

Monday, November 17th, We Launch Our Semi-Annual Mid-Season Sale of Silks and Dress Goods

Every Yard of Silk and Wool Fabrics in House at Radical Reductions

A SALE of Silks and Dress Goods such as the women of this city and vicinity have rarely, if ever, had the opportunity of taking part in. Embracing our entire stock—thousands of dollars worth of the very best, and most wanted qualities. Representing, actually, the VERY GREATEST VALUES EVER KNOWN IN EL PASO. This is a Silk and Dress Goods Sale marked by intelligent preparations. The fabrics offered are the choice products of the best manufacturers of the old and new world and are very carefully selected. It is a great merchandising event into which we have put a world of work and thought. For weeks we have been preparing

for this Great Sale and have had Monday before our mind's eye. The unexcelled prices have always been our rule, and Monday we will more than demonstrate this truth. The unprecedented values offered, are due to the magnitude of our purchases, and will prove an opportunity unequalled. Anything like an adequate description of the numberless styles and qualities is impossible. In both popular priced and finer grades the concessions are so tempting that every patron who investigates will be compelled to buy a season's supply. Come early; sale begins at 8:30 o'clock and we have engaged extra help for this event.

Read These Values That Outrank Anything You Have Ever Heard of—

The Black Silks

\$1.00—36 inch Chiffon Taffeta, yard.....	87c
36 inch guaranteed chiffon taffeta.....	85c
36 inch guaranteed chiffon taffeta.....	\$1.10
\$1.50—36 inch silk Skinner's satin.....	\$1.35
\$1.50—36 inch Skinner's guaranteed lining satin.....	\$1.29
\$1.50—36 inch Cheney's Wash Taffeta.....	\$1.35
\$2.00—36 inch Satin Francaise.....	\$1.79
\$1.50—36 inch black silk moire, yard.....	\$1.29
\$1.50—36 inch Belding's guaranteed satin.....	\$1.35
\$1.50—36 inch black silk peau de soie.....	\$1.35
\$2.25—36 inch heavy satin Duchess.....	\$1.69
\$2.25—32 inch heavy black moire, yard.....	\$1.79
\$2.25—32 inch heavy coating bengaline.....	\$1.75
\$1.75—36 inch heavy black faille, yard.....	\$1.39
65c—19 inch heavy black Corsica.....	45c
\$1.00—24 inch heavy black moire, yard.....	89c
\$1.00—32 inch brocaded satin, yard.....	69c
21 inch, good quality black Armour.....	89c
\$1.00—27 inch black messaline.....	89c
\$1.00—27 inch black peau de soie.....	89c
24 inch Cheney's Showerproof foulard.....	89c
50—27 inch black China silk.....	45c
75c—27 inch black China silk.....	69c
\$1.00—27 inch black China silk.....	89c
36 inch Belding's guaranteed lining satin.....	89c
42 inch crepe de chine, yard.....	\$1.45
42 inch \$2.25 crepe de chine, yard.....	\$1.98
\$3.00—42 inch crepe meteor, yard.....	\$2.75
\$2.50—42 inch crepe meteor, yard.....	\$3.15
\$1.75—42 inch crepe de chine, yard.....	\$1.58

The White Silks

\$1.75—36 inch white silk moire.....	\$1.39
36 inch all silk messaline.....	89c
\$2.00—36 inch satin Francaise.....	\$1.79
\$1.50—32 inch silk madras.....	\$1.35
\$1.50—36 inch heavy messaline.....	\$1.35
\$1.50—36 inch Skinner's all silk satin.....	\$1.35
\$1.50—36 inch Cheney's wash taffeta.....	\$1.35
25 inch all silk messaline.....	69c
25 inch all silk messaline.....	55c
22 inch all silk bengaline.....	\$1.10
24 inch all silk moire.....	89c
\$1.25—36 inch wash habutai.....	89c
\$1.00—27 inch wash habutai.....	89c
75c—27 inch wash habutai.....	69c
\$1.75—42 inch crepe de chine.....	\$1.58
42 inch crepe de chine.....	\$1.45
\$2.00—42 inch crepe de chine.....	\$1.79
\$2.25—42 inch crepe de chine.....	\$1.98
\$3.00—42 inch crepe de chine.....	\$2.75
\$2.50—42 inch crepe meteor brocade.....	\$1.98

Crepe de Chines

42 inch extra heavy crepe de chine, all colors.....	\$1.45
\$2.25—42 inch Cheney's crepe de chine, all colors.....	\$1.98
\$2.00 and \$2.25—42 inch crepe meteor, all colors.....	\$1.85
\$3.00 and \$3.50 Imported crepe meteor, in all colors.....	\$2.79
\$3.50—42 inch brocaded crepe, yard.....	\$2.85
\$3.75 and \$4.00 brocaded crepe, yard.....	\$3.25

Silk Messalines

And Lining Satins	
\$1.00—36 inch messaline, in all shades.....	79c
Extra heavy 36 inch all silk messaline.....	89c
75c—27 inch messaline, splendid finish.....	69c
24 inch heavy, soft quality messaline.....	53c
\$1.50 Skinner's guaranteed lining satin in all the wanted colors, yard.....	\$1.29
\$1.50 Skinner's all silk lining satin.....	\$1.25
36 inch Belding's guaranteed lining satin in all popular shades, yard.....	89c
24 inch cotton back satin, in all colors.....	45c

Fancy Dress Silks

\$1.25—27 inch fancy dress silks, yard.....	98c
\$1.50—22 inch figured crepe de chine.....	\$1.29
24 inch Cheney Bros. foulards.....	79c
24 inch extra heavy grade foulards.....	89c
\$1.00—40 inch floral silk ratine, yard.....	79c
\$1.00—40 inch silk and wool figured crepe.....	89c
\$1.25—24 inch moire, in all colors.....	95c
\$1.50—36 inch moire and brocaded bengaline.....	95c
\$1.25—27 inch "Dolly Varden" messalines.....	95c
\$3.50—44 inch heavy dress moire, all colors.....	\$2.95
\$4.00—44 inch moire Arabisque.....	\$2.95
\$3.50—44 inch matelasse coating.....	\$2.95
\$3.50—44 inch heavy silk bengaline suiting.....	\$3.15
\$1.00—27 inch brocaded messaline, all colors.....	69c
\$2.00—36 inch French Faille in street shades.....	\$1.79
\$1.00—27 inch fancy striped silk, yard.....	85c
19 inch Scotch plaid silks, yard.....	59c
\$1.50 plaid silk waistings, yard.....	\$1.35
36 inch all silk fancy messaline for dress and waist purposes, yard.....	95c
75c and \$1.00 Cheney Bros. kimono silks.....	49c
32 inch Cheney Bros. kimono satins.....	89c
27 inch China silk in all shades.....	49c
27 inch silk mull in all shades.....	22c
\$1.00—36 inch silk poplin, yard.....	69c
\$2.50—55 inch silk poplin (navy and black).....	\$1.69

Dress Chiffons

\$1.50—44 inch "Madam Butterfly" chiffon cloth.....	\$1.35
\$1.25—44 inch heavy chiffon cloth (colors).....	89c
\$1.50—44 inch dainty floral chiffons.....	\$1.35
\$1.50—44 inch creped chiffon cloth.....	\$1.35
44 inch creped chiffon cloth.....	89c
\$1.75—44 inch fancy dress chiffon.....	\$1.35

Velvets, Velours

And Plushes	
19 inch Paon velvet, in 100 shades.....	93c
19 inch plain velvet, at yard.....	93c
\$2.50—22 inch black all silk velvet.....	\$2.25
\$5.00—24 inch black all silk velvet.....	\$4.35
22 inch black and white millinery plush.....	\$1.15
\$2.50—22 inch black and white millinery plush.....	\$2.25
\$3.50—22 inch black and white millinery plush.....	\$2.95
\$1.50—24 inch costume velvet, all shades.....	\$1.29
24 inch costume velvet, all shades.....	89c
22 inch velveteen in all wanted shades.....	49c
\$5.00—42 inch chiffon velour all silk costume velvet.....	\$3.95
\$6.00—42 inch brocaded chiffon velvet.....	\$3.95
27 inch whip corduroy and corded velvets.....	69c

Fancy Dress Woolens

Fancy Dress Woolens worth to 75c at, yard.....	45c
Fancy Dress Woolens worth to \$1.25 at, yard.....	89c
Fancy Dress Woolens worth to \$1.75 at, yd.....	\$1.35
Fancy Dress Woolens worth to \$2.25 at, yd.....	\$1.69
Fancy Dress Woolens worth to \$3.00 at, yd.....	\$1.95

The New Coatings

\$2.50—54 inch double faced coatings.....	\$1.98
\$3.25—54 inch heavy coatings, yard.....	\$1.75
\$3.00—54 inch heavy coatings, yard.....	\$2.69
\$3.50—54 inch novelty coatings, yard.....	\$2.98
\$4.50 and \$5.00—54 inch heavy coatings, yd.....	\$3.75
\$3.00—54 inch heavy ratine.....	\$3.75
\$3.00—54 inch chinichilla, yard.....	\$2.45
\$2.25—54 inch Ziblene, yard.....	\$1.75
\$5.75—54 inch Sealskin plush, yard.....	\$4.25
\$2.50—54 inch Bearskin, yard.....	\$2.15
\$3.75—54 inch Molekin, yard.....	\$4.25
\$2.50—44 inch tapestry brocades.....	\$1.95
\$3.00—52 inch brocaded coatings.....	\$3.95
\$3.50—52 inch brocaded coatings.....	\$4.95
\$3.00—Coating brocades, yard.....	\$2.39

Broadcloth Specials

\$2.50 and \$3.00—54 inch chiffon broadcloth.....	\$1.95
\$3.00—54 inch chiffon broadcloth.....	\$1.69
\$3.50 and \$4.00—chiffon broadcloth.....	\$2.85
\$5.00 Black chiffon broadcloth.....	\$4.15
\$2.50 Navy and black brocaded velvet coating.....	\$2.15

Lining Specials

35c Sateen in all shades, yard.....	32c
25c Sateen in all shades, yard.....	25c
20c Spunglass lining, yard.....	18c
25c Peraline, yard.....	22c
15c Peraline, yard.....	\$1.21-2c

Values to \$3 at \$1.95 Yard

54 inch Imported Wool Eponge.....	Your Choice
52 inch Brocaded Novelities.....	Your Choice
54 inch Boucie Mixtures.....	Your Choice
54 inch Fancy Two-tone Ratines.....	Your Choice
54 inch Velour de Laine.....	Your Choice
54 inch Duveltyne Suiting.....	Your Choice
54 inch Heavy Ratines.....	Your Choice
54 inch Sponged and Shrunken Chiffon Broadcloth.....	Your Choice
54 inch Fancy Bedford Cords.....	Your Choice

Extraordinary Values in Dress Goods

Values to 75c at 45c Yard	Values to \$1.75 at \$1.35 Up
36 inch all wool albatross (all colors).....	54 inch Eponge Suitings.....
36 inch all wool nunsvelling (all colors).....	54 inch Novelty Ziblenes.....
All wool French serge.....	54 inch Hairline Serges.....
All wool storm serge.....	54 inch Novelty Whipcords.....
36 inch all wool Henrietta.....	44 inch Silk Warp Henrietta.....
40 inch black and white Shepherd Checks.....	54 inch Vigoreaux Suitings.....
75c novelty suitings, yard.....	54 inch Coating Cheviots.....
75c navy and black Panama.....	54 inch Shepherd Checks.....
Values to \$1.25 at 89c Yard	54 inch Black Broadcloth.....
44 inch Diagonal Suiting.....	54 inch Navy and Black French Serge.....
54 inch Storm Serge.....	54 inch Cheviots at, yard.....
54 inch Scotch Mixtures.....	44 inch Tussah Royal.....
54 inch Pastel Broadcloths.....	Values to \$2.25 at \$1.69 Yard
44 inch French Henrietta.....	44 inch Imported Tussah.....
44 inch Imported Scotch Plaids.....	44 inch Brocaded Wool Crepes.....
42 inch Fancy Wool Crepes.....	44 inch Silk and Wool Poplins.....
45 inch French Serge.....	54 inch Chiffon Broadcloth.....
45 inch Shepherd Checks.....	48 inch Brocaded Bedford Cords.....
45 inch Fancy Bedford Cords.....	54 inch Navy and White Checks.....
54 inch All Wool Cream Serge.....	54 inch Velour de Laine.....
54 inch Heavy Henrietta Suiting.....	48 inch Brocaded Tussah Royal.....
44 inch Mohairs, in all colors.....	54 inch Heavy Cheviots.....
44 inch Vigoreaux Suitings.....	54 inch Unfinished Worsteds.....
44 inch Diagonal Suitings.....	54 inch Imported Serges.....
44 inch Hairline Serge.....	54 inch Prunellas.....
Your Choice 45c a Yard	Your Choice \$1.35 a Yard
Your Choice 89c a Yard	Your Choice \$1.69 a Yard

Linens to Grace Your Thanksgiving Table

You Can Buy Them in the November Linen Sale Underpriced

THE second week of our great Annual November Linen Sale finds our stock replete with special values as great as we offered the first week. Our stocks are larger than ever before and prices have never been lower.

MERCERIZED DAMASK—Good patterns, heavy weave, 66 inches wide. Regular 35c and 40c quality. November Linen Sale.....	29c
HEAVY SATIN MERCERIZED DAMASK—And half linen damask, 72 inches wide. Very durable and good looking. A 65c value. November Linen Sale, yard.....	50c
PURE LINEN TABLE DAMASK—White and silver bleached. An excellent quality of every day, hard wearing table linen. This is a very special item that has sold at 75c, 85c and \$1.00 a yard. November Linen Sale.....	65c
ALL LINEN DOUBLE DAMASKS—Snowy white, exclusive patterns, full 72 inches wide; beautiful satin finish. One of the most wonderful values shown in the entire sale. Our regular \$1.25 seller. November Linen Sale, yd.....	95c

floral designs; striped and plain centers. This is one of our good numbers and sells regularly at \$1.50 to \$1.65 per yard. November Linen Sale, yard.....	\$1.35
(Napkins to match above greatly reduced.)	
ALL LINEN-DAMASK—Extra heavy grade, 72x90 in. wide; 10 different patterns made by one of the largest Scotch Damask Weavers. You will say "they are beautiful" when you see these \$2.00 to \$2.25 values in the November Linen Sale at, yard.....	\$1.75
(Napkins to match at reduced prices.)	

ALL LINEN TABLE DAMASK—Extra heavy quality in exquisite designs that represent the supreme efforts of some of the most famous linen designers of Europe; heavy, firm weave that will last a life-time. \$1.75 to \$2.00 value at, yard.....	\$1.45
(Napkins to match above at reduced prices.)	
MERCERIZED HEMMED NAPKINS—Ready for use; comes in neat small patterns; size 20x20 inch. Will launder beautifully. Regular \$1.50 value; November Linen Sale, a dozen.....	\$1.05

PATTERN TABLE CLOTHS—Odds and ends, including all sizes, 72x72, 72x90, 72x108, 81x81 and 90x90 inch. We have sold the napkins to match most of these and values are those up to \$10 the cloth. November Linen Sale, each.....	\$5.00
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Extra Specials!

Read Every One!

FANCY DRESS SILKS—100 pieces of fancy dress silks in a splendid heavy quality. Comes in all shades, with neat striped and checked effects. You should come early as this line will be closed out quickly. Every yard worth 65c to 75c. Mid-Season Sale, yard..... **35c**

CHIFFON TAFFETA—All silk chiffon taffeta, 36 inches wide; a splendid heavy quality, very soft and highly finished. Regular \$1.00 value. Mid-Season Sale, yard..... **67c**

ODDS AND ENDS OF SILKS—Odds and ends and broken lines of silks—thousands of yards on one big table. The season's most wanted colors and designs. Some of the best numbers of the season included in the lot. This is an opportunity that you cannot afford to miss. Secure a dress pattern of this desirable silk at about—**HALF PRICE.**

MESSALINE—A beautiful all silk messaline, 36 inches wide, extra soft quality very much in demand for all kinds of linings, drapes, slips and for trimming and making dresses. 109 shades to choose from. Regular \$1.00 quality. Mid-Season Sale, yard..... **79c**

CREPE DE CHINE—This fabric is unquestionably one of the most popular silks of the season. We offer a beautiful heavy quality, 42 inches wide, in all leading shades at the Mid-Season Sale price **\$1.45** of a yard.....

IMPORTED CHIFFON AND SATIN BROCADED VELOURS—The most gorgeous dress fabrics ever shown in the city. They are exclusive and correct. Each shade and design being a wonder in itself. As soft and clinging as chiffon, as rich in color as the Orient. We have a remarkable assortment of these fabrics and will mark them at a price that will sell every yard in a hurry. These velours range in price from \$10 to \$15 a yard. Mid-Season Sale (less than actual cost, nothing reserved), yard..... **\$6.95** (See Mesa Ave. Window Display)

WOOL CHALLIES—100 pieces of all wool challies, in many new and staple designs. The most practical of all light weight woolens for street and house dresses, kimonos, sacques, waists and children's dresses. It is very serviceable, fast color and washes perfectly. Every yard worth 65c and 75c a yard. Mid-Season Sale, yard..... **39c**

BROCADED BENGALINES, MATELASSES AND MOIRES—A wonderful range of the season's most wanted shades. Very much in demand for combination dresses, coats and all styles of street dresses. 44 inches wide. Regular \$2.50 to \$4.50 values. Regular Mid-Season Sale, yd..... **\$2.85**

CREPES—Special table of fancy printed canton crepes, crepe de chine, crepe meteors and charmeuse, in the season's most novel effects. These silks are most effective as combinations. ALL AT GREATLY REDUCED PRICES.

SILKS—**FANCY BROCADED DRESS**—27 inches wide, soft, drapy material, in a beautiful range of colors, values to 50c, at, a yard..... **35c**

THE NEW TANGO SLIPPER—The latest thing for evening wear. There is nothing more up to date for evening wear than the "Tango" slipper—it's the ideal footwear for the dance. We show it in white and black satin, with Louis Cuban heel and French toe; trimmed with twelve rhinestone ornaments to the pair. If you are going to the Charity Ball, get a pair of these stylish slippers. Pair..... **\$8.00**

Visit Our Dressmaking Department Under the Direction of Mrs. J. H. Cass. (2nd Floor)

The Popular DRY GOODS CO. INC