

Money-Saving Chances at Z.C.M.I.

As soon as July 4th is passed, reduce stocks is the order. Commencing Monday morning there will be a closing out of seasonable, appropriate hot weather articles at extraordinary price reductions. Competition is active, but we more than meet it. Remember OUR QUALITIES ARE ALWAYS THE BEST.

Summer Underwear at Great Price Reductions.

You'll appreciate cool, comfortable underclothing this kind of weather. All next week our entire line of ladies', misses' and children's KNITTED SUMMER UNDERWEAR, in plain and lace trimmed effects, including the Merode and other well known makes, are placed on sale next week.

In addition all ladies', misses' and children's vests, pants and union suits will be placed on sale.

HERE ARE THE PRICES AT WHICH THEY WILL SELL:

25c values for20c	\$2.00 values for\$1.50
35c values for25c	\$2.25 values for\$1.80
50c values for35c	\$2.50 values for\$1.95
65c values for50c	\$2.75 values for\$2.10
75c values for55c	\$3.00 values for\$2.25
\$1.00 values for75c	\$3.50 values for\$2.65
\$1.25 values for95c	\$4.00 values for\$3.00
\$1.50 values for\$1.15	\$4.50 values for\$3.35
\$1.75 values for\$1.35	\$5.00 values for\$3.75

L. D. S. Garments Not Included in This Sale.

Hammocks One-Fourth Off.

Our Hammocks combine beauty and utility. Handsome in design and made of the strongest seine twine, they will give complete satisfaction, you'll enjoy basking in the shady open air in the cool of the evening, or for that matter at any time of the day during the hot weather.

\$2.25 Hammocks for\$1.70	\$5.00 Hammocks for\$3.75
\$2.75 Hammocks for\$2.05	\$5.50 Hammocks for\$4.15
\$3.00 Hammocks for\$2.25	\$5.75 Hammocks for\$4.30
\$3.50 Hammocks for\$2.65	\$6.00 Hammocks for\$4.50
\$4.00 Hammocks for\$3.00	\$7.00 Hammocks for\$5.25
\$4.75 Hammocks for\$3.55	\$8.00 Hammocks for\$6.00

All White Goods 1-4 Off.

A beautiful variety of cool, desirable White Goods—French Lawns, Persian Lawns, India Linens, Victoria Lawns, French Batiste, Lingerie, Mercerized Persian Lawn Dimities, plain, check and striped Nainsook, Plain and Dotted Swiss, Long Cloth, Waists and Pique will sell at the following prices:

10c values for8 1-3c	25c values for20c
12 1-2c values for10c	35c values for28c
15c values for12 1-2c	40c values for32c
20c values for15c	And up to \$1.25 regular.

SUMMER DRESS GOODS.

Entire line of Colored Summer Dress Goods, comprising Swiss Applique, Batiste, Tissues, Mulls, Drap de Linde, Lawns, Banzai Silk, Silk Ray, Mercerized Taffeta, Colored Linens and all other Summer Dress Goods at the following reductions:

15c values for12 1-2c	40c values for32c
20c values for16c	50c values for40c
25c values for20c	65c values for52c
35c values for28c	75c values for60c

In addition, a splendid variety of good, stylish Mousseline de Soie, Silk Mulls, Tissues, White Dotted Mulls, Zanibar Suitings, Yoga Silks, White Dotted Linens, ranging in price from 30c to 75c, in this great sale will go at **Half Price**

Reductions in Staples.

SHEETS AND PILLOW CASES in sets, fancy hemstitched and drawn work, very suitable for wedding presents:

\$3.00 values for\$2.25	\$4.25 values for\$3.20
\$4.00 values for\$3.00	\$5.50 values for\$4.12

BED SPREADS, ranging in price from \$1.00 to \$10.00, will sell at the following reductions:

\$1.00 values for80c	\$3.00 values for\$2.40
\$1.50 values for\$1.20	\$3.50 values for\$2.80
\$2.00 values for\$1.60	And up to \$10 regular.

ALL CALICOS, worth 8 1-3c a yard, sale price6 1/4c
QUILT SATEEN, regular price 25c a yard, for20c
QUILT SATEEN, regular price 35c a yard, for28c
CANTON FLANNEL, regular price 10c a yard, for8 1/4c
CANTON FLANNEL, regular price 12 1-2c a yard, for10c
CANTON FLANNEL, regular price 15c a yard, for12 1/2c
ZEPHYRS, a beautiful line of Staple Zephyrs, regular 12 1-2c a yard, sale price8 1/2c
BATES' SEERSUCKERS and A. F. C. Zephyrs, regular 15c a yard, sale price10c
GINGHAMS—Staple Amoskeag Apron Gingham, special sale price, yard7c
MANCHESTER PERCALES, during this sale, at a yard15c
ALL SILKOLINES, worth 15c a yard, sale price12 1/2c

An Exceptional Waist Snap for Women who Wear Size 36

We have just received 500 Samples from a leading New York manufacturer. No two alike; all the latest models, nice, clean, fresh goods. Linens, both white and white with colored embroidered dots and pipings, the newest white waists styles, have a touch of color. Also nainsooks, plain cambrics, lawns, madras, reps, etc., etc. Together with a fine line of white and cream net waists, simply elegant goods. Sizes 36 only, but usually wearers of 34 and 38 can get along nicely in a 36. Commencing Monday morning.

ONE-THIRD OFF.

Our regular stock of Lingerie Waists, will be included in this sale at 1-3 Off	All Black and Colored Silk Taffeta and Messaline Waists in this sale at 1-3 Off
Entire line of Cloth and Silk Suits, and Cloth Jumper Suits at Half Price	Entire line of Summer Suits, linens, ducks and reps at 20% Off
200 Separate Skirts in blacks, navies and novelty cloths at Half Price	Entire line of White Skirts, linens, ducks and reps at 20% Off

Extraordinary Reductions on Table Linens and Napkins.

These linens are the finest obtainable, comprising the newest designs and patterns, from the factory of the famous Wm. Liddell & Co., of Belfast, Ireland.

Table Damask Extra fine, snow white Table Damask, beautiful yet firm and weighty, very rich designs. A great variety of the newest patterns.
Regular price65c 75c 85c \$1.00 \$1.25 \$1.50 \$1.75 \$2.00 \$2.25 \$2.50 \$3.00
Sale price44c 50c 57c 67c 84c \$1.00 \$1.17 \$1.34 \$1.50 \$1.67 \$2.00

Table Napkins Bleached Napkins of pure linen, extra fine, medium and good weight, in exceptionally beautiful and becoming patterns, the newest designs.
Regular price\$1.75 \$2.00 \$2.25 \$2.50 \$3.00 \$3.50 \$4.00 \$4.50 \$5.00 \$5.50 \$6.50 \$7.50
Sale price\$1.17 \$1.34 \$1.50 \$1.67 \$2.00 \$2.34 \$2.67 \$3.00 \$3.33 \$3.67 \$4.33 \$5.00

DOYLIES, TRAY CLOTHS, LUNCH CLOTHS, SCARFS 25% OFF

PEPPERELL SHEETING

42 in. BLEACH PEPPERELL, regular price 17 1-2c, for12 1/2c
46 in. BLEACH PEPPERELL, regular price 20c, for14c
64 in. BLEACH PEPPERELL, regular price 22 1-2c, for19c
84 in. BLEACH PEPPERELL, regular price 30c, for22c
94 in. BLEACH PEPPERELL, regular price 35c, for23c
104 in. BLEACH PEPPERELL, regular price 37 1-2c, for25c

PILLOW TUBING

42 in. PILLOW TUBING, regular price 20c, for16 3/4c
45 in. PILLOW TUBING, regular price 22 1-2c, for17 1/2c

PILLOW CASES

WEST WIND, size 42x36, Special price11 1/2c
LINEN FINISH, size 45x36, Special price12 1/2c
NORWOOD, size 42x36, Special price20c
NORWOOD, size 45x36, Special price24c
PALMER, size 42x36, Special price22c
PALMER, size 45x36, Special price28c
PALMER, hemstitched, size 42x36, sale price28c
PALMER, hemstitched, size 45x36, sale price32c
PALMER, hemstitched, 45x38 1-2, sale price36c



Our sale prices are always genuine. We do not allow marking up—no misrepresentation—no fictitious values. We have a reputation to uphold.



All Wool Flannels

25c VALUES FOR20c
40c VALUES FOR32c
50c VALUES FOR40c
60c VALUES FOR48c
75c VALUES FOR60c

All Embroidered Flannels

85c VALUES FOR68c
\$1.00 VALUES FOR80c
\$1.50 VALUES FOR\$1.20
\$1.75 VALUES FOR\$1.40
\$2.00 VALUES FOR\$1.60
\$2.25 VALUES FOR\$1.80
\$2.50 VALUES FOR\$2.00
\$3.00 VALUES FOR\$2.40
\$4.00 VALUES FOR\$3.20

Sheets.

ZICOMEN, size 54x90, Special price65c
ZICOMEN, size 72x90, Special price80c
BUCK EYE, size 72x90, Special price45c
RIDGEWOOD, size 72x90, Special price60c
RIDGEWOOD, size 81x90, Special price70c
ZICOMEN, size 81x90, Special price85c
NORWOOD, size 81x90, Special price90c
NORWOOD, size 90x90, Special price\$1.00
PALMER, size 81x90, Special price\$1.00
PALMER, size 90x90, Special price\$1.10
PALMER, hemstitched, size 81x90, Special price\$1.10
PALMER, hemstitched, size 90x90, Special price\$1.20

All Linen Towels

20c VALUES FOR15c
25c VALUES FOR20c
35c VALUES FOR28c
40c VALUES FOR32c
50c VALUES FOR40c
60c VALUES FOR48c
65c VALUES FOR52c
75c VALUES FOR60c
85c VALUES FOR67c
\$1.00 VALUES FOR80c
\$1.25 VALUES FOR\$1.00
\$1.50 VALUES FOR\$1.20

BATH TOWELS.

12 1-2c VALUES FOR10c
15c VALUES FOR12 1-2c
17 1-2c VALUES FOR14c
20c VALUES FOR15c
25c VALUES FOR20c
35c VALUES FOR28c
50c VALUES FOR40c

Gloves, Collars, Embroidery At Extra Special Prices.

Another week of extraordinary values in our Glove and Embroidery Dept. Each reduction is genuine, each reduction quoted is a money saving opportunity.

SILK GLOVES.

Double Finger Tipped Silk Gloves, black and white, all sizes. Regular price \$2.00 a pair, sale price\$1.25
"Kaiser" 16 button length Silk Gloves, black and white. Regular \$2.00 values, sale price\$1.50
"Kaiser" 16 button length Silk Gloves, black and white. Regular \$2.25 values, sale price\$1.65
"Kaiser" 12 button length Silk Gloves, black and white. Regular \$1.75 values, sale price\$1.25
"Kaiser" 16 button length Silk Gloves, black and white. Regular \$2.75 values, sale price\$2.25

Women's Fancy Neckwear Special.

A special line of Women's Fancy Neckwear, consisting of Collars, Stocks, Bows, Ties and Jabots will sell at about Half Price.

Regular 35c Values will go at20c	Regular \$1.25 values will go at65c
Regular 50c values will go at25c	Regular \$1.50 values will go at75c
Regular 75c values will go at40c	Regular \$1.75 values will go at90c
Regular \$1.00 values will go at50c	Regular \$2.00 values will go at\$1.00

LINEN COLLARS.

Colored Embroidered Linen Collars. Regular 25c and 35c values. Sale price15c
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EMBROIDERIES.

Corset Cover Embroideries, and 18 inch Flouncing, values up to 40c a yard, sale price25c
Corset Cover Embroideries, and 18 inch Flouncing, values up to 85c a yard, sale price50c
Swiss and Nainsook Embroidery, Edging and Insertions, in lengths ranging from 3 to 6 3-4 yards, at —

HALF REGULAR PRICE

HANDKERCHIEFS.

Women's Fine Shamrock, Sheer Linen, hemstitched initial handkerchiefs with neat Hand Embroidered letters. Regular price 25c each, sale price16 3/4c

Silks and Dress Goods at One-Fourth Off.

Another week of money saving opportunities in our Silk and Dress Goods Dept. Our entire lines of

Black and Colored Dress Goods at 25% Off

50c Silk and Dress Goods38c	\$1.25 Silks and Dress Goods95c
65c Silks and Dress Goods50c	\$1.50 Silks and Dress Goods\$1.15
75c Silks and Dress Goods58c	\$1.75 Silks and Dress Goods\$1.35
85c Silks and Dress Goods65c	\$2.00 Silks and Dress Goods\$1.50
\$1.00 Silks and Dress Goods75c	\$2.50 Silks and Dress Goods\$1.90

BLACK TAFFETA EXTRA SPECIALS

Black Taffeta, 26 inches wide, good quality, splendid luster, regular \$1.00 value, sale price, a yard65c
Black Taffeta, 32 inches wide, rich and beautifully lustrous, regular \$1.50 value, sale price, a yard\$1.00

Parasols and Umbrellas at One-Fourth Off.

Just think of the remarkable opportunity you have of buying the best Parasols, right in the midst of the season, at One-Fourth less Than Their Regular Price. Nothing reserved—our entire line of Ladies', Misses' and Children's Parasols—Pongees, Dresdens, Persians, Linens, etc., ranging in price from 25c to \$10.00, next week at **25% Off**

THE EVER POPULAR DIABOLO

We have just received a large shipment of the fascinating and fashionable entertainment that gives delight to old and young alike. The most enjoyable and exhilarating open-air exercise obtainable.

THE SET.

50c	75c	\$1.00	\$1.50
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