

The Winner of the \$10.00 Cash Prize

Tells below "Why Overland Street Stores Can Sell for Less." You---if you will glance at the extraordinary values offered on this page---will see that Overland Street Stores not only CAN but DO sell seasonable merchandise for less.

THE WINNING REASONS

Why Overland Street Stores Can Sell for Less.

- 1 Because they are out of the very high rent district.
- 2 Because they are in the center of a thickly populated district.
- 3 Because they sell for cash and do not have had accounts which are unelectable.
- 4 Because they turn their money over rapidly and do not have to have a large profit on every article.
- 5 Because they do not affect so much style that a humble person would hesitate to trade with them.

The \$10 Cash Prize Has Been Awarded for the Above List of Reasons to
MRS. C. E. ZAHN, 1205 NEVADA STREET
Winner can obtain prize by calling at The Herald Office.

Week-End Specials in New Ready-to-Wear

Some Exceptional Values for Women and Children at "The Store That Saves You Money"

- Ladies' Crushed Plush Coats**—Ladies' Black Crushed Plush Coats; stylishly cut and lined with good quality sateen; full 52 inches long; very handsome garments and well worth \$12.50. Special **\$6.95**
- Ladies' Silk Plush Coats**—Very modish Black Silk Plush Coats, carefully fashioned with the popular shawl collars and fancy ornament trimmings; regularly sold at \$15.00. Special **\$10.50**
- Ladies' Astrakhan Coats**—Ladies' Black Astrakhan Coats; all late models and lined with good quality sateen; 52 inches long and excellent value at \$15.00. Special **\$9.90**

- Children's Plush Coats**—Crushed Plush Coats for children up to eight years old; handsomely trimmed; popular tiger patterns, fur collars and cuffs; a handsome \$5.00 garment. Special **\$3.48**
- Children's Velvet Coats**—Silk Brocaded Velvet Coats for children from 6 to 8 years; prettily made with plush collars, cuffs and belts; actually worth \$8.50. Special **\$4.85**
- Children's Cassimere Dresses**—Pretty Cassimere Dresses for children up to 8 years; well made and in all desirable colorings. Worth \$2.25. Special **\$1.65**
- Children's Plaid Dresses**—Children's Dresses in attractive Scotch Plaid Worsted; sizes from 4 to 8 years; neatly finished and worth \$1.75. Special **\$1.10**

LADIES' SUIT SPECIAL

\$9.75 Beautiful Assortment of New **\$9.75** TAILORED SUITS

These Suits are offered in the more desirable all-wool materials; silk or satin lined; tastily trimmed and with all the new color effects; not a suit in the line worth less than \$18.00. The entire assortment to be closed out at \$9.75.

THE GLOBE

306-308-310 East Overland Street

Children's Wear at Substantial Savings

Special Saturday offering of new winter wearables for girls and boys. No thrifty mother can afford to overlook these items:

- GIRLS' ALL-WOOL SWEATERS**—New styles, all desirable colorings; worth \$1.50. Special **98c**
- LITTLE GIRLS' COATS**—Brown and red corduroy, in pretty new styles; sizes, 2 to 6. Special **\$1.48**
- BOYS' OVERCOATS**—Blue serges and fancy cassimeres; sizes, 2 to 10; worth \$5.00. Special Satur- day **\$2.98**
- BOYS' SUITS**—Suitable for school or dress wear; all sizes; regular \$3.00 values. Special **\$1.98**
- BOYS' HATS**—Good quality felt in shapes the boys like; regular \$1.00 values. Special **48c**
- BOYS' SWEATERS**—All wool, thick and warm; the usual \$1.50 kind. Special **98c**

The Blue Store

Overland and Oregon Formerly Zeiger Block

The Place to Save Money on Your SHOES

Given Bros.

215 EL PASO STREET Facing Overland

Forced Out of Business

\$50,000.00 stock of seasonable wearables for men, women and children is being closed out at a sacrifice because our lease has expired and our store is to be torn down.

Don't Wait!

Make your selection NOW while stocks are fresh and complete.

Ask That Neighbor Who Has Been Here

You'll find out this is the one big saving opportunity of the year in El Paso.

The Model

214-216-218 East Overland Street

BUY AT THE POPULAR PRICE OUTFITTERS Eagle Dry Goods Co. 116 East Overland

The Bargain House of El Paso

The Palace 312-314 OVERLAND

Flyers for Saturday and Circus Week

- MEN'S WORK SHIRTS**—In all sizes, the 50c kind, Circus Week Special, 3 for **\$1.00**
- MEN'S UNDERWEAR**—Heavy ribbed or fleece lined, good 50c value, special **39c**
- MEN'S FLANNEL OVERSHIRTS**—Made of Cherry Valley flannel with plain or military collars, special **95c**
- PRESIDENT SUSPENDERS**—Circus Week Special **39c**
- MEN'S SUITS**—Made out of all wool blue serge, regular \$15.00 sellers, a Circus Week Special **\$10.00**
- MEN'S ALL WOOL SWEATERS**—In "V" shape or rough neck, a Circus Week Special for **\$1.95**

SEND US YOUR MAIL ORDERS

all day Saturday Specials

- GIRLS' COATS**—Ages 6 to 14, in all the latest models; made out of all wool materials in the very latest patterns; the kind other stores offer at a bargain for \$4.95. Saturday Special **\$2.85**
- LADIES' SUITS**—In the very latest long coat styles. You have seen them in other stores at \$19.95 or more. See them at the Palace, Saturday Special **\$14.50**
- INFANTS' COATS**—Ages 2 to 6, in red or colors, positively worth up to \$2.00; Saturday only as long as they last **98c**
- LADIES' SILK DRESSES**—In all sizes, colors and styles; the very latest models. The cheapest in the lot is a bargain at \$7.50, your choice Saturday only **\$4.95**
- BLANKETS AND QUILTS**—Our regular \$1.50 grades, Saturday only **\$1.00**
- LADIES' HEAVY BLEACHED VESTS**—In all sizes; a nice 50c garment, Saturday only, 3 for **\$1.00**

The Palace 312-314 OVERLAND ST.

The Palace 312-314 OVERLAND

All Week Circus Week SPECIALS

- HEAVY OUTFIT FLANNEL**—In light and dark patterns, regular 10c values, per yard **7 1/2c**
- ALL WOOL SERGE**—In all colors, 36 inches wide, sold for 50c anywhere, per yard at the Palace **39c**
- WOOLEN PLAIDS**—Suitable for girls' dresses, Circus Week Special per yard **18c**
- BLEACHED COTTON FLANNEL**—A real heavy grade at the Palace, per yard **9c**
- SILK WAISTS**—In all the latest designs and colors, a Circus Week Special **\$1.95**
- LADIES' COATS**—In black and colors, a very large assortment of patterns and styles; not one of them worth less than \$10.00, your choice while they last **\$6.65**

Our Mail Order Department is Increasing Every Day.

GIRLS' HATS AND CAPS

- GIRLS' VELVET HATS OR CAPS**—An attractive assortment for girls from 2 to 5 years; at from \$1.50 down to **48c**
- GIRLS' PLUSH AND VELVET HATS**—For girls from 6 to 12 years; at from \$1.98 down to **98c**
- BABIES' "SNOWBALL SETS"**—Consisting of sweater, drawleggings and hockey cap; red or white woolen yarn; for babies 2 to 3 years old; set only **\$1.23**

- LADIES' ALL-SILK MESSALINE PETTI-COATS**—All colors; at a saving of from 50c to 75c. Our prices, \$2.75, \$1.75 **\$1.35**
- SHORT FLANNEL KIMONOS OR DRESSING SACQUES**—Of good kimono flannel. At 45c and **23c**
- LONG FLANNEL KIMONOS**—Fine quality and beautiful colorings; satin trimmed. Only **95c**

PREMIUMS—We Offer Elegant Premiums with Purchases of \$3.00 or Over
BEE HIVE DRY GOODS STORE "You Pay Less Here" 208 EAST OVERLAND STREET

Ladies' Skirts at \$1.95 and \$2.95

Here are skirt values that no economical woman can afford to overlook. They come in excellent quality serges, voiles and mixtures; all late styles, including accordion pleated and the popular overskirt effects; in black, navy, brown, fancies and Persian—stripes trimmed. You must see them to realize the exceptional merit of this special offer of

- SKIRTS WORTH \$4.00 AT **\$1.95**
SKIRTS WORTH \$5.50 AT **\$2.95**

New York Store 202 EAST OVERLAND STREET

Extra Specials for Saturday

- LONG CLOTH**—36 inches wide; always sold at 12 1/2c. Special, yd. **8 1/2c**
- CALICOES**—Attractive designs and colorings; regular 6c value, at, yd. **4 3/4c**
- LACE BED SPREADS**—Full size and desirable patterns; worth \$2.75. Special **\$1.98**
- LACE CURTAINS**—21 1/2 yards long; good quality and pretty patterns; worth \$ 1.25. Special **89c**
- BED SHEETS**—Size, 72x90; a size and grade that usually sells for 65c. Special **37 1/2c**

- LADIES' WHITE WAISTS**—All late styles, good quality, and actually worth 75c. Special **45c**
- CHILDREN'S BEARSKIN COATS**—Prettily made and nice and warm; worth \$2.25. Special **\$1.48**
- COLORED BED SPREADS**—Attractive patterns; \$1.25 LADIES' SHOES, at **78c**
- BOYS' SHOES**, at **\$1.08**

Carpet Slippers Good quality Carpet Slippers for men and women; all styles; extra special; pr. **16c**

EL CENTRO MERCANTIL Corner Stanton and Overland

"We Undersell Them All"

HOME OF LOW PRICES



Real Bargains Offered in the Sale Now Going On

The Bargain Center of El Paso

OVERLAND STREET

The Bargain Center of El Paso