



Special! Our Regular 10c Full Pound Cans of Oriental Talcum Powder, like illustration, Readjustment Sale Special 5c Basement Store

The Boss Oil Mop

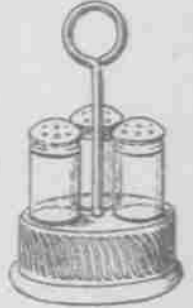
and one quart can of oil—never sold for less than \$1.00. Both for 69c —Basement Store

A Readjustment Sale Begins Here Monday, March 8th

AND while it is true that the policy of this store is opposed to Sales, the unexpected occasionally happens, and as in this instance, makes necessary the readjusting of ideas.

Mr. J. U. Northman, who, since the formation of this Corporation, has been its president and actively associated in the management, retires. Mr. Northman's interests have been acquired by the remaining stockholders. This change necessitates a readjustment of merchandise stocks as well as corporate stocks. And as we have demonstrated in the comparatively short time we have been before the El Paso public that when we have anything to do, we do it, and you will find it so now

Special! Silver plated three bottle salt and pepper caster, like illustration our special at 25c Readjustment Sale 19c a Set —Main Floor—



Ribbons in the Readjustment Sale

100 pieces very choice quality Ribbon, worth in a regular way 25c, 35c and 50c per yard, grouped in one lot at choice per yard 19c

This Sale Means a Saving of 20 to 25% on Merchandise And Embraces Our Entire Stock—Upwards of \$300,000. It's an Opportunity Not to be Overlooked

Toilet Article Specials

- 25c Hair Brushes 15c
\$1.00 Hair Brushes 69c
\$1.00 Pond's Extract 69c
\$1.00 Herpicide 69c
25c Ivaroid Combs 15c
50c Sanitary napkins 29c
25c Castile Soap 19c
50c Cold Cream 35c
50c Eucaya Cream 35c
50c Violet Cerate 29c
Ricksacker's
25c Soaps 2 for 25c
\$1.00 Toilet Waters 69c

The Rug, Drapery and Curtain Section

Of our second floor contributes to this sale some of its newest and choicest merchandise at a greatly reduced price.
\$25.00 Saxony Axminster Rugs in 9 patterns size 9x12 feet 16.85
Couch Covers, 54 and 60 in. wide and 3 yds. long, tapestry—Danmark, all values up to \$5.00. Special 1.95
\$5.00 to \$7.50 Couch Covers, Special 2.95
Portieres from our own work room—50 inches wide—3 yards long—figured Kepps, Tapestry, band borders; our own regular \$8.50 grade. Special 2.95
Curtains Are Specially Priced
Dainty White Net, Cluny, Marquisette, Scrim and Swiss
Plain Bobinet with Bermen Scrim Curtains in ecru or white, Cluny lace edge in white or ecru our \$5.00 and \$6.00 value, embroidery designs \$2.95
our \$8.50 values \$3.95 Nottingham and Arabian Net Curtains, our regular \$2.00 and \$2.25 White Swiss Curtains, our regular \$1.25 value, are special at 65c values, special \$1.15
Twenty pieces of Casement Cloth and Dotted Swisses, our regular 15c grade. Special at yard 9c

AMONG the millinery lines most affected by our Readjustment sale are Vogue Hats

Since we are to keep this department exclusive, Vogue Hats have no longer a place there.



57 of the Season's newest and smartest Vogue hats are offered for tomorrow at exactly half price—or 50 off the marked selling prices.
\$15.00 Large black satin picture hat, over covering of maline—JUST HALF \$7.50
\$15.00 Large white faille silk semi-tailored hat, blue hemp facing—JUST HALF \$7.50
\$12.50 Small white and gold brocaded tailored hat, flower and ribbon trimmed—JUST HALF \$6.25
\$17.50 Small black Milan straw hat, trimmed with beautiful shaded grapes—JUST HALF \$8.75
\$15.00 Rocky Mountain Blue Bonnet of soft fancy braid, sash of sand ribbon—JUST HALF \$7.50
\$10.00 Green silk Cordey hat, trimming of hand made silk fruit—JUST HALF \$5.00
\$12.50 Oval Sailor of sand, trimmed in feathers and ribbon—JUST HALF \$6.25
\$15.00 Small navy blue Milan tailored hat, trimmed with flowers and foliage—JUST HALF \$7.50

Some Marked Savings

will be noted during the readjustment sale, in the Second Floor Undermuslin Sections—particularly on the finer grades and a careful reference to the following reductions is recommended:

- \$1.25 gowns reduced to 95c
\$1.25 gowns reduced to \$1.10
\$1.50 gowns reduced to \$1.25
\$1.50 gowns reduced to \$1.19
\$1.75 gowns reduced to \$1.35
\$1.95 gowns reduced to \$1.55
\$2.25 gowns reduced to \$1.85
\$2.50 gowns reduced to \$1.95
\$1.25 MUSLIN PETTICOATS 95c
\$2.48 MUSLIN PETTICOATS \$1.95
\$1.95 MUSLIN PETTICOATS \$1.50
\$1.25 MUSLIN COMBINATIONS 75c
\$6.95 CREPE DE CHINE COMBINATIONS \$4.95
\$4.95 CREPE DE CHINE PETTICOATS \$3.95
\$3.95 CREPE DE CHINE PETTICOATS \$2.95
\$1.95 Silk Petticoats 95c
\$4.00 Silk Petticoats \$2.95
\$3.50 Silk Petticoats \$2.45
\$3.00 Silk Petticoats \$2.19
\$2.50 Silk Petticoats \$1.25
\$2.25 Silk Petticoats \$1.25

Notion Special

To Be Sold in Grouped Lots Only and Only 1 Lot to a Customer.
1 Lingerie Band 25c
1 Spool Holder 10c
1 Card Collar Stays 5c
1 Waist Belt 5c
1 Card 3 Hat Pins 5c
1 Scarf Holder 5c
1 Card 2 drawer sup. 5c
1 Pr. Cuff Holders 5c
1 Card 2 steel bodkins 5c
1 Card Waist Pins 5c
Total regular price 75c
ALL FOR 19c

Evening and Street Dresses



Enter the Readjustment Sale At Remarkable Reductions

One group of Evening Dresses that sold as high as \$19.75 in only one or two of a kind, are specially priced for quick disposal at \$7.95
Another group that were marked as high as \$29.75 are now marked \$12.95
A lot of white satin dresses with wide satin girdles that are now marked \$12.75, are priced for Monday at \$4.95
14 Street Dresses in 1 or 2 of a Kind, Formerly sold as high as \$14.50, are \$3.50
Serge Street Dresses, very suitable for present wear—Just 12 in the lot that were marked to sell as high as \$25.00, are choice now at \$5.95

Fresh Shipments of Women's Spring Suits and Dresses Have Been Arriving All Week

We're Specializing in Suits At \$24.50

FOR this sale we are including the daily new arrivals that in an ordinary way would be priced as high as \$39.75. A trip to see them is worth your while. —Third Floor—



THE New Spring Dresses that are just coming in are a feature of the Readjustment Sale and are shown in many new ideas and models in one of a kind that insures you exclusiveness. The prices range moderately upwards from \$15.00.

White Goods, Wash Goods & Linens

20c Batistes, plain round thread Voiles, striped dimities, etc., all 38 and 40 inches wide. 10c a Yard
20c White Sponge, 30 inches wide, excellent for spring dresses.
White Crepe Plisse for underwear, gowns, etc., are all marked for stock readjustment.

Colored Wash Materials

Colored Sicettes and Poplins, good washable colors, values to 20c, Now 10c
Fancy Mercerized Poplins, plaid Crepes taffetas, etc., all 25c values a yard 19c
32 in. Shirting Madras; fast color stripes, regular at 25c a yd. Now 15c

Crash Toweling and Towels

17 inch Cotton Crash Toweling, worth 7 1/2c a yard, now 5c
Extra Good Grade 12 1/2c Crash Toweling, a yard 9c
17 inch Cotton Huck Toweling for Fancy Work, Regularly 10c, now 6c
Barber or Absorbent Towels that sell regularly at 50c a doz. now 38c
Medium Size Huck Towels, regular 75c a doz. grade. Now marked doz. 59c

The Basement Store

Offers Wonderful Opportunities to Save During the Readjustment Sale
Our entire reserve stocks of Muslins, Domestic, Sheeting, Pillow Cases, Cambric, Etc., have been brought forward for this sale. And in many cases the prices quoted are so much below value that WE WILL NOT CUT THE PIECES.

Muslins

2-4 width Eagle Brand Bleach Muslin sold by the bolt only—50 to 60 yds. at per yard 4c
Yard wide Manila Bleached Muslin sold in full bolts only, regular 10c grade, now per yard 7 1/2c
Yard wide Hand in Hand Cambric Muslin; sold only by the bolt of 50 to 60 yards at a yard 6c
Fruit of the Loom and Lonsdale Bleached Muslins in bolts of 40 to 50 yds, regular 12 1/2c grade. A yd. now 8c
Yard wide Jersey Cambric, regular 10c yard, sold only in full pieces at a yard 7 1/2c
No. 60 Berkeley Cambric full yard wide, sells regular for 15c sold only by the bolt, per yard 10c
Lonsdale Cambric regular 15c yard in full pieces only at yard 10c
3 to 10 yard pieces of Longelot's and Nainsooks worth 10c a yard and up. Now a yard 5c
Red Seal and Toldinwood Ginghams in a large range of patterns, regular 12 1/2c values, per yard 7c
Good quality stamined apron check Ginghams, regular 7 1/2c grade at a yard 5c

Cotton Blankets

Small size cotton blankets reduced from 59c to 39c
Single Bed or Cot blankets reduced from 75c to 59c
Large size cotton blankets, reduced from \$1.25 to 69c
Large size heavy cotton blankets reduced from \$1.50 to 98c
81x108 and 90x108 Defender Sheets, values to \$1.25 at 79c
81x90 Seamless Sheets, regular at 75c, now 50c

Silks and Dress Goods

THERE'S wonderful values to be had here in Silks and Dress Goods during the Readjustment Sale.

75c Brocaded Crystal Crepe full yard wide, weight with high lustre over 25 patterns and shades, per yard 29c
Yard wide Silk Shirtings in white ground with fast colored stripes a yd. 39c
50c Brocaded and Stripe Silk Crepes 27 in. wide a yard 18c
\$1.25 Satin Messaline, 36 in. wide extra at a yard 29c

\$2.00 and \$2.50 Broadcloth, 54 inches wide, thoroughly sponged and shrank and warranted spot-proof, in all the wanted shades, per yard \$1.00

\$2.50 Brocaded Satin Charmeuse, in black only —44 inches wide, good heavy quality, Per yard \$1.45
Yard wide all silk Black Marquisette, \$1.50 grade, a yard 50c
Yard wide Black Silk Habotai, heavy quality, with emu, robin dots 29c
75c Awning Stripe Pebble Crepe 36 inches wide at a yard 39c

Wide Tent and Awning Duck

Fix your sleeping porch now for the Summer.
48 in., 10 oz. Duck, yard 39c
54 in., 10 oz. Duck, yard 45c

Silk and Silk and Wool Underwear

We have decided that our own, and the interests of our Customers can be best served by condensing the lines of representative silk underwear carried, and are offering for stock adjustment:
\$3.95 SILK COMBINATIONS \$2.25
\$2.95 SILK BLOOMERS \$1.95
\$1.95 SILK VESTS \$1.25
\$2.75 SILK and WOOL UNION SUITS \$1.75
\$1.95 WOOL UNION SUITS \$1.00
\$1.25 VESTS and PANTS \$9c

Basement Ready-to-Wear

School Dresses
Of Novelty Suiting. Our former Basement price \$1.48, are now 79c
\$2.95 Wool Serge Dresses for school girls, in neat patterns, are now \$1.25
\$1.00 Waists 50c
White and colored waists of rice cloth, batiste, voiles, lawns, worth to \$1.00, HALF PRICE now 50c
Women's Afternoon Dresses of lawn, batiste, crepe, poplin, linen, etc., in extra sizes only, are reduced to \$1.95

EVERYBODY'S SAVING S. & H. STAMPS IS LIKE GETTING INTEREST ON THE MONEY YOU SPEND

—Main Floor, West—