

Summer's Most Charming Fashions

Are Reflected In Wondrous Variety In Our Garment Section



MOST beautiful are the new garments for Summer—chic, dainty, graceful in design, they merit the approval of the most critical. We bring to you the newest, the best, the most exclusive models—some fashioned according to strictly American ideas—others are modifications of European styles—while others are shown in the extreme of Parisian fashion.

Every taste in dress was carefully considered in choosing for this superb collection—the taste of the “quiet” dresser or the ultra-fashionable—a garment for the work-a-day woman or for the “butterfly of fashion”—to meet the individual requirements of every woman, was the thought uppermost in the minds of our buyers.



High Class Man Tailored Coat Suits At \$22.45; Worth Up to \$35.00

Of particular interest to women who are planning a summer trip will be this splendid lot of tailored coat suits. Made of materials exactly suited to this climate, perfect in tailoring, and in the newest styles. Serge suits in the plain white and the white with black hairline, and in plain colors; tweeds and diagonals, in plain, stripes and checks, and a variety of novelty weaves are shown. The coats are in the 28 to 34 inch lengths, plain, tailored or Russian blouse styles. The skirts are in full pleated or tunic styles.

Suits Worth Up to \$35.00 for

\$22.45

Silk, Pongee and Lingerie Dresses At \$27.65; Worth to \$35.00

COSTUMES for street, dress or traveling are shown in a wonderful range of style in this specially priced lot. Very smart models in the rough silks, chiffon, taffeta, pongee and foulard, and many daintily made gowns of fine lawn, and batiste are included.

The trimming effects are all in harmony with the gowns—hand embroidered, braided, lace trimmed—whatever is most suitable is effectively used in making up their perfection.

Not many—only fifty—are offered for Monday's special selling, and many of these are exclusive models.

Dresses Worth to \$35.00 for

\$27.65



The "Kaftanka"

The Season's Novelty Waist

This is a decided innovation in waist construction—a new idea that has appealed to the lovers of novelty in dress. Both front and back openings are done away with, the garment fastening on both shoulders after the manner of the Russian styles.

We show these made of fine quality, linen finish Flaxon, in neat tucked and lace trimmed styles. Ask our sales ladies to show this waist.

\$2.98 and \$3.48

Jewelry Novelties

Every change in style in woman's apparel demands some little article in jewelry adapted to that style. In this department the new things are shown as quickly as they appear. Our popular pricing enables you to keep up with these passing fancies at small expense.

JABOT PINS—Several new styles in plain and fancy designs; showing the amethyst and topaz settings.

COLLAR AND SASH PINS—Flower and butterfly designs in the thirt metals in a variety of delicate shades, set with all kinds of jewels.

BRAID PINS—Very handsome styles in the amber, shell and imitation shell set with brilliants and other jewels—25c to \$4.00 each.

SILVER MESH BAGS—Very stylish, made of German silver, all sizes, ranging in price from \$1.50 to \$18.00 each.

SPECIAL—Imitation shell and amber barrettes, a variety of sizes and shapes in hand carved effects, 25c each.

Dress Skirts In the tailor made, tunic and overskirt styles, made of novelty suitings, mohair, white serge, diagonal cloths, panama and voile. Styles worth regularly to \$13.50 are specially priced Monday and Tuesday. **\$9.65**

Moth Proof Bags Protect your furs and winter garments from moths by packing them for the summer in moth-proof and dust-proof bags. Made for coats, suits and furs, in a variety of sizes. In basement 50c to **65c**

Petticoats Made of all silk taffeta in Persian designs, black and white stripes and brocaded, and in all plain colors. Very wide with deep, full flounce. Regular \$6.50 values, specially priced. **\$4.98**

Toilet Articles

Our guarantee of quality goes with every article, although the prices are a "little less." Only standard makes are sold here.

- Bristle Nail Brushes, 25c values14c
- "Eversweet" overcomes odors from perspiration, 25c value16c
- Swedish Hair Powder, worth regularly 50c39c
- Sanitol Liquid Antiseptic, for teeth and mouth, regular 25c17c
- Bristle Hair Brush, regular 75c value48c
- Tooth Brushes, worth regularly 25c10c
- Pompeian Massage Cream, regularly 75c38c
- "Marvo" Greaseless Face Cream, regularly 25c17c
- Colgate's Rapid Shave Powder, regularly 17c17c
- 4711 Violet Talcum Powder, regularly 25c18c



The Graduation Gown

Commencement time is near at hand and the selection of the "graduation gown" should not be put off too long. We have made special preparations for this event, with the sheer, dainty white fabrics, the laces and the ribbons. As suitable materials we suggest—

Paris Mousselines, French Lawn, Mercerized Batiste, Persian Lawn, Embroidered Batistes, St. Gall Swisses, and a variety of other dainty white fabrics.

The "Gossard" Corsets

Among all the front laced corsets sold the "Gossard" is unquestionably the best—in fact, it is the only successful one made. Perfect in every line it is a corset that is thoroughly comfortable and easy. The new models for summer give the figure the lines required by the prevailing fashions.

Our corsetiers will take pleasure in explaining to you the good characteristics of this superb corset, and will fit you with the model your figure requires.

An Extraordinary Sale of Summer Wash Fabrics

THIS unusual offering of the choicest of the summer fabrics should cause careful buyers to think in advance of their dress needs. Every one of these items contains a suggestion of worthy materials at a price that, to say the least, is uncommon at such an early date.

IMPORTED JAPANESE CREPE—Genuine Japanese manufacture, absolutely fast color, in handsome designs and colors for kimono making. Regular 35c quality, a yard. **24c**

SERPENTINE CREPE—Extra quality cotton crepe in plain colors and fancy designs, for kimonos. Regular 20c quality, a yard. **14c**

KORAH FOULARD—High silk finished, 30-inch cotton foulards, in exact copies of the imported silk foulard designs. Regular 25c value, a yard. **18c**

SILK TUSSAH—One of the most popular of the half silk fabrics, in a pongee finish. A large variety of patterns and colors, in the 65c quality, special a yard. **36c**

CHIFFON LISSE—Cotton fabric in a voile effect, neat stripes, checks, plaid and plain colors, in all shades; special value, a yard. **25c**

IRISH DIMITY—Fine texture, corded check and stripe effects in neat floral designs. All colors and washes perfectly, a yard. **25c**

LORRAINE TISSUE—An absolutely fast color fabric suitable for waists, dresses or children's garments, in stripes, checks and small plaids, a yd. **25c**

IMPORTED CREPE—A beautifully soft, silky finished crepe of a quality suitable for waists and costumes, a yard. **45c**

EMBROIDERED BATISTE—Very sheer quality batiste in white, cream, tan, blue and lavender, embroideries in neat designs, a 75c quality at. **59c**

Extra Special

Valentine & Bentley's "Shedwater" Foulards

Fifty patterns of this absolutely spot-proof (guaranteed) all silk Foulard will be offered Monday at an unusual price. The designs are the new small figures and spots in a good variety of colors. The quality is superb. The width is 24 inches and the regular price is \$1.00 a yard. Monday we will sell one pattern (no more) to each customer

75c a Yard

Silk Remnants

All short lengths of our best silks are put on sale Monday at exactly half regular price. Remnants of \$1.00 silks at 50c; 75c silks at 37 1/2c; 50c silks at 25c; 25c silks at 12 1/2c; 1-2 to 5 yds. in each piece.

Half Price

The Popular
DRY GOODS CO. INC.

A Sale of Laces

JUST an even half dozen lots of Laces that you'll need for summer garments. The prices scarcely hint of the real values. Enough to say that they're bargains of the "Popular" kind.

- American made Valenciennes laces in matched sets. Bolts of 12 yards, worth regularly up to \$1.25, special Monday and Tuesday **58c**
- Zion City German Val. and filet designs in matched sets and odd patterns, 1-2 to 11-2 inches wide, worth regularly up to 10c a yard; special Monday and Tuesday, a yard. **5c**
- Point de Paris and Valenciennes laces and insertions, 2 to 9 inches wide, regularly 25c a yard, special Monday and Tuesday. **8c**
- Oriental and Baby Irish Edging, Insertion, Bands and Medallions, odd patterns or in matched sets, in cream, white and ecru. Values up to **18c**
- 40c, special **18c**
- Torchron Edging and Insertion, all linen, one-half to two and one-half inches wide, extra good designs, worth regularly 20c a yard, special Monday and Tuesday. **9c**
- Allover Lace, fancy Valenciennes and net effects in cream, white and ecru. Regular values up to \$1.00, special Monday and Tuesday. **48c**

Mail Orders

Will receive prompt and careful attention in this store. We prepay express charges on all orders amounting to \$5.00 or more, except on heavy merchandise.

The Popular Basement

HOUSEKEEPERS will be interested in the splendid line of new Draperies we show in our basement sales rooms. A wealth of the pretty new styles are shown, new in design, texture and coloring.

One of the very new draperies is the "Guthrie Cloth." A rich silk finish drapery of medium weight with cut out figures of filet net. An imported Scotch fabric, 52 inches wide—\$1.25 a yard.

- COTTAGE SCRIM**—An extra quality, with stenciled arts and crafts designs. Basement special, a yard. **14c**
- CURTAIN SWISSES**—Good quality yard wide Curtain Swiss, in a variety of excellent designs; washable and very durable. Regular 12 1/2c quality; Basement special, a yard. **9c**
- CURTAIN RODS**—White enameled, with brass trimmings. A very neat style, sold regularly for 15c each; Basement special, each. **9c**

Trunks and Suit Cases

Preparations for the summer vacation trip should include a good strong trunk and a genteel appearing suitcase. We show more than 100 good kinds in our basement.

- SPECIAL**—Matting Suit Cases, very substantially built, strong frame, good brass locks and trimmings, copper riveted throughout; \$1.50 values; Monday special. **98c**
- SPECIAL**—Cowhide Suit Cases in russet and dark brown, extra strong steel frame, with heavy leather corners and good locks; a quality usually sold for \$6.50; Monday special. **\$4.98**

SHRINERS WILL RETURN HOME TO EL PASO ON SUNDAY MORNING

Vote of Thanks Is Given The Herald for Supplying the News and Sending a Representative.

Tired but happy, the El Paso delegation of Shriners from El Maida temple, on its way back from the Crescent City with fresh laurels.

the fixed determination of getting in every boost possible for their city that got away with it any more successfully than the El Pasoans, according to all reports. From the time they left home until they got back Sunday morning, the El Paso crowd has been singing the praises of the star city of the southwest and they gave the city more publicity during the Shrine week in New Orleans than any delegation which attended reunion. Each issue of the four big New

Oriens papers carried stories of the doing of the El Pasoans with photographs of the delegation, individual pictures of the El Paso boys in their serapes and hats and pencil sketches of the members of the El Maida temple. Wherever the El Pasoans went they wore the El Paso hats, serapes and marched in lock step yelling "El-El-El Paso" until everyone was talking about El Paso.

Burros a Hit. The burros also came in for as much attention as the sacred camels or the fattest boy in the world. The little fellows were sold without difficulty after they were ridden in the parade and were shipped out by express as rapidly as they were sold and many of them were sent to the northwest, including one to Seattle. The demand for the little El Paso hats was greater than the supply and

they were exhausted early. These little hats were exchanged for everything under the sun, from a champagne glass to a souvenir knife, or a kiss from a pretty girl. A number of the El Pasoans have elaborate collections of souvenirs which they are bringing home to show the folks.

Party Breaks Up. The party broke up at New Orleans Friday morning when the El Pasoans started home. Edgar Kayser and Max Moyer left for New York, Pete Kern started on his trip to Skagway, Alaska, and Winchester Cooley left for home a day early in order to arrive here today. Through The Herald representative on the pilgrimage, El Maida temple and El Paso were enabled to receive columns of invaluable publicity in the New Orleans papers. Each issue of

these papers carried feature stories of the El Pasoans and their doings. The New Orleans newspaper men made the El Paso headquarters their workshop during the convalescence and they showed their appreciation of the courtesies by giving El Paso more publicity than all of the other Texas shrines combined.

Herald is Thanked. The El Pasoans were kept in touch with home affairs by bulletins by wire from The Herald every few hours during the day. These bulletins were issued in "The Tiger Claws," the El Maida edition of The Herald—the only Shrine daily in the world—and were eagerly read by the El Pasoans. Following resolution of thanks was adopted for The Herald: New Orleans, La., April 14, 1910. To The Herald: A special meeting of El Maida Temple A. A. A. N. M. S., was called in the

Grunwald hotel this afternoon and resolutions were adopted by a unanimous vote, thanking the El Paso Herald for its representative who edited the Tiger Claws, also for all the telegraphic news from El Paso and Herald sent to headquarters. J. B. Brady, Acting Potentate. J. M. Wyatt, Past Potentate. W. H. McCullough, Recorder.

MIGUEL ACOSTA IS JAILED AT MARFA Marfa, Tex., April 16.—Miguel Acosta is said by authorities to have attacked his wife with an ax. After committing the act, Acosta and his mother are said to have kept the woman in seclusion without medical attention. Her brother appealed to the deputy sheriff. That officer immediately released the woman and sent her to her brother's home and

brought Acosta here and lodged him in jail. There is some talk of trying to develop artesian water in Marfa and money is being subscribed for that purpose. Miss Lillian Brown, of Marathon, is visiting her cousin, Miss Josie Kane. Mrs. R. A. Werth and Mrs. J. D. Jackson, of Alpine, are visiting friends here.

CHURCH BLOW
 OVER AT CLIFTON.
 Clifton, Ariz., April 16.—A severe windstorm last night blew the Methodist church from its foundation, eight feet. The interior was wrecked.

 Try a Herald want ad.