

# GRAND EXPANSION AND STOCK REDUCING SALE!

PRIOR  
TO MOVING IN  
NEW STORE.

Z. C. M. I. Retail Goods Department.

Commences Monday, November 10th.

ONE WEEK.

Continues to Saturday, November 15th.

## Z. C. M. I.

THE great growth and distinctive development of this mammoth institution of modern merchandising has made Expansion imperative. A new wing, 60x200 feet, 50,000 feet of floor space, has been added to our already most extensive establishment. The Retail Dry Goods Department will occupy the new store. Moving such an immense stock of merchandise as we naturally have at this season of the year would be expensive, as well as taking valuable time. It must be reduced to at least one-third its present proportions before moving time comes. To effect this, we realize that very close selling will be necessary. So Monday, November 10th, at 8 o'clock sharp, our doors will swing open and our patrons admitted to this Grand Expansion Sale, at which our great, well bought and carefully selected stock of New and Seasonable Dry Goods will be, without reserve, placed on sale at just what it costs to handle the goods.

Hosiery, Silks, Dress Goods, Trimmings, Notions, Gloves, Handkerchiefs, Underwear, Domestics, House Linens, Table Linens, Cloaks, Ladies' Suits, Wrappers, Waists, Ladies' Coats, Fur Goods, Millinery, Neckwear, Embroideries, Laces.

### Cloak and Suit Dept.

Stocks here were never larger and more complete. A superb showing of all that's new and correct in Ladies' Coats, Suits and Separate Skirts, Waists, Fur Goods, and Capes, and Children's Coats and Dresses.

The Grand Expansion and Stock-Reducing Sale spirit is evident everywhere in the Cloak and Suit section. Every item of our immense stock of Ladies', Misses' and Children's Ready-to-Wear apparel has received the closest of price-cutting attention.

Better to sell them this way than to move them, that's all.

#### LADIES' TAILOR MADE SUITS

At Half and Less.

We have picked from our regular stock about 200 Ladies' Tailor-Made Suits, comprising a large variety of styles and materials, Jackets, Blouses and Eton effects. Prices range from \$15.00 to \$60.00.

We have marked them for this occasion at half and some at less than Half Price.

Then we will allow you to choose from our Whole Stock of New Suits at ONE-THIRD OFF. And a beautiful line of suits it is. Nothing Reserved, we've said, so Monte Carlo Coats, Coronation Coats, and all the other Novelties and Swell effects of the season will be included in this Grand Expansion and Stock-Reducing Sale.

All included—Go right into our Regular line of Children's Coats—The "Three-Quarter" Coats. Eighties and Full Length goods. A line unsurpassed for completeness and correctness. All sizes 4 to 14. Every style and fabric—choose at Expansion Sale prices. A price range from \$2.50 to \$25.00.

19-Inch Jackets and 27-Inch Coats—Pick from these at One-Third Less. Blacks, Castors, Tans, Reds, Blues and Greens, \$6.00 to \$30.00.

Raglans, Rain Coats and Newmarkets—ONE-THIRD LESS. A splendid showing of these in close-fitting and loose effects, Cravettes, Coverts and Showdies. Prices, \$3.50 to \$20.00 with one-third taken off.

Ladies' and Misses' Three-Quarter Coats—ONE-THIRD LESS.

About as sensible a garment as could be selected. They're good for a season or two yet.

A Coat Snap—\$18.00, \$20.00, \$25.00 and \$30.00 Coats for \$7.50

Of course these are not strictly new, if they were such price cutting you would not credit for a minute. But for somebody not particularly set on having the "latest" they are snaps indeed.

Ten Gowns at Half—Our stock of Silk, Cashmere and Albatross Tea Gowns, light shades, \$10.00, \$12.00 and \$15.00 goods. To you just half these figures.

BLACK CASHMERE SHAWLS—An ideal old lady's wrap. They are marked now \$3.00 to \$7.50, which is just half their real worth.

Baby Dresses Half Price—Big lot of Baby Dresses in Cashmires, Flannels, Novelty Goods and Outfittings, ages 1 to 5 years; prices \$5.00 to \$15.00.

These Prices Cut in Two—Children's Dresses. Ages 6 to 14 at Half Price.

This is a lot we have picked from the regular stock. Prices \$1.75 to \$6.00—Half Price to Close.

Our entire line of Children's Dresses—new goods at these prices:

\$2.75 Dress ..... \$2.10  
\$3.50 Dress ..... \$2.70  
\$4.50 Dress ..... \$3.50  
\$5.00 Dress ..... \$3.75  
\$6.00 Dress ..... \$4.50  
\$7.50 Dress ..... \$5.75  
\$8.50 Dress ..... \$6.75  
\$10.00 Dress ..... \$7.50

Children's Coats, ages 1 to 5, with the prices covered evenly. This is a line of Children's Coats in plaid and check novelty goods. Cotton flannel lined, \$1.25 to \$1.75. \$3.50 Coats, for 6 to 10..... \$1.75

#### Fleeced Wrappers, prudently Priced to Induce Plentiful Purchasing.

Our entire stock of FLEECE WRAPPERS—about 500 dozen—already the very best wrapper value in the market, will be subjected to a further reduction for this Expansion sale occasion:

The \$1.00 Wrapper for..... 75c  
The \$1.25 Wrapper for..... 90c  
The \$1.50 Wrapper for..... 1.15  
The \$1.75 Wrapper for..... 1.35  
The 2.00 Wrapper for..... 1.50  
The 2.50 Wrapper for..... 1.95

Bath Robes and Elderdown Wrappers at HALF THEIR WORTH.

One lot of Elderdown Bath Robes and Wrappers (slightly soiled) reds, blues, pinks, and grays. Price range \$4.50 to \$12.00—TWO FOR THE PRICE OF ONE.

Mackintoshes—ONE-THIRD OFF. Knitted Shawls—20 per cent OFF.

A collection of Silk and Lace Capes, \$20.00, \$25.00 and \$30.00 Creations; any one of them for..... \$7.50

SILK ETONS—\$15.00 to \$25.00 goods, any one of them \$7.50 for.....

All Kimonos and Dressing Sacques, in Elderdowns, French Flannels and other materials—will be sold at 20 CENTS ON THE DOLLAR LESS.

PLUSH CAPES—One-Third Less. All our Plush Capes both plain and embroidered and fur trimmed, 33-1-3 PER CENT OFF.

WALKING SKIRTS—THIRD OFF. All our Ladies' Walking Skirts—these new Gore and Flare effects, open seams and strap seams, new materials. Any of them at ONE-THIRD LESS.

TAFFETA AND PEAU DE SOIE SKIRTS. These too will be ONE-THIRD LESS. A magnificent assortment of these in prices \$12 to \$40.

CLOTH DRESS SKIRTS—Choose from our choice collection of Ladies' Dress Skirts at ONE-THIRD FROM REGULAR PRICE.

WAISTS—AT EXPANSION SALE PRICES. All our French Flannel, Cashmere, Henriettes, Velvet, Corduroy, and Brilliantine Waists—25 PER CENT OFF.

SILK WAISTS—A most beautiful and complete stock of Silk Waists in blacks, colors and evening shades. Waists from \$3.00 to \$40.00. The entire stock goes at—ONE-THIRD OFF.

FUR GOODS—One-Third Less and right at the height of the Fur Season. Scarfs, Stoles and Long effects, in all the popular skins. All grades from a \$1.50 scarf up to \$65.00 pieces.

WINTER SHAWLS—Just at the time when you need them—20 PER CENT OFF.

INFANTS' CLOAKS—Cashmires, Silks, and Bedford Cords—20 PER CENT OFF.

CHILDREN'S UNTRIMMED FELT HATS. Those that sell at \$1.25 going..... 50c

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### Domestic Dept.

A Distinctive Feature of this Great Sale will be our

#### 5 Cent Offerings.

In which will be found the following goods, and guaranteed to be as stated.

8-1-2 Bleach Muslins (20 yards to a customer) for..... 5c  
7-1-2 Heavy L. L. Domestic, for..... 5c  
A B C Cutting Flannels for..... 5c  
Stark Mills Toilet Towel and Irish Huck Crash for..... 5c  
Another Golden Opportunity Will Be Our

#### 8-1-3 Cent Offerings.

Siberian and Pacific Mottled 12-1-2 Outing for..... 8-1-3c  
Quality Linens for..... 8-1-3c  
1921 Outing, light colors and heavy weight and fleece..... 8-1-3c  
Hill and Hope Bleach Muslins—Standard Brands..... 8-1-3c  
India Head and Hill Domestics..... 8-1-3c  
Quality Linens for..... 8-1-3c  
Indian Head Unbleached Cotton Flannel, extra heavy..... 8-1-3c  
"C. C." Bleached Cotton Flannel..... 8-1-3c  
Hook and Cheviots..... 8-1-3c  
La Rine Percales for..... 8-1-3c  
Persimmon Cretonnes..... 8-1-3c

#### For 10c a Yard.

15c Black Sateen for..... 10c  
15c Cambric Muslin for..... 10c  
15c Clarion AA Cheviots..... 10c  
Moosehead Donnet..... 10c  
Lilly Bleached Outing Flannels..... 10c  
Favorite Colored Outing Flannels..... 10c  
Navy Blue and Black Twilled Shirting..... 10c  
Stevens "P" Bleached Crash..... 10c

Beautiful French Flannel and Wool Challies 35 per cent off. Never sold at such reductions before.

Ladies' Cloth—A complete line in all colors \$5c and \$10.00 goods. The entire line in this sale..... 70c

All Cotton, Wool and Down Quilts and Wool and Cotton Blankets in White, Gray, Mottled and Brown will go into the sale at stock-reducing prices. Golf Clothing—25 per cent less. Bay or Montague Cloakings 20 per cent less.

#### Sheets & Pillow Cases

36x90 Bleached Sheets, 45c instead of 50c.  
51x90 Bleached sheets, 55c instead of 60c.  
90x90 Bleached Sheets, 65c instead of 70c.  
42x36 Pillow Cases, 12-1-2c instead of 17-1-2c.  
42x36 Pillow Cases, 10c instead of 15c.  
42x36 Pillow Cases, 14c instead of 20c.

Good chance to put in a supply, say "it."

SHEETINGS at Prices Never before quoted.

Peppermint Bleach Sheetings at the following prices:

42 inch, 10c; 46 inch, 12-1-2c; 6-4, 15c; 8-4, 18c; 9-4, 20c; 10-4, 22c; 11-4, 24c; 12-4, 26c; 13-4, 28c; 14-4, 30c; 15-4, 32c; 16-4, 34c; 17-4, 36c; 18-4, 38c; 19-4, 40c; 20-4, 42c.

Lockwood Bleached Sheetings 42 inch, 12-1-2c; 45 inch, 15c; 50 inch, 17-1-2c; 6-4, 18c; 8-4, 22-1-2c; 9-4, 25c; 10-4, 27-1-2c.

Big Reductions on Table Linen, Napkins and Towels.

Bleach and Cream Table Damask, 55 inch, 35c grade for..... 25c  
58 inch, 40c grade for..... 30c  
60 inch, 50c grade for..... 40c  
62 inch, 50c grade for..... 40c  
64 inch, 75c grade for..... 50c  
72 inch, 1.00 grade for..... 60c  
72 inch, 1.25 grade for..... 70c  
72 inch, 1.50 grade for..... 80c  
72 inch, 2.00 grade for..... 1.00  
72 inch, 2.25 grade for..... 1.10  
81 inch, 1.25 grade for..... 80c  
90 inch, 1.50 grade for..... 1.10

Towels.

15c Huck Towels for..... 12-1-2c  
25c Huck Towels for..... 20c  
50c Huck Towels for..... 37-1-2c  
15c Linen Damask Towels for..... 12-1-2c  
25c Linen Damask Towels for..... 20c  
40c Linen Damask Towels for..... 30c  
60c Linen Damask Towels for..... 40c

TABLE NAPKINS—Our entire line of Linen Table Napkins, of which we have a splendid assortment of a price range 40c to \$18.00 per dozen—20 per cent discount will be made.

25 per cent allowed on Linen Scarfs, Lunch Cloths, Pillow Shams, Aprons and Open-Work Scarfs and Doilies.

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### NOTION DEPARTMENT.

Take pencil and paper and make a list of your notion needs and come prepared to buy a year's supply ahead while you have so good an opportunity for such substantial savings on these thousand and one little house-keeping necessities.

#### GLOVES.

GLOVE SECTION.—Expansion Sale prices prevail here, making an excellent opportunity to lay in a season's supply of Gloves and the saving of about every third pair.

The first on the program will be a Ladies' 2-clasp, Fine Kid Glove. Newest Paris Point Emb'dy. All sizes, all colors. A \$1.25 Glove for..... 90c

Another is a Ladies' fine over-seam Kid Glove in black, browns, modes and Ox-bloods. Latest Paris Point Emb'dy, with large Foster hook fastenings (the only practical fastening). All sizes. A \$1.75 Glove for..... \$1.25

These can be washed in soap and water and will remain flexible. White and tans, all sizes. \$1.25 The \$1.50 kind for..... \$1.25

Again—a Ladies' fine P. K. street Glove, warranted Real Kid. Choicest Paris Point Emb'dy. 2-clasp, all good colors, all sizes. A \$1.75 Glove for..... \$1.25

FOSTER'S P. K. Sewn Street Glove. The best wearing Glove to be had anywhere or at any price. We will sell a Foster \$2.00 Glove in this sale..... \$1.50

"TROUSSE"—A fine Suede over-seam Kid Glove, Paris Point Emb'dy. Black, modes, greys and clear. Regular price \$2.00. Expansion price..... \$1.50

A miscellaneous lot of excellent Kid Gloves—broken lines—worth from \$1.25 to \$2.00 a pair. Your choice from these..... 75c

MITTENS AND WARM GLOVES REDUCED—20 per cent discount on all Ladies' and Children's Golf Gloves.

A lot of Ladies' Black Saxony Wool Mittens—single and double, ranging in price from 35c to 45c. All go at a uniform..... 25c

One lot of Children's Black Saxony Wool Mittens, single and double. 25 cent goods..... 15c

#### BELTS.

LADIES' BELTS.—Priced to make lively selling. Entire line of Ladies' Belts, Silk, Satin and Leather, and the latest "Postillon," all at ONE-THIRD LESS. This is certainly a Belt Buying opportunity.

VEILINGS.

VEILINGS—Indispensable this weather. A beautiful assortment of new colors and styles. They're on sale, too.

25c Veilings for..... 20c  
30c Veilings for..... 25c  
35c Veilings for..... 30c  
40c Veilings for..... 35c  
50c Veilings for..... 40c  
60c and 65c Veilings for..... 50c

Entire line of Chiffon and Mousseline De Soie—At 50c A YARD.

POSITIVELY NO SALE GOODS EXCHANGED.

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#### HANDKERCHIEFS.

HANDKERCHIEFS.—Here are some of the most remarkable Handkerchief Offerings yet made.

This one for instance—Ladies' Linen H. S. Handkerchief..... 12-1-2c

And this—Ladies' unlaundried Linen H. S. and emb'd Handkerchiefs. A regular 50c Handkerchief for..... 15c

Another one—Ladies' Linen H. S. and emb'd Handkerchiefs. A bargain even at 40c..... 25c

This one you're sure to like—Ladies' fine Linen H. S. and hand-embroidered Handkerchiefs. Regular price 60c..... 45c

A temptation—Ladies' fine Linen H. S. and scalloped embroidered Handkerchiefs. The \$1.00 kind going for..... 75c

#### RIBBONS.

1,000 Belts Satin Taffetas, Taffetas, Mousseline Taffetas, Moires, and fancy Ribbons, regular prices from 30c to 50c per yard. THIS TIME ONLY..... 25c

Taffeta Ribbons—Plain and Moire—No. 5 in sale at per yard..... 50c  
No. 12 in sale at per yard..... 12-1-2c  
No. 7 in sale at per yard..... 7-1-2c  
No. 9 in sale at per yard..... 9-1-2c  
No. 16 in sale at per yard..... 16-1-2c  
No. 22 in sale at per yard..... 22-1-2c

Satin Faced Colored Velvet Ribbons. The very best quality and the only complete line in the city—No. 1 in sale at 35c piece.  
No. 1 1/2 in sale at 10c yd. 90c piece.  
No. 2 in sale at 12-1-2c yd. \$1.10 piece.  
No. 3 in sale at 15c yd. \$1.45 piece.  
No. 5 in sale at 20c yd. \$1.90 piece.  
No. 7 in sale at 25c yd. \$2.40 piece.  
No. 9 in sale at 32-1-2c yd. \$3.15 piece.  
No. 12 in sale at 40c yd. \$3.90 piece.  
No. 16 in sale at 50c yd. \$4.90 piece.

All Black Velvet Ribbons at correspondingly low prices.

#### BOAS.

BLACK OSTRICH FEATHER BOAS—A new and elegant line just received. Note these reductions:

\$18.50 Boa for..... \$14.50  
\$20.00 Boa for..... \$16.00  
\$22.50 Boa for..... \$18.00  
\$25.00 Boa for..... \$20.00  
\$27.50 Boa for..... \$22.00  
\$30.00 Boa for..... \$24.00

POSSESS ONE.

#### SPECIAL.

Ladies' Black Liberty Silk Collar-ettes—20 PER CENT OFF.

Entire line of all-over Laces and Fancy Vestings—At HALF PRICE.

All Venice and Irish Crochet Applique and Edging Laces—20 PER CENT OFF.

Entire line of Chiffon and Mousseline De Soie—At 50c A YARD.

### SILKS AND DRESS GOODS.

Some rare offerings are recorded for this Grand Expansion Sale. The first will be:

\$1.25 PEAU DE CREPES for 90c. A full line of colors. A quality never sold under \$1.25.

\$1.00 COLORED TAFFETA SILKS for 75c. Our regular line. A beautiful Silk. A nice collection of colors. Just to cut stock down these go at..... 75c

#### BLACK TAFFETA SILKS.

FOUR SPECIAL NUMBERS. FOUR GREAT VALUES.

Just to have every branch of the department represented we have taken from our regular stock of Black Silks four specials in Taffetas as follows:

No. 1—Our 26-inch Black Taffeta, selling right along at \$1.75, \$1.25 for this occasion..... 85c

No. 2—Our 24-inch Black Taffeta, \$1.25 grade..... \$1.00

No. 3—Our 27-inch Black Taffeta, \$1.35 quality..... 45c

No. 4—Our 19-inch Black Taffeta 75c goods for..... 45c

Note these reductions. They are four unmatchable values.

FANCY SILK AT HALF. A splendid line of colored Fancy Silks ranging from \$1.00 to \$4.00 per yard. They'll be HALF PRICE in this sale, and lively selling they'll make, too.

LOOK HERE! 25 per cent discount on our entire line of new Silks. Ever have that offer before