

CHRISTMAS SUGGESTIONS

OUR advertisement today is intended to offer a satisfactory solution to the greater part of your Christmas shopping. In addition to Christmas suggestions, reasonable items throughout the store have been selected and attractively priced. We have made special preparations for Christmas shoppers in the way of extra salespeople, increased delivery force and special accommodations and you will find this the most satisfactory place to do your Christmas shopping.

Gift Linens--Generous Assortments

Something in the way of fine table or bed linen will please the housewife more than anything you could think of. Following are a few suggestions of what our Linen Section offers in the way of fine linens suitable for gifts.

- TABLE SETS \$7.00. Pure linen damask sets, snow white, satin finish, in very attractive designs. Each set consists of cloth 2 yards by 2 1-2 yards and a dozen full size dinner napkins to match. Price, per set, \$7.00.
LUNCH SETS \$4.25. Sets of fine, satin finish, snow white damask, 45-inch cloth, either round or square, hemstitched or scalloped. Price, per set, \$4.25.
LUNCH NAPKINS \$7.50 DOZEN. 15-inch hemstitched lunch napkins of fine grade linen damask, plain center with border of American Beauty roses. Price, per dozen, \$7.50.
LUNCH CLOTHS \$1.75. 36-inch lunch cloths of double satin, pure linen damask. Come in a big assortment of designs and are finished with hemstitching or scallop. Each, \$1.75.



25 Dolls Free

SANTA CLAUS POPULARITY CONTEST. Our special Christmas contribution this year is giving away free 25 beautiful dolls. The first prize is a baby doll and outfit worth \$25. The second prize is a \$10.00 doll and the third prize is a \$5.00 doll. The other 22 dolls are divided into three different grades, \$2.50, \$2.00 and \$1.50. These dolls are to be given away to the little girls of El Paso absolutely free.

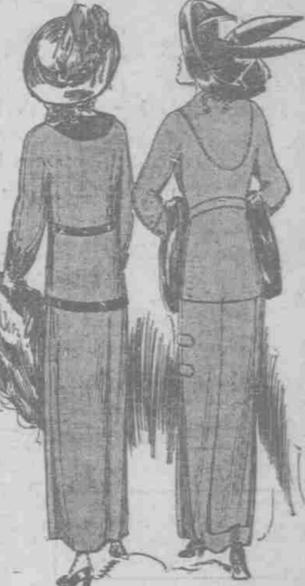
The idea is this: Each ten-cent purchase entitles the purchaser to a vote. On the back of each sales slip will be noted the number of votes the purchaser is entitled to and a blank space to write the name of the little girl for whom the purchaser wishes to vote. For instance, a purchase of \$1.00 means 10 votes; a purchase of \$5.00, 50 votes, and so on. Voting began Saturday and continues throughout the Christmas shopping days.

Sales slips filled out with the name of your favorite little girl are to be deposited in the ballot box in the Christmas Basement Store. From time to time the standing of the little girls will be published. This Santa Claus Popularity Contest should prove most interesting and all Calisher patrons are invited to take part in it. Vote your sales slips and help make some little girl happy.

Special Selling of Suits at \$24.75

The particular attraction next week in the Ready-to-Wear Section is a special selling of suits at \$24.75. If you need a stylish, new suit and expected to pay up to \$30.00 for it, you will probably find just the kind of suit you want in this special selling at \$24.75. Some of the suits embraced are:

- Wide wale cheviot suits in navy blue, brown and black. Coat made with round cutaway effect in front, has deep sailor collar and large square revers, collar and revers are trimmed with velvet bands. Skirt made with semi-loose panel in back and front and trimmed with velvet bands.
Plain tailored suits of cream white whipcord, high waisted skirt with panel back and front, foot pleats in back.
Heavy gray cheviot suits. Coat made with notch collar and long revers, two-button effect with fancy enamel and metal buttons, back of coat trimmed with two rows of covered buttons. Skirt has panel back and front, foot pleats in back, and is trimmed on sides with covered buttons.



Waists Suitable for Gifts

Any of the following waists will be appreciated as a gift. These are merely noted as suggestions. In our Waist Section you will find everything that is stylish this season in both wash and silk waists.

- TAILORED SILK WAISTS \$3.95. New models that have just been received in tailored silk waists, for street wear and especially desirable for traveling. Made of shadow striped silk with soft French collar and cuffs, diamond cut buttons. Come in tan, brown, green, navy blue, kings blue, lavender and red. A waist of this character is an important addition to a woman's wardrobe, and these are attractive values at \$3.95.
TAILORED WASH WAISTS \$2.00. Plain, mannish tailored waists made of pin striped pique with soft French collar and cuffs, patch pocket. Excellent value \$2.00.
HAND EMBROIDERED WAISTS \$4.95. Lingerie waists exquisitely hand embroidered. Dutch and high necked styles with three-quarter sleeves. Exceptional value \$4.95.
DRESS WAISTS \$7.50. Chiffon and messaline dress waists with fancy net yoke, braid trimming and underlining of silk. Some have revers and are piped with silk. Beautiful color range.

Velvet Dresses at \$24.75

We will also feature next week at \$24.75 some new arrivals in velvet dresses. These dresses come in black and blue and are made with the new long sleeves. Have panel back and are trimmed in soutache braid. Yoke and sleeves are white lace.

- MORNING SHOPPERS' SPECIAL Third Floor \$25.00 RUGS \$1.48. Axminster rugs, 27 in. by 54 in., large variety of patterns to select from: a \$2.50 value, \$ to 10 Monday morning, \$1.48.



Embroidered Bed Sets. As especially suitable for gifts, we mention bed sets embroidered with handsome initial. Each set consists of one sheet and a pair of pillow cases, nicely boxed. Price, per set, \$4.95.
Embroidered Pillow Cases. Another particularly appropriate gift is a pair of embroidered pillow cases put up in an attractive box. Price, per pair, \$1.50.

Christmas Sale of Oriental Rugs

We will hold next week a special Christmas sale of Oriental rugs. This sale will enable you to secure handsome rugs at a considerable discount. In addition to rugs, the Third Floor offers many other attractions for the coming week and will be an interesting place to visit.
\$145.00 RUG \$125.00. Two handsome Sarouks, desirable sizes, in soft tones of brown, rose and dull blue, marked to sell at \$145.00 and \$145.00; Christmas rug sale \$125.00.
\$49.00 RUGS \$37.50. One lot of Bokras and Bluch rugs, all good sizes, in rich old reds and blues, values \$45.00 to \$49.00; Christmas rug sale \$37.50.
\$37.50 RUGS \$29.50. One lot of Mahals, Moscos and Persian Navis rugs, beautiful rich colorings, good range of sizes, there are a few fine hall runners in this lot, values \$35.00 to \$37.50; Christmas rug sale \$29.50.
\$30.00 RUGS \$26.50. Several handsome Moscos, medium sizes, in tones of soft blues, rose and cream; \$30.00 values; Christmas rug sale \$26.50.
\$50.00 RUGS \$35.00. About ten handsome Persian Seribans, all good sizes, small figures in dull blues and old reds with handsome Persian borders. None of these rugs is worth less than \$42.00 and values are up to \$50.00; Christmas rug sale \$35.00.
Several very fine room size rugs are included in the Christmas sale.

- MORNING SHOPPERS' SPECIAL First Floor \$5.00 CUT GLASS \$2.47. 200 pieces of beautiful cut glass fruit and berry bowls, large napkins in round and square shapes, water bottles, compotes and many other handsome pieces; values to \$5.00; \$ to 10 Monday morning, \$2.47.
MORNING SHOPPERS' SPECIAL Christmas Basement Store \$1.75 DOZEL CARNS \$2.47. One motion collapsible doll carts, finished in best leather, old, have nickle-plated wheels, double enameled frame and polished handle; regular \$1.75 value; \$ to 10 Monday morning, \$1.75.

Infants' and Children's Department (Second Floor)

On the Second Floor you will find that a good deal of space is devoted to infants' and children's goods. Not only complete stocks of ordinary wearing apparel but crocheted and knit garments are carried, such as sweaters, caps, saques, etc., and all sorts of baby novelties, toilet sets, baby books, trinket boxes, etc. If there are babies whom you wish to remember this Christmas and who are too tiny to be interested in toys, visit this part of the Second Floor and select something to wear or some pretty toilet novelty. Older children, too, will be pleased with gifts from this section.

- COAT HANGERS. We have a pretty assortment of covered coat hangers for baby's use. Come in pink and blue, some are hand painted. 50c to \$1.75.
TRINKET BOXES. We have these in all sizes, from 1 drawer up to 8. There is one with two drawers that has a dog's head on top holding safety pins. 35c to \$1.75.
TOILET SETS. Sets contain from 2 to 5 pieces. The complete 5-piece sets have comb and brush, talcum box, puff box and soap box. We have the plain white sets also those with pink or blue hand painted design. 35c to \$4.00.
BABY BOOKS. For keeping a record of baby's life, place for his first words, when his first tooth was cut, etc. White decorated in pink or blue. 50c to \$3.00.
RATTLES. We have a large assortment of rattles--ball, tambourine and trumpet rattles, also rattles with ring and some with whistles, also rattles made like cats, dogs and Santa Claus. They come in pink and blue and some are hand painted. 25c to \$1.25.
BOOTEES. Booties for baby's cunning pink feet. Shown in plain white, pink and blue, also in dainty combined effects. Priced at 29c to \$1.25.

- MORNING SHOPPERS' SPECIALS To induce you to use the morning hours for Christmas shopping, we will offer, from time to time, Morning Shoppers' Specials, in force from 8 to 10 a. m. These specials will be the best values of the holiday season and you should watch for them. Monday every floor offers a Morning Shoppers' Special that is well worth taking advantage of.
SPECIAL NOTICE--On the Basement Balcony we have arranged a Public Wrapping Desk for the use of our customers. Do not hesitate to make use of this accommodation.
Remember to vote your sales slip and help make some little girl happy.

Silks and Dress Goods

- 75c MARQUINETTE 42c. 38-inch silk and linen marquisette, used for waists and for evening dresses, comes in mauve, lavender, pink, light blue, Copenhagen, tan, stone gray, eury, black and white, worth 75c per yard; Monday only at 42c.
\$1.75 SATIN BENGALINE \$1.19. 32-inch black satin bengaline, good heavy weight for coats and suits, high luster, regular price \$1.75 per yard; Monday only at \$1.19.
75c SATIN STRIPED CREPE 45c. 24-inch medium weight satin striped crepe, in such colors as navy, old rose, granite, cream white, cardinal, black and white, quality that always sells for 75c per yard; next week 45c.
75c DRESS CHIFFON 59c. 44-inch dress chiffon in a full range of colors, including pink, light blue, scarlet, eury, navy, Copenhagen, old rose, Atlantic blue, lavender, reasda, cardinal, mauve, golden brown, lilac, taupe, stone gray, black and white. 75c quality; Monday only at, per yard 59c.
\$1.25 CREPE DE CHENE 88c. Cheney's crepe de chene, 24 inches wide, offered in such shades as shell pink, mauve, eury, old rose, Copenhagen, lavender, golden brown, navy, scarlet, light gray, black and white, \$1.25 quality; next week at, per yard 88c.

Christmas Sentiment Is Fully Expressed In Furs

In the catalogue of Christmas gifts furs occupy a place peculiarly their own. A selection, either of a single piece or a set, from our immense showing of furs will convey very nicely the sentiment you wish to express. The following will give you an idea how prices range.
Fur Coats. Beautifully marked ponyskin coats, fastened with frogs or jeweled buttons, \$60.00 and up. Coat of black and brown blended sable \$49.50. Marmot, electric seal and near seal coats \$75.00 and up. Other fur coats up to \$195.00.
Single Pieces. At \$4.75 single scarfs and muffs of black French coney, brook mink and Jap mink. At \$9.75 single collars and muffs of brook mink, Jap mink and French coney.
Fur Sets. At \$9.50 sets of French coney, brook mink and Jap mink. At \$18.00 natural opossum set. At \$24.75 sets of black Persian, blue wolf, red fox, black fox and white fox. At \$35.00 sets of silver fox, Isabella fox, white fox and natural racoon. At \$50.00 beautiful pointed fox set, black fox, cross fox and red fox. At \$95.00 black lynx and fine eastern mink. Many other sets at higher prices.

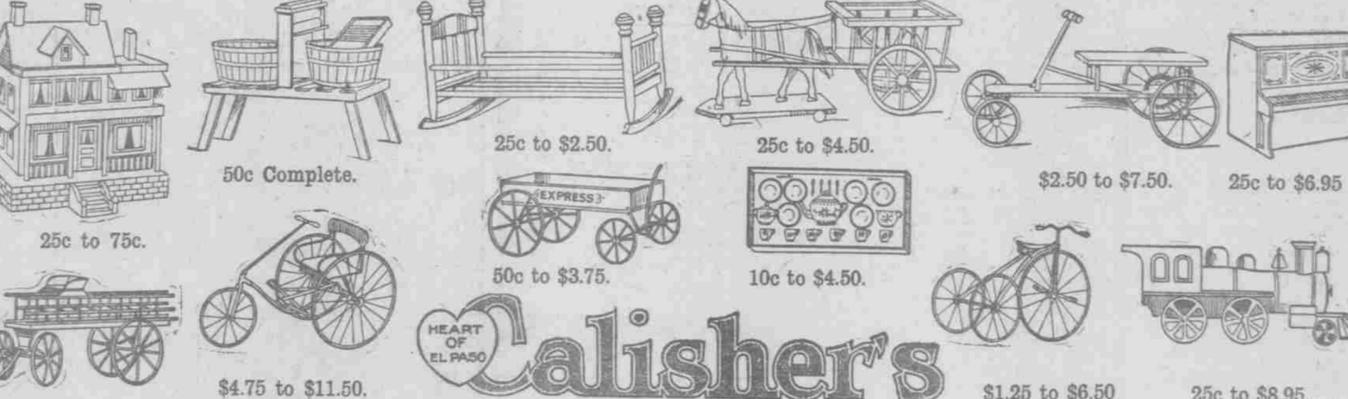
Other Items

SKIRT AND WAIST BOXES. We have a complete stock of matching covered waist and skirt boxes, ranging in length from 33 to 54 inches. There are several handsome ones with trays. Prices from \$3.75 to \$16.50.
CEDAR CHESTS. We have the most complete line of cedar chests ever shown in El Paso. These chests are all made of the genuine red cedar, are moth proof and have dust proof lids. There are many different styles and sizes, some have copper trimmings. Prices range from \$8.50 to \$28.50.
WALL TAPESTRIES. We are showing some beautiful hand painted wall tapestries, in a variety of sizes. These must be seen to be appreciated.
LIBRARY TABLE SCARFS. Showing fine library table scarfs, artistic and durable, at \$5.00 and \$6.00. We have an immense line of table covers, all sizes, ranging in price from 35c to \$12.50.
COUCH COVERS. Complete line of couch covers, to suit every taste. Oriental designs, plain centers with Persian borders, Verduse designs, etc. Prices \$1.35 to \$12.50.
Any of the above articles will be an acceptable Christmas gift.

- KIMONOS. We have a very pretty stock of lounging robes and kimonos for babies and children. They are finished with mercerized cord at neck and waist, some have pockets. Come in plain white with pink and blue edging, also in pink, blue and tan with polka dots, also in dog, cat and Teddy Bear heads. Prices 75c to \$1.25.
SWEATERS. Complete stock of sweaters for children and babies. Single and double breasted styles with pockets and both with and without collar. Come in white trimmed with pink or blue, also in plain white and red. 50c to \$1.95.
KNIT CAPS. Toque, stocking and aviation caps for babies as well as children. Come in plain white, blue, pink, navy and brown, also in combined effects. 35c to \$1.25.

Next Week Will Be "Toy Week"

Realizing that toys must be selected next week, we will offer the most complete assortment of dolls and toys ever shown in El Paso. As there is such a range of grades and sizes it is almost impossible to give detail. The toys shown here represent the best productions of the world's best toy makers. The following items will give you an idea of price range:--



A Wide Range of Choice in Gifts

It is impossible to go into details regarding the many gift things that we are now showing. In a general way, we mention handkerchiefs, neckwear, gloves, fine hosiery and silk hosiery, leather, velvet, tapestry and beaded hand bags. For next week we direct special attention to our Jewelry Section. Special Holiday displays will be made not only of jewelry, but of silverware, cut glass and old brass novelties.

Out-of-Town People

When you take into consideration that but two short weeks remain you readily understand why we urge out-of-town people to get their Christmas mail orders in as soon as possible. We also ask out-of-town people who come to El Paso to shop to consider our claims for their Christmas business.

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