

## THE ECONOMIST

being a progressive and wide-awake store, we are determined to take fullest advantage of the week's opportunity to clean up our stocks in the Year-End Sale that is now going on.

Merchandise that did not sell at its regular price we are going to reduce so radically that hundreds of people will be delighted to possess it when it costs so little.

Then, we have pulled out all our remnants and odd lots and marked them at such low prices that it will seem like getting more Christmas gifts all this week. We are able to pick out what you want and pay no little for it.

# The Economist Annual

## After-Inventory Sale.

## RIBBON REMNANT

All the worst ends of ribbons gathered into four big lots at big reductions for a quick clearance.

Lot No. 1—Value to \$50—on sale at 10¢ a piece  
Lot No. 2—Value to \$50—on sale at 25¢ a piece  
Lot No. 3—Value to \$50—on sale at 45¢ a piece  
Lot No. 4—Value to \$50—on sale at 75¢ a piece

Buy all the ribbon you want in this sale. You won't have the opportunity later.

A Sale in which all this Season's Merchandise is put on Sale at Tremendous Reductions to Insure an Immediate and Final Clearance, Preparatory to an Early Display of NEW SPRING MERCHANDISE. In this Sale—at the End of our Year's Business, an Extraordinary Effort is made to make a Final Clearing Up of all Past Season's Goods—All Broken Lines, Short Ends, Remnants, Odd Lots and Broken Sizes are Included, and the Price Reductions in Many Instances do not Begin to Represent the Eastern Factory Cost. THE ONE OBJECT is to Effect a Complete and Total Clearance. Cost or Value Not Taken Into Consideration.

THIS WEEK WE INVITE YOU TO INSPECT OUR FIRST SHOWING OF NEW SPRING MATERIALS IN OUR

### Silk and Dress Goods Department

Our Window Display Shows Many New Ideas

We also call your attention to the fact that fashion's decree for 1915 is very strongly in favor of "All White" for both day and evening wear.

Sheer and semi-sheer weaves promise to be strong in popular favor while voiles, crepes and organdies will be most desired for the coming season. Piques and poplins are in high favor for wash suits.

We invite your careful inspection of our beautiful new line of

### White Wash Fabrics

in voiles, crepes, organdies, French lawns and all the latest novelties in white goods; 25¢ to \$2.50.

### Voiles Great Favorites

Voiles have gained so steadily in demand that special attention has been given to improving the finish of qualities for popular price selling. We have a wonderful showing in fancy voiles, corded novelties, warp effects and a complete range of plain styles from 25¢ to \$2.50 a yard.

### Corset Specials

At three prices for numbers worth double the prices we are asking.

Lot No. 1	Lot No. 2	Lot No. 3
98¢	\$1.98	\$2.98

### Final Clearance Sale—Women's Fall and Winter

### Suits, Coats, Dresses, Skirts

Just a Few of the Many Special Bargains

### Suits at \$7.48 Each

You will find \$27.50 values in this assortment. The material and workmanship in these garments make this the most wonderful sale offer we have ever made, all sizes and colors. They are made up in Broadcloth, Serge, Poplin, Worsted, Grenadine, Cheviot and fancy mixtures, and the price is only \$7.48. The work on these garments cost a good deal more than that amount of money.

### Dress Skirts at \$2.98

A large assortment to choose from in a good assortment of styles and materials; mostly blue and black; regular values are to \$2.50; choice, \$2.98.

### Dresses at \$7.98 and \$9.98

Wool and silk dresses for party, dancing and street wear; a big assortment to select from, and immense values. These must be seen to be appreciated. Values run to \$25.00. Special prices for this week, \$7.98 and \$9.98.

### Children's Coats at \$2.98

Especially great reductions on sizes 6, 8 and 10 years, the largest assortment of Children's Coats in the state and none so good anywhere. All styles and all kinds of cloth that's new and all well made. Values to \$10.00, special, \$2.98.

### FURS—FURS—HALF PRICE

Not a piece in the big store reserved. Fur Sets, Scarfs and Muffs. A broad variety offering satisfactory selection at one half regular price.

### Silk and Velvet Remnants

Hundreds of short lengths, all of them practical, facing from pieces suitable for trimming to complete suit and dress patterns, etc. Colors, patterns and fabrics are of every conceivable type, among them: Crepe de Chine, Chantilly, Crêpe Metairie, Canton Crepe, Fancy Chiffons, Plain Chiffons, Satin Charmeuse.

Divided into three lots as follows:  
Lot No. 1—Value to \$50—on sale at 25¢ yd.  
Lot No. 2—Value to \$50—on sale at 50¢ yd.  
Lot No. 3—Value to \$50—on sale at 75¢ yd.

### Dress Goods Remnants

Hundreds of precious lengths, 2 to 5 yards, are included, of every conceivable fabric and color in demand today. Suit lengths, coat lengths, dress lengths, lengths for children's frocks—just as much as you need and no more. The lot divided into three lots as follows:

Lot No. 1	Lot No. 2	Lot No. 3
25¢ yd.	50¢ yd.	75¢ yd.

### Cotton Goods Remnants

Counters piled high with every remnant of cotton goods in our house, consisting of Prints, Ginghams, Outing Flannels, Flannellets, Serges, Broadcloths, Curtailed Materials and a big line of high grade Wash Dress Goods. The entire lot divided into three lots for easy choosing.

Lot No. 1	Lot No. 2	Lot No. 3
25¢ yd.	50¢ yd.	75¢ yd.

None worth less than double the sale price.

### Clean Up Sale

### of Odds and Ends

### from

### Linen and Domestic

### Sale

Old Face and Bath Towels, Old Napkins, remnants of Table Linens, Crashers, Sheetings, Casing, Muslin, Longcloth Remnants, Table Padding and separate pieces of fancy linens in squares, rounds and runners. All marked at greatly reduced prices to close out quick.

### Brassiere Specials

Three lines to choose of	30¢	60¢	90¢
Worth—	1.50	1.00	1.50

## Santa Fe Society Notes

### WE DO NOT LOVE ENOUGH

We drive fond hearts away, because for all we do we give some sort of pay.

We give fine gifts where sure they'll be returned in kind. For work-worn, struggling hands some lesser thing we find.

We do not love enough; For every mouth we feed we hold a soul in debt To recompense the deed.

We do not love enough; Free of the soul's concern—Free of the inner fear That it may not return.

### LUNCHEONS AND DINNERS

Next week will see the crest of the social wave that sweeps over the capital every two years during the legislative session. True, there will still be ten days after next Saturday until Lent, but social debts will have been paid and social obligations met.

A portion of society, if not sitting in sack cloth and ashes will at least refrain from formal entertainment, and will go in for nothing more pretentious than luncheon parties, parties that mean that the guest drops into the easiest chair, stays as long as she pleases, sips tea but expecting nothing to entertain her to be entertained.

Dinners, luncheons, cards and teas were the rule each day of the past week. One of the most original and pleasing of the dinners was given by Mrs. Lucia Harvey of Chicago, a well known writer and traveler, who has a summer home in Colfax county and a winter home in Florida. The guests were: Mrs. McDonald, Mrs. E. B. Bradford, Mrs. W. B. Prince and Mrs. Haughey of Garden City, N. Y.

Mr. and Mrs. T. A. Spencer of California, were guests of honor at a dinner given Thursday evening by Adjutant General and Mrs. Harry T. Hering. Other guests were Mr. and Mrs. Walter Kegel, Colonel Mikken of Silver City, and Captain de Bremond of Howell.

Judge and Mrs. E. C. Abbott were host and hostess at a dinner on Monday evening at which covers were laid for twenty. The guests included: Mr. and Mrs. Arthur Seligman, Mr. and Mrs. J. L. Seligman, Mr. and Mrs. A. B. Renahan, General and Mrs. Hering, Mr. and Mrs. Walter Kegel, Mr. and Mrs. Small, Mr. and Mrs. J. P. Ervin, Mrs. Townsend and Messrs. Carl A. Bishop, Samuel G. Cartwright and Harry Moulton.

Dinners were given by Mr. and Mrs. J. W. Mayes on Tuesday and Thursday evenings, at which the guests were: Gov. and Mrs. McDonald, Judge and Mrs. E. B. Hanna, Mrs. E. B. Hanna, Sen. J. T. Mabry, Judge and Mrs. Laughlin and Judge and Mrs. Collins.

Mr. and Mrs. McCallister will entertain at dinner on Wednesday evening.

There were a number of other small dinners, quite informal and yet quite recherche and quite sufficient to demonstrate that Santa Fe is the most hospitable town to strangers in the southwest.

### CONSIDERATE

Dame Fashion's not so cruel As some would make believe; When she insists on wider skirts She lets us on the sleeve.

When now for skirts so extra full, She says: "Oh, do not bother To make a waist at all!"

—Lillian Haynes Martin.

### ART AND ARTIST

"The Poplars," a large canvas by Sheldon Parsons of Santa Fe, has passed the critics and has been accepted for the annual exhibit of the Pennsylvania Academy of Design at Philadelphia, an honor of which any

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artist may be proud. The picture is of a Santa Fe scene thrown with bold colors upon the canvas and striking in composition. In the foreground, several native women are washing clothes in the Rio de Santa Fe, some distance from the bank, and laundry poles form the motive for the picture, while behind them are characteristic adobe houses. This week, Mr. Parsons will exhibit in the Palace of the Governors several large pictures just completed and which he will send for exhibition to Chicago. He has also selected seventeen canvases for exhibit in the New Mexico building at San Diego. Several of his pictures are included in the exhibit now at the Palace of the Governors and which will probably be sent to Albuquerque after the legislative session for a week or two so that art lovers there may enjoy it.

### THE PASSING OF A DANCER

She is made of light and silver, and her smiling dress is bound With the gleam of her hair and the stars to deck her round.

And she dances, dances, dances with her softly gliding feet Round and round her golden lover, and their burning glances meet.

She hath deeds of most for payment, and within her hair she places Shining souls of high adventure and the beauty of her eyes is also.

And she dances, dances, dances with her softly gliding feet Down and down eternal paths where past and future meet.

She hath gone; the silence echoes where but now her music thrilled, And the floor of heaven darkens, and the sound of feet is still.

—Alice Carpenter.

### CARDS AND TEAS

Most enjoyable was the card party given by Mr. and Mrs. J. B. McManus on Thursday evening. Cards are also out for a party by Mrs. McManus and Mrs. Grimes on next Wednesday.

Mr. and Mrs. James L. Seligman entertained at cards on Friday evening.

Mrs. A. B. Renahan and Mrs. Stanley G. Small, entertained at bridge on both Thursday and Friday afternoons at the willows. The spacious Renahan mansion on East Palace avenue, which lends itself so well to social affairs. More than sixty guests attended each afternoon. The flowers were gorgeous and delicious.

Cards are out for a tea on Thursday afternoon by Mrs. Catron and Mrs. Lavan at the Catron residence in honor of their mother, Mrs. Christensen of Los Angeles.

Mrs. H. E. Asplund and Mrs. Paul A. F. Walter will give a reception on Tuesday afternoon of next week in honor of Mrs. Mann and Mrs. Barth of Albuquerque.

Mrs. Brooks will give an at-home Tuesday afternoon. On Wednesday afternoon she entertained at bridge in honor of Mrs. T. A. Spencer.

Mrs. L. Bradford Prince and daughter-in-law, Mrs. William E. Prince, entertained Tuesday afternoon at bridge. Among the guests were: Mrs. McDonald, Mrs. Spencer, Mrs. Abbott, Mrs. Barget, Mrs. Hall, Mrs. Hansen, Mrs. Walker, Mrs. Wright, Mrs. Cochran, Mrs. Hughes, Mrs. Frank W. Clancy, Mrs. Albert Clancy, Mrs. French, Mrs. Fisher, Mrs. Davies, Mrs. Mowley, Mrs. Parker, Mrs. Rapp, Mrs. Langlois, Mrs. Smith, Mrs. Gero, Mrs. Harting, Mrs. Brooks, Mrs. Dorman.

Mrs. Grimes, Mrs. McManus, Mrs. Hayden, Mrs. Holloman and Miss Boyle, Thursday evening, Governor and Mrs. Prince entertained informally at cards.

Mrs. Harrison, Mrs. Dunlap and Miss Harrison will entertain at cards on Tuesday afternoon.

### THE LIGHT FANTASTIC

The home of Mr. and Mrs. L. C. Wade, Jr., on East Palace avenue, is echoed with merriment on Tuesday evening. It was an informal dance attended by some twenty-five or more people.

Two Ella Friday evening kept open house. Mrs. Friday evening kept open house for her friends and their wives or sweethearts. Mrs. Friday's orchestra furnished the music for the dance.

Invitations are out for a dance by Mrs. McCallister on Monday evening. The McCallister home is one of the residences recently built that makes provision for a dance room.

### AT HOME

The first at-home of Mrs. Harold McCallister since she arrived from Philadelphia, a bride a little over a month ago, was given on Wednesday afternoon. Mrs. Kegel, Mrs. Cochran, assisted in the dining room, while Mrs. H. E. Asplund, Mrs. Grace Johnston, Miss Boyle, Miss Elsie Marion, Mrs. Albright and Miss Dorman assisted in receiving.

Mrs. Lavan will give an at-home on Saturday afternoon.

### MUSICAL EVENING

It is quite a change from the daily rounds of cards, teas, receptions, dinners, to music and science. Two evenings this week, and on Monday, the other an Saturday, will be rather out of the ordinary. Monday afternoon, the wives of the supreme court justices—Mrs. Roberts, Mrs. Parker, Mrs. Hanna—will be hostesses to the judicial visitors and the wives of state officials. At a moderate hour, Albuquerque talent is to assist, both C. J. Andrews and E. L. Tello, having been asked to take part in the program. The event will also have at the home of Chief Justice and Mrs. Roberts on East Palace avenue.

### CLASS IN ARCHITECTURE

At the regular meeting of the class in architecture, on Wednesday, the students of the Santa Fe Architectural club will meet in the assembly room of the Palace of the Governors on Thursday, February 5, the topic for discussion will be "The Arts of Primitive Man." The class had an open meeting this month, when the many guests enjoyed an illustrated lecture by Dr. J. Walter Powell on "Cave Dwellings in the Old and New Worlds," as it was read by Mrs. J. H. Rapp. Members are already looking up "Creation and Deluge Stories in Primitive Religions" for the meeting in March. Mrs. Collins and Mrs. Asplund will discuss "Women's Religion in Primitive Societies" in April.

### CONSTANTINOPELE

The other event will be an illustrated lecture on Constantinople by Prof. Edward W. Clark of Rome, Italy, one of the lecturers on the circuit of the American Institute of Archaeology. It will be given Saturday evening in the assembly room of the Palace of the Governors and is to be made a social event in connection with a meeting of the Archaeological society, to be followed by a reception to the legislators by the ladies board of the museum. Professor Clark is a graduate of Oberlin college and has

## SOAP ON HAIR CAUSE S DANDRUFF, SCALP GETS DRY, HAIR FALLS OUT

Girls! Get a 25 cent bottle and try a "Danderine Hair Cleanser."

After washing your hair with soap always apply a little Danderine to the scalp to invigorate the hair and prevent dandruff. Danderine will also be applied as possible, and instead have a "Danderine Hair Cleanser." Just moisten a cloth with Danderine and draw it carefully through your hair, taking one strand at a time. This will remove dust, dirt and excessive oil. In a few moments you will be amazed, your hair will not only be

clean, but it will be wavy, fluffy and abundant, and possess an incomparable softness and lustre.

Besides cleansing and beautifying the hair, one application of Danderine dissolves every particle of dandruff, stimulates the scalp, stopping itching and falling hair. Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, invigorates and strengthens them. Its exhilarating and life-producing properties cause the hair to grow long, strong and beautiful.

Men! Ladies! you can surely have lots of changing hair. Get a 25 cent bottle of Danderine from any drug store or toilet counter and try it.

done graduate work at Leipzig, Bonn and Chicago. He was for four years professor of Latin and archaeology at Upton and for the past five years has lectured in Rome. He will come to Santa Fe with Mrs. Clark from Colorado Springs and Pueblo, where he has had lecture dates and will proceed to Los Angeles and San Diego to fill dates there.

### THE CLUBS

"Local Markets and Prices" will be the topic for the meeting of the Santa Fe Woman's club on Tuesday afternoon. Mrs. Jacob Wolfmay will read the paper and there will be a discussion.

Want a high grade employee? Or the better grade of servant? Make use of the want columns of the Journal.

## ECZEMA CAN BE CURED Free Proof To You

All I want is your name and address so I can send you a free trial treatment. I want you just to try this treatment—that's all—just try it. That's my only argument.

I've been in the drug business in Fort Wayne for 20 years, nearly every one knows me and knows about my treatment. Eighteen hundred and fifty-four people outside of Fort Wayne have, according to their own statements, been cured by this treatment since I first made this offer on a short time basis.

If you have Eczema, Itch, Salt Rheum, Tetter, never mind how bad—my treatment has cured the worst cases I ever saw—give me a chance to prove my claim. Send your name and address on the coupon below and get the trial treatment I want to send you FREE. The wonders accomplished in your own case will be proof.

CUT AND MAIL TODAY

J. C. MUTZELL, Druggist, 631 West Main St., Fort Wayne, Ind.

Please send without cost or obligation to me your Free Proof Treatment.



J. C. MUTZELL, R. P. DRUGGIST

Name \_\_\_\_\_ Age \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Street and No. \_\_\_\_\_

## FIRST NATIONAL BANK

ALBUQUERQUE, N. M.  
U.S. GOVERNMENT DEPOSITORY

### PRESTIGE

When you get a check in payment of anything you are instinctively more impressed with the business standing of the payer than if you had received the actual currency.

Place yourself in the same desirable position by opening a checking account with the FIRST NATIONAL BANK. The safety is absolute, the conveniences numerous and the cost nothing.

Your account will be welcomed.

## LARGEST BANK IN NEW MEXICO & ARIZONA