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A HELPFUL STORE FOR HOLIDAY ☆ BUYERS.

The gift-buying time is here. The equipment is here to meet the Demand. The store is at its best from top to bottom, from end to end, everything, everywhere breathes an atmosphere of Christmas. When lines are most complete then is selecting most satisfactory. You'll find this store very helpful to you in your gift buying, not only in things ornamental and purely of a Christmas nature, but in the standard lines of every-day merchandise.

To outstrip all former bests has been our object, and we've succeeded. How well we have succeeded is shown by the holiday activity which has already begun to show itself. Money spent here will be well spent. If you think otherwise we'll gladly return the money. Here are a few hints for print, they'll serve as an index to scores of other hints not printed, but equally important to those who have gifts to buy.

The Christmas Doll Sale.

The best representatives of Dolldom have met here; quite a convention of styles,complexion and sizes of Dolls. Hundreds of little hearts will soon be made happy, for these are priced to pass from our possession to yours before Christmas eve.

Prices are from 5c up to 2.50 each.

Fine Holiday Linens.

Towels, Table Damasks, Napkins, Tray cloths, what more sensible for a Christmast gift? What more acceptable? Price need not stand in the way, for they are priced to please everybody.

White table damask at 25c.

Fine Satin Damask 64 inches wide at 40c.

Superior white satin damask 66 inches at 60c.

Extra fine white satin damask 72 inches at 75c.

Oil red table damask at 25, 30, 40 and 45c.

White French napkins 1 doz. in a bolt at 50, 65, 75, $1.00, 1.25, 1.50, 1.75, 2.00 and 2.75 a dozen.

A Big Christmas Cloak Sale.

Lots of stylish jackets, capes and furs bunched together for quick selling. Your gift-giving money can be spent to some purpose here.

Our showing of misses and children's Rufer jackets embraces all ages and a range of prices to suit all purses.

As to capes, well it will be a very unusual demand if we can not fill it.

Plain plush capes, plush capes fur trimmed. Plush capes braided and trimmed with ribbon.

Plain black cloth capes for mourning.

Black cloth capes fur trimmed.

Black cloth capes braided.

Ladies fine cloth jackets, silk lined, in tan, blue, black and brown.

Fur collarettes and fur scarfs in a great variety of styles and grades. We have the largest assortment in New Iberia. That means a great deal. Our prices are lower than can be found anywhere. That means more.

Mens Furnishings for Christmas.

Better and bigger preparations have been made in this department than ever before, neckwear, dress shirts, collers, cuffs, suspenders, gloves, warm underwear from very attractive lines most attractively priced.

Mens fancy half hose for Christmas gifts.

Men's Fine Silk Handkchfs for Christmas gifts.

Men's white silk mufflers for Christmas gifts.

Mens hats, boys fancy caps. Anything and everything worn by men.

Ten Cent Patterns.

You will want a new pattern for each holiday dress you will make. We keep "The New Idea" patterns, which are reliable and inexpensive. Ten cents (10c) for any pattern made. It has been truly said that there is "No low priced pattern as good and no good pattern as low priced."

Handkerchiefs for Gifts.

You'll find about every good kind of handkerchiefs here. You'll find them temptingly priced. With some specially attractive lots we'll start the holiday handkerchief selling in good earnest.

FOR LADIES.

Ladies handsomely embroidered linen hkchfs, some hemstetched, others lace trimmed; all pretty at 25c each.

Our line of 25c embroidered hkchfs combine the two desirable qualities of serviceability and beauty. The designs are most elaborate and simulate the dainty applique effects. For exquisite embroidery designs our line of hkchfs are unmatchable at 25c each.

We have also handsome embroidered hkchfs at 20c, 15c and 10c.

Plain white hemstitched hkchfs at 5c, 10c, 15c and 20c each, narrow hem.

An unusual value is our white hemstitched hkchfs corners embroidered and finished with lace inserting, 5c each.

Ladies white hemstitched hkchfs with initials embroidered in corner at 5c each.

Ladies white silk hkchfs embroidered, 15c.

FOR MEN.

Plain white or black silk hkchfs at 35, 40 and 50c each.

Beautiful quality white silk hkchfs hemstitched edges, with initials exquisitely embroidered in corner; prices 60c and 75c.

Mens white linen hkchs, hemstitched at 25 and 20c.

Mens good cambric hkchfs, all white and with colored borders at 5c, 10c, 12½ and 15c.

Large white silk mufflers, beautiful brocades in dainty patterns at 50, 75, 1.00, 1.25 and 1.50 each.

LINES ABOUT LOTS OF THINGS.

The printed line will only hint at them, but each line mentioned is most complete. 'Twill pay to look you them over.

Umbrella equipment.

The Toys, the Games.

The Portiers and Table Covers.

The Embroidered Flannels, 65c to $1.25 a yard.

Fur Lap Robes.

Fancy Neckwear for Ladies and Men.

Sterling Silver Toilet Sets (comb, brush and mirror.)

French Plate Mirrors on easels and stands.

Handsome Card Receivers.

Match safes.

Glass Ink stands.

Ladies Purses.

Fine Toilet Soaps.

Ready-Made Taffeta Silk Waists, $3.00.

All Wool Black Serge and Crepon Skirts.

Mistrot Brothers & Company.