

Many Parties
Enliven
Social Gaiety

SOCIETY

Numerous Happy
Affairs
In Social Circles



Easter Footery FOR THE MISSES AND CHILDREN

Easter Pumps and Ankle Straps for the little folks, just hatched? Well, not exactly, but they did undergo a process of our own designing and building up for the best requirements of children's growing feet, as the beautiful and extensive line which we have just received and which we are now showing in its full completeness will easily testify. We have them in Patent Leather, Gun Metal, Vici Kid and White Canvas, ranging in price as follows:

Infants' sizes, from 1 to 5.....	\$1.00 to \$1.25	Children's sizes from 8 1/2 to 11.....	\$1.50 to \$3.00
Children's sizes, from 5 to 8.....	\$1.25 to \$2.50	Misses' sizes from 11 1/2 to 2.....	\$1.50 to \$3.00
Misses' and Ladies' sizes from 2 to 6.....	\$1.75 to \$3.50		

Look at Our Window Display

GREATER EL PASO'S
GREATEST SHOE STORE
Guarantee
SHOE COMPANY

Look at Our Window Display

The Specialty Shop
AILEEN BERG
No. 1 Little Plaza
MILLINERY
LADIES' WEAR
HAIR GOODS
Corsets \$1 up
Dept. in charge of expert fitter.

WANT ADS BY TELEPHONE.
The Herald has arranged to take want ads by phone. Call Bell 115, Auto 1115 up to 2 o'clock daily. Your ad will be received, inserted promptly and collected for next day.

The Corset Store of El Paso

In addition to being El Paso's Exclusive Ready-to-Wear Store, we lay particular emphasis on the fact that this is also "The Corset Store of El Paso."

This is no mere claim, but is backed up by actual business done. We at all times are on the lookout for everything that is new and sensible in corsets. The following lines give you a good idea of how well stocked is our Corset Section.

- "Redfern" Whalebone Corsets
- "Warner's Rust-Proof" Corsets
- Celebrated "Bon-Ton" Corsets
- "Royal Worcester" Corsets
- "Lily of France" Corsets
- "Modart" Front-Lace Corsets



The last two makes—"Lily of France" and "Modart"—are recent acquisitions to our Corset Department. These are shown in all the late models and next week we will make a special display of the "Modart" Front-Lace models. You will find our Corset Section not only the most complete and convenient in El Paso, but our expert corset fitter will render you a service that cannot be found elsewhere in El Paso.



STRICTLY ONE PRICE—ALL GOODS MARKED IN PLAIN FIGURES

Let Us Smile

National Magazine.

The thing that goes the farthest toward making life worth while, that costs the least and does the most, is just a pleasant smile. The smile that bubbles from a heart that loves its fellow men will drive away the cloud of gloom and coax the sun again, it's full of warmth and goodness, too, with its sunny kindness. It's worth a million dollars, and doesn't cost a cent.

Women's Clubs and Societies Active During the Past Week

The music department of the Woman's club will meet on Wednesday, March 9, at the residence of Mrs. W. R. Brown. The opera will be Ambrose Thomas's "Mignon" and the program in charge of Mrs. D. W. Tucker. 1.—Synopsis of the opera "Mignon" Mrs. Kohlberg. 2.—Overture to opera..... Miss Gertrude Ellis 3. Soothed Is Now Thy Sorrow..... E. J. Evans 4.—Rondo Gavotte..... Mrs. Courtney Camp 5.—Duo—Je suis heureuse..... Mrs. Tucker, Mr. Rhein. 6.—Knowest Thou the Land..... Mrs. W. W. Evans 7.—Romanza..... J. E. Rhein 8.—Duo "Sofferto hai tu"..... Mr. and Mrs. E. J. Evans. 9.—Polonaise..... Mrs. J. J. Pearce 10.—Miss Florence Comfort will sing a song from Rigolette.

the development of its commercial life from the days of Wagon freight trains to the present splendid railway facilities. Mrs. E. Kohlberg sketched most interestingly the educational growth of El Paso and Mrs. W. A. Winter closed the program with a brilliant and most humorous prophecy of El Paso 20 years hence. Mrs. F. S. Myer was elected a member of the club at the Tuesday directors' meeting. Mrs. Winchester Cooley delightfully entertained the Thursday Lunch club this week at her home, West Boulevard. The club members were all in attendance and the affair unusually enjoyable. The table from which the five course luncheon was served was attractively decorated with narcissus and ferns. Mrs. W. D. Howe will be the next hostess for the club.

The "El Paso Day" program by the Woman's club on Wednesday was a pronounced success, as was the "plate shower" given to the club, by the members and guests in honor of the club's sixteenth birthday anniversary. Each plate was daintily and prettily. Two especially beautiful ones were hand painted, the work of the donors, Mesdames L. L. Mundy and Alice C. Thompson. The musical numbers by Prof. Dewey, who resided in El Paso in '94-'95, and Francis Moore, were very heartily enjoyed by the appreciative audience. Catchy ballads were charmingly interpreted by Miss Gertrude Ellis. In a very able paper Mrs. J. L. Dwyer told of the past history of El Paso and

Mrs. Richard B. Stevens of Montana street was hostess this week for the Tuesday afternoon Reading club. This club meets the first and third Tuesdays in each month and was organized for the purpose of studying the lives and works of America's greatest writers. The Shakespeare Reading club will meet next week at the home of Mrs. J. E. Spence, 1920 Montana street. The D. A. R.'s will meet Tuesday afternoon at the Elks' club. After a business session an interesting program will be given and will be followed by a social time.

Far-Sighted Eyes

Hypermetropia is the technical name for what is commonly called far sight.

In cases of hypermetropia the eyeball is too short.

Young people having this defect can usually see perfectly, and because of this, often neglect their eyes, thinking that the eyes are not at fault, although they suffer with headaches, inflamed eyes, nervousness, etc.

Glasses are the only remedy. They relieve the eyes from strain, and thus remove the painful and injurious symptoms.

We are perfectly equipped for examining the eyes for glasses and for prescribing and grinding the right lenses.

OUR WORK IS RELIABLE

Those wishing to have glasses fitted may avoid delay by making appointments. Bell phone 104. Automatic 1104.

EL PASO OPTICAL CO.

J. R. SEGALL, EXAMINING OPTICIAN

Pioneer Plaza. EL PASO, TEXAS Established 1901
Bell Phone 104; Auto 1104.

for many charming social affairs during her visit. The luncheon table was most attractively decorated with a mound of delicate glowing pink sweetpeas. Broad bands of pink satin ribbon crossed the table diagonally and formed immense bows at the corners. The unique favors were candies in the form of clusters of grapes. The place cards held the family coat of arms. Mr. and Mrs. J. E. Benton gave an (Continued on Page 11.)

CARDS.

Mrs. T. F. Kimbell very charmingly entertained the members of the Wednesday Bridge club this week, at her home on Nevada street. In addition to club members, Mrs. Kimbell also extended her hospitality to a number of guests. The house was attractively decorated with red carnations, and ferns and a dainty salad course followed the games. The guests present were: Mesdames C. N. Shelden, Morris Parker, James Parker, E. M. Bray, J. H. Grant, Z. L. Cobb, A. H. Butler, J. E. Bowen, T. W. Elson, E. G. Minder, J. W. Carter. Mrs. P. H. Brown and Miss Hattie May Lorenz assisted the hostess in entertaining. Mrs. H. E. Christy will be the next hostess for the Thursday Bridge club. A delightful social affair of the

week was the bridge party given yesterday afternoon in honor of Mrs. Laila Hasam Montmerency, of Mexico City, at which Mrs. Winston Pettus was the hostess. Yellow and green was the attractive color plan chosen and was brought out with dainty spring flowers. Yellow jonquils were used throughout the apartments. Ferns entwined the chandeliers, and the candies were shielded with yellow shades. After the games refreshments were daintily served. The guest list included: Mesdames Z. T. White, W. D. Wise, Frank Ainsa, H. S. Beach, W. R. Brown, W. H. Bryan, R. F. Burgess, W. H. Burgess, J. F. Williams, H. A. Carpenter, B. F. Wagner, M. O. Wright, Walter Irwin, W. C. Klutz, Frank Coles, Otis Coles, James Parker, Morris Parker, C. J. Dean, J. L. Dyer, P. C. Earl, F. E. Hunter, Edgar Fewel, C. N. Shelden, W. F. Payne, J. B. Gray, S. H. Sutherland, D. G. Hadley, F. H. Seamon, William Judd. Mrs. L. J. Gilchrist will be the next hostess for the Tuesday Bridge club.

PERSONAL.

Mr. and Mrs. Kenneth D. Oliver left last Sunday for Santa Fe, where on Monday evening they attended the inaugural ball. Mr. and Mrs. Oliver will spend a month in Santa Fe, as the guests of Capt. and Mrs. A. S. Brooks. Capt. Brooks was formerly stationed at Fort Bliss, with the 25th Infantry, but has recently been appointed adjutant general of New Mexico on the governor's staff. Mrs. Douglas Stewart, of Hammond, Ill., formerly of El Paso, is in the city visiting her mother, Mrs. Wood, and sister, Mrs. Victoria Whitmer. Mrs. C. N. Shelden, who has been the guest of Mrs. Morris Parker, and Mrs. James Parker, the past two months, will leave Tuesday for her home in Kansas City. Dr. and Mrs. S. T. Turner have moved into their charming new home on Montana street. Mrs. W. B. Bull will leave Monday for a month's visit in Fort Worth. Mr. and Mrs. George Fuller Golden, of New York, have apartments at the Brazos. Mr. Golden, who is a well known dramatic writer, is getting up material for a new play while here. Mrs. C. R. Morehead, who has been seriously ill for some time, is reported somewhat improved. T. M. Conboy left Friday for Kansas City, where he has been called on account of the serious illness of his mother. Capt. Franklin A. Lee arrived today from Silver City to visit his daughter, Mrs. William E. Mix. Mrs. Mary A. Rogers will leave for Denver Sunday evening, after having spent several weeks with her daughter, Mrs. J. E. Benton.

DR. ZIELONKA TO ADDRESS STRANGERS' CLUB "Problems of 1910" will be the subject of a lecture by rabbi Martin Zielonka at the Carnegie library, Sunday at 2 o'clock. Miss Bertha Stanhope of New York City will sing. Admission will be free. The lecture will mark the first meeting of the Strangers' club, recently organized. The Madame Millinery Parlor, 613 Mesa. Hats remodeled and made to order.



Official Spring Opening Begins Tuesday, March Eighth

Our official opening each season is looked forward to by the women of El Paso with the greatest eagerness. The one scheduled for the coming week eclipses any former opening and, in fact, any similar occurrence ever held in the Southwest.

A special feature of the opening next week will be the showing of a special importation of 100 exquisite Parisian models. These are the handsomest hats ever brought to the United States, and we believe patrons will appreciate the efforts we have made to show them something well worth coming to see. Second in importance to the Parisian hats are 300 exclusive models from the foremost designers of America. In short, our opening next week will afford a millinery display such as is rarely seen outside the largest metropolis.

Opening begins Tuesday and continues the balance of the week.

You Are Cordially Invited

We don't exaggerate when we say that our opening will show more models than all the combined millinery and department stores in El Paso.



To miss our official opening next week will be for you to fail to see the foremost authentic millinery models of the present season.