

Friday XXtra Special! Three Cakes of Palm Olive Soap FREE!

Friday, we offer, with every 50c jar of "Palm Olive" Cream—at 39c Three Cakes of Palm Olive Soap Free! The regular price of Palm Olive Soap is 10c the cake, making a total of 80c value offered to you at only 39c.

The Merchandise that Satisfies

Everybody's DEPARTMENT STORE INC El Paso

El Paso's Greatest and Only 'One-Price' Dry Goods Store

Offers a world of splendid values specially prepared for Friday's selling. Every Section puts forth its best efforts to induce thrifty buyers to shop here on Friday—Morning selections are the best!

The Service That Gratifies

Friday Will be Double 'D. & N.' Green Stamp Day!

On Every Purchase of Ten Cents---We Will Give You Two Stamps Instead of One---With a Dollar Purchase You Receive 20 Stamps Instead of 10---and so on---as a Special Inducement to Friday Shopping. D. & N. STAMPS ARE EQUIVALENT TO A SAVING OF TEN PER CENT ON YOUR PURCHASES

Ask for D. & N. Green Stamps---Save them! Everybody's getting the "Stamp Habit." It is wonderful how quickly these stamp books are filled---and yet more wonderful the beautiful premiums offered in exchange for D. & N. Green Stamps. The Greatest Stores in the World give Green Stamps---and "EVERYBODY'S" with the progressive spirit of the Metropolitan stores, brings these famous stamps to our customers---Free!

Visit the D. & N. Premium Parlors---Basement Balcony, and see the magnificent premiums offered in exchange for D. & N. Green Stamps, and They Are Given Free, and Double, by the Only One Price Dry Goods Store in El Paso.

Friday XXtra SPECIALS!

Gloves

Long Black or White Silk Gloves---a quality as good as most \$1.00 Gloves---FRIDAY, THE PAIR 59c Misses' long Silk Gloves, in White, Pink, Blue, or Brown---an excellent grade. WORTH \$1.00 THE PAIR 75c 2 clasp Pongee Gloves in natural color, or 12 but. Chamomette Gloves---in Black, White or Chamom---VALUES TO 75c, PAIR 35c

Ribbons

Novelty Taffeta Ribbons, in beautiful floral effects, widths suited for all purposes---in beautiful colors and blendings. VALUES TO 30c, YARD 15c Corded Silk and Taffeta Ribbons in solid shades with border, or in exquisite floral and pompador patterns---a rich grade, 4 to 6 1/2 in. wide---VALUES UP TO 40c YARD 19c

Toilet Requisites

FRIED GARMENT CONTAINERS, Moth Proof, made of beautiful Cretonnes, in a broad choosing of colors---hung on frame, very substantial. EACH \$2.50 FULLMAN APRONS, with multiple pockets of every size, to suit purposes required for the various toilet requisites---Made of cretonne, rubber lined, or of silk water proof cloth---PRICED, \$1.25 UP TO \$3.50 NICKLE COLLAPSIBLE CUPS 15c NICKLE SOAP BOXES 19c NICKLE TOOTH BRUSH HOLDER AT 10c PROPHYLACTIC STYLE TOOTH BRUSHES, TRANSPARENT HANDLES 10c JERGENS GLYCERINE SOAP LARGE BARS, THREE FOR 25c JERGENS COCOA CASTILE SOAP, LARGE SIZE, SIX FOR 25c JERGENS VIOLET GLYCERINE SOAP, BOX 3 CAKES FOR 25c

Stationery

Box Initialed Correspondence Cards, A 75c VALUE AT 10c Engraved Initialed Persian Lawn Stationery, 25c VALUE, BOX 15c French Madras Societe Notes, box of 48 env. and paper, 35c VALUE 25c House Dresses, in pretty new lawns and gingham, neatly trimmed, are offered in a beautiful choosing of new styles---VALUES \$1.00 (2nd Floor.)

Children's Wear Featured For Friday's Thrifty Buyers

Children's Dresses, sizes 6 to 14, in Madras, Gingham, Voiles, Crepes and Linene, made in variations of French models, in stripes, checks, and figures, black and white, solids and pretty colorings, beautifully trimmed with bands and embroideries---

Values upward to \$2.50 Very Specially Priced at 95c

Children's Middy Blouses, in natural, blue or tan crash, with collar, cuffs, pocket and tie of contrasting material, entirely new, REGULARLY WORTH 75c, SPECIAL 50c Children's Play Aprons, in quaint chintz designs, pockets filled with garden implements, rule, pad and crayons. A VERY SPECIAL VALUE, AT 50c Boys' Play Suits, in neat gingham checks, pink and blue chambray and white cambric, neatly trimmed---all sizes. VALUES REGULARLY TO 75c, AT 50c Boys' New Hats, mushroom styles, in blue flannel and black and white checks, with silk band trimmings---also straws. REGULARLY WORTH 75c, CHOICE 59c

Summer Undergarments Are Offered at Noteworthy Savings

Women's Knit Summer Union Suits in either tight or loose knee, prettily trimmed with lace, taped neck and shoulders---ALL REGULAR SIZES, AT 25c EXTRA SIZE Union Suits, in same styles as above, AT 35c Women's Union Suits, extra quality, summer weight, regular and extra sizes, tight or loose knee---Prettily lace trimmed, EACH 50c Women's Mercerized "E" cut vests, V or square neck, shoulder straps can not slip---VERY SPECIAL, 2 FOR 25c Women's Gauze Lisle Knit Vests, in a superior grade, crocheted and taped neck. VERY SPECIALLY PRICED, 3 FOR \$1.00



INFANTS' AND CHILDRENS HOSE 10c---White or tan---a fine grade close ribbed, medium weight, regularly worth 15c the pair, at 10c MEN'S 15c SOCKS, 3 PAIRS 25c---10c the pair---an excellent fast black hose, full fashioned, with reinforced heels and toes. All sizes.



New Model Hats

Are a Feature---

(2nd Floor) Exquisite Styles in new pressed shapes, in small hemp braids embracing all the newer shades of the season, with dainty trimmings of imported flowers, silk ribbons and bows---a superb choosing for Friday's selling, in VALUES UPWARD TO \$10 AT \$4.95

New Untrimmed Shapes, in Sailors, Tams and side flares---Hair braids, Flemps, and Milans, in black and the newer shades. VALUES UPWARD TO \$3.50 AT \$1.25 Children's trimmed hats, in milan, samatra and chip straws, white or colors. VALUES UPWARD TO \$1.00 AT 75c

New Silk Materials For Spring and Summer Underpriced

36 in. Silk Stripe Poplins, in all the newer shades, a beautiful material for Blouses and Dresses, entirely new. REGULARLY WORTH 75c YD., AT 49c 36 in. Silk Crepes in solid shades, embracing the newest colors and black---a rich, soft, clinging material of lustrous finish. REGULARLY WORTH 85c YD., AT 59c 28 1/2 in. All Pure Silk Pongee, in natural color only---an excellent grade for dresses. REGULARLY WORTH 75c YD., AT 59c 36 in. Printed Crepes, in dainty Rosebud designs on grounds of white, shown in a dozen exquisite color blendings---REGULARLY WORTH 85c YD., AT 69c 40 in. Crepe Ratines, in beautiful printed designs of beautiful colorings on the newer spring shades, a splendid quality. REGULARLY WORTH \$1.50 YD., AT \$1.25 New Black Silk Moires, 36 to 42 in. wide, are shown in beautifully marked designs, in large or small markings. VERY SPECIALLY PRICED \$1.75 TO \$4.50 YD.

Tomorrow-A Friday Bargain in Genuine Smith Axminster Rugs

\$22.50 and \$25 Smith Axminster Rugs in 9x12 ft. or 8 ft. 3x10 ft. 6-in. sizes, Choice at 16.95 Perfect Rugs, in artistic small oriental designs or beautiful floral patterns, deep, rich, lustrous pile and beautiful sheen---one of the greatest values ever offered in El Paso. 65c PRINTED LINOLEUMS, AT 45c Genuine cork, rubber and oil linoleums, not seconds or short lengths, but the best grades, in wood effects and neat patterns. REGULARLY WORTH 65c SQUARE YARD, AT 45c

Dainty Undermuslins Are Friday-Featured in 2 Groups

Gowns, Skirts, Corset Covers, Drawers---made of soft finished materials and prettily trimmed with laces and embroideries. 45c REGULAR VALUES TO 75c AT 45c

Slips, Combinations, Drawers, Skirts, Corset Covers and Gowns, beautifully made and lavishly trimmed with laces and emb'd'y. 75c REGULAR VALUES TO \$1 AT 75c

New Voile and Crepe Embroider-Are Offered at Unusual Pricings

Exquisite Crepe Flouncings, in the favored 18 in. width, for overdresses or ruffle flounces, are newly arrived, and shown in beautiful designs on sheer French crepes. VALUES TO 39c 75c AT 46 in. Crepe and Voile Flouncings, in dainty baby Irish Insert 3 in. wide, with blind emb'd'y on sheer materials, are offered in exquisite selections. VALUES TO \$2.00 AT 95c German and French Val Laces, in matched sets, in desired widths for undergarments, dresses, etc., are offered in VALUES TO 10c YARD, 5c AT

Friday Underpricings In the Basement Store

Women's Beautiful Lingerie Waists Worth up to \$1.00 at 55c A very special offering of 50 dozen of these dainty new waists, in embroidered front and sailor blouse effects, with pretty voile collar and lace trimmings---take your choice at 55c

D. & N. GREEN STAMPS

WOMEN'S "SHAW KNIT" HOSE 10c---In black or white, full fashioned seamless hose, spliced heels and toes and full garter top---a 15c value, at 10c CHILDREN'S DRESSES 25c---Sizes 2 to 5 years, prettily made, of neat percales, neatly trimmed. 45c

CHILDREN'S DRESSES 45c---Sizes 6 to 14---pretty gingham with hand trimmings, and in new madras effects in percales, in the new French models, with girle belt---dresses that usually are priced at 95c, at 45c



FULL SIZE BED SPREADS---in handsome crochet designs. REGULARLY WORTH \$1.25, AT \$1.00

Friday XXtra SPECIALS!

Neckwear

A new shipment of New Lace Collars embraces a wide range of new styles in Irish, crocheted, Irish and Venetian lace, Plamen lace, etc. VALUES TO 50c AT 25c NEW ORGANDIE COLLARS in the "Silly" and Gladstone roll effects are a VERY SPECIAL VALUE AT 50c IMPORTERS SAMPLES of fine Lace Neckwear, in all the newer summer styles are offered in a wonderful choice AT ACTUAL WHOLESALE COST.

Novelty Veils

NEW CHIFFON VEILS, 1 1/2 yds. long, in all the new spring shades, Black or White, VALUES TO 75c AT 59c LACE DRAPE VEILS, in Black, White or shades to match your dress, are offered in dainty designs. REGULARLY WORTH \$1.25 AT 95c

New Summer Hosiery

"Ecco" Seamless Pure Silk Boot Hose, full fashioned, high spliced heels and double sole---silk fine top. A SPLENDID VALUE, \$1.00 3 PR. FOR

"Onyx" Silk Boot Hose, Black or White, full fashioned, regular made. Regularly 60c 25c PAIR, AT

"ONYX" PURE SILK HOSE, in Black, White or colors, full regular made, all sizes. REGULARLY \$1.00 PAIR AT 59c

CHILDREN'S FANCY OR PLAIN SOX, in pretty styles and colors. REGULARLY 19c 25c PAIR, 2 PAIR

Novelty Jewelry

NEW BEADED BAGS, in pink light blue, gold or white, strong clasp, chain support, silk lined. REGULARLY \$1.00 AT 50c

SILK MOIRE "BALLOON" BAGS, in black or shades to match your dress, entirely new model. REGULARLY \$1.25, AT 98c

TANGO CORD CHAINS, silk cord, in desired shades, with cluster of large beads and tassel. A VERY SPECIAL VALUE AT 25c

OPERA CHAINS, in amber, black and shell effects, with pendant hearts, extra long. A VERY SPECIAL VALUE AT \$1.00

Pearl Pendant Earrings. REGULARLY WORTH 50c. 25c AT

Gold Front Beauty Pins and Shirt Waist Pins, engraved. VALUES TO 50c, at 25c