Size 8-12, \$3.50 values, for.....\$2.33
Size 8-12, \$4.75 values, for.....\$3.20	Size 9-9, \$5.50 values, for.....\$3.67
Size 10-10, \$9.00 values, for.....\$6.00	Size 10-10, \$10.00 values, for.....\$6.67
Size 10-12, \$11.00 values, for.....\$7.33	Size 10-14, \$12.50 values, for.....\$8.33
Size 10-12, \$13.50 values, for.....\$9.00	Size 10-12, \$17.50 values, for.....\$11.67

ONE-THIRD OFF

All Linen Cloths, Tray Cloths, Center Pieces, Doilies and Scarfs in hemstitched, embroidered, Mexican Drawn Work, Cluny, Battenberg and other lace effects.

3 EXTRA SPECIAL BARGAIN TABLES.

On these tables will be found many extra special bargains. There is sure to be a rush for them so make your selections as soon as possible.

7c Bargain Table.	8c Bargain Table	10c Bargain Table
On this table will be found a great variety of goods that will be sold at great reductions than ever before. Many of them are worth double the price we ask for them. Your choice 7c	Staple goods that will sell rapidly at the price placed upon them. Zephyr Ginghams, Zephyrettes, Percales, Mont Rose Suitings, and many other kinds of goods that are in constant demand, a yard 8c	Goods that are suitable for men's, women's and children's wear—Percales, Chevots, Mohair, Lingerie, Gingham, Dot Swisses, and other staple goods, each of which is an exceptional bargain. Your choice at, a yard 10c

SUMMER DRESS GOODS.

A splendid variety of plain and fancy fabrics for Summer Dresses, during May Sale will sell at the following attractive price reductions: FIGURED SILK MULLS, regular 55c a yard, during May Sale **50c**
SHADOW DOT MULLS, regular 75c a yard, during May Sale **50c**
BANZAI SILK, regular 65c a yard, during May Sale **50c**
MILLETTE CLAIRE, regular 60c a yard, during May Sale **45c**
MOUSSELINE DE SOIE, plain, regular 30c a yard, during May Sale **20c**
PLAIN SILK MULL, regular 50c a yard, during May Sale **35c**
PLAIN SILK MULL, regular 60c a yard, during May Sale **45c**

EXTRA SPECIAL BARGAINS.

COTTON POIS DE SOIE, in white grounds, with black and colored figures, regular price 25c a yard, during May Sale **15c**
FIBRI YAMA, the latest and most pleasing designs shown for Kimonos and Dressing Sacques, regular price 25c a yard, during May Sale **16c**

PEPPERELL SHEETING.

The best reasonably priced sheeting on the market. Pepperell Sheeting is so well known that it needs but little introduction.
42 in. BLEACH PEPPERELL, regular price 20c a yard, during May Sale **14c**
46 in. BLEACH PEPPERELL, regular price 22½c a yard, during May Sale **15c**
6-4 BLEACH PEPPERELL SHEETING, regular price 25c a yard, during May Sale **20c**
8-4 BLEACH PEPPERELL, regular price 30c a yard, during May Sale **25c**
9-4 BLEACH PEPPERELL, regular price 32½c a yard, during May Sale **27c**
10-4 BLEACH PEPPERELL, regular price 35c a yard, during May Sale **29c**
8-4 BROWN PEPPERELL, regular price 27½c a yard, during May Sale **23c**
9-4 BROWN PEPPERELL, regular price 30c a yard, during May Sale **25c**
10-4 BROWN PEPPERELL, regular price 32½c a yard, during May Sale **27c**

SHEETS AND PILLOW CASES

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

SHEETS.	
Size 72x90, hemmed, sells regularly for 75c; during May Sale	55c
Size 72x90, hemmed, sells regularly for 85c; during May Sale	65c
Size 84x90, hemmed, sells regularly for 95c; during May Sale	65c
Size 84x90, hemmed, sells regularly for \$1.00; during May Sale	75c
Size 96x96, hemmed, sells regularly for \$1.10; during May Sale	85c
Size 96x96, hemmed, sells regularly for \$1.10; during May Sale	70c
Size 108x108, hemmed, sells regularly for 90c; during May Sale	70c
Size 108x108, hemmed, sells regularly for 85c; during May Sale	65c
ALL OTHER SHEETS 20 PER CENT OFF.	