



# Shoes of Merit at \$2.50 and \$3.00

Seasons come and go, but the ability of The Guarantee to sell the "Best Shoes" for the "Least Money" remains. This week we are featuring stylish, up-to-date Ladies' Shoes including Patents at . . . \$2.50 and \$3.00 Ladies' Patent Leather Lace or Button Shoes, turn or welts . . . \$2.50 Ladies' Kid Lace Shoes, turn or welts, plain toes or with tips . . . \$2.50 Ladies' Patent with Cloth or Kid Top, Button Shoes, turn or welt soles . . . \$3.00 Ladies' Patent Lace Shoes, turn or welt soles . . . \$3.00 Ladies' Kid Lace or Button Shoes, turn or welt soles . . . \$3.00

## Jockey Boots

In our Little Folks Department you will find a new shipment of Red Top Jockey Boots, which have created such a furore among the children. Price, \$1.50, \$1.75, \$2.00 and \$2.50, according to size.

**GREATER EL PASO'S GREATEST SHOE STORE**  
*The Guarantee*  
 SHOE COMPANY  
 203 Mesa.

# SOCIETY

### Out Of Town Visitors

Mr. and Mrs. John Leavell, of Salt Lake City, arrived Monday to be the guests for a few weeks of Mr. and Mrs. Charles H. Leavell.

Robert F. Gamble recently arrived in the city from Salt Lake and will spend several weeks here visiting his brother, Harvey R. Gamble.

Miss Maude McMinn, of Corpus Christi, Texas, is the guest of Miss Mamie Little and will remain here all winter.

Miss June Crowson, of Mississippi, is a visitor in the city, and will spend the winter here.

Mrs. George J. McMertry left the first of the week for her home in New Orleans, after an enjoyable visit of several weeks with her cousin, Mrs. James Hollander.

E. J. Thatcher, of Tonopah, Nev., is a visitor in the city for a short time.

After a few days' visit in the city, Dr. Eugene Stadlerman has returned to Camplaria, Mexico.

Mrs. A. S. Monahan, who has been visiting here for some months, has left for her home in Toxum, Texas.

R. L. Gibson was a visitor in the city for a few days this week, en route from Kansas City to his home in Douglas, Ariz.

Mrs. Bert King, accompanied by her little daughter, has arrived from Fort Worth to spend a month here as the guest of Mr. and Mrs. H. S. Beach.

Mrs. J. F. Kilburn has as her guests Mr. and Mrs. Roy Bain, of Silver City, N. M.

Mrs. Edward Meyers and baby, who have been visiting relatives in San Antonio, have returned and will accompany the former's sister, Mrs. E. E. Houghton, to Corralitos, Mexico.

Mrs. Frank Frenshaw and children, of Las Cruces, are visiting Mrs. Charles K. Kircher for a few days.

Mrs. Charles Shearer and daughter, Miss Florence, of Chihuahua, Mexico, spent the week and shopping in El Paso. Miss Ethel Shearer, who is a student of the A. and M. college, at Ma-

### El Pasoans Returning

Miss Artie Littlejohn, who has been visiting Mrs. Nichols on Magoffin avenue, has returned to her home in Dallas.

Mr. and Mrs. H. W. Speer, of Beaumont, Texas, are recent arrivals in El Paso. They are here for an indefinite stay, Mr. Speer being in poor health, has entered a sanatorium. Mrs. Speer is staying at the Y. W. C. A. boarding home.

Miss Eva J. Gladieux is stopping at the Y. W. C. A. for a few days, en route to Mesa, Ariz., from Cleveland, Ohio.

Miss Allie Mayfield has arrived in El Paso from Lordsburg and will be the guest for a few days of Mrs. N. W. Shinn, of 304 East Rio Grande street. Miss Mayfield is on her way home to San Antonio.

### El Pasoans Away

Mrs. J. R. Harper and baby will soon leave for a two months' visit with relatives and friends in Fort Worth, Texas.

Miss Mildred Niles, sister of Mrs. H. T. Safford, has taken a position in the national museum in Washington and will make her home there.

Miss Henrietta Shirley has gone to Plainview, Texas, having been called there by the illness of her sister.

Miss Minnie Merton has left for Salt Lake City, where she will spend the winter as the guest of her sister, Mrs. J. A. Jamison.

Miss Sude James, who spent the summer at Corpus Christi, will visit her sister in San Antonio for several months before returning home.

Miss Louise Wallace has left for Los Angeles to spend the winter months.

Harris Walthall left Sunday for a short stay in Kansas City.

Mrs. George Rutledge leaves Sunday to attend the convention of the Mothers' congress at Waco. Mrs. Rutledge is accompanied by the Sunset and Mess. Parent-Teachers' association.

Leigh Clark has gone to his ranch near Clint for a few days.

Tom Lea is in Alamogordo on business and will be absent several days.

Mrs. Belle Stewart and three children have left for their home in Valentine.

Mrs. O. C. Rucker and baby will leave November 1 for a visit to relatives in Louisville, Ky., to be absent all winter.

Beautiful chrysanthemums; unusually low prices. Potter Floral Co.

Anso Cameras—Scott White & Co.

A Winter Suit  
 Would be quite comfortable now. We make them. Have some beautiful patterns. Come in and be measured.  
 Bryan Bros.  
 Anso Cameras—Scott White & Co.

## Margaret Hubbard Ayer Tells How to Be Beautiful

YOU wouldn't think extreme tidiness would aid you in reducing superfluous flesh, but try it and you will find that it does.

Last summer I was visiting a friend in Paris whose house is always exquisitely neat and perfectly appointed. I found her with a scrap basket by her side bending over the floor picking up scattered leaves and bits of paper.

"Why don't you call the maid?" I asked.

"Oh, my dear, this is the way I exercise," she answered panting, for while she could not be called fat, she is always struggling on the border line between a naturally nice figure and a Paris fashion plate silhouette.

"This is how I keep my figure, by picking up everything that drops on the floor and dropping things on the floor when there is nothing left to pick up. It is the best possible way of reducing the hips and waist line, and, I think, it is so much more sensible than going through a lot of movements that have no meaning in themselves. When I pick something off the floor, I am helping to keep the house tidy, even if I dropped it on purpose, and after I have picked up these scattered leaves I shall go into the garden and do some weeding. No one need grow very fat who has a garden. When I pick up things I bend from the waist and try not to bend my knees. Of course, it's awkward, but it is the same exercise as the straight body bend in physical culture, and I find it more interesting to do when I am really accomplishing something, even if it's only restoring your handkerchief to you, which you have dropped evidently with the desire to add me in my quest of the slim figure," concluded my friend, as she made a last dip after my "handkerchief."

Physical culture disguised as housework appeals to many women, and most of the best exercises for reducing the figure reappear in the movements of dusting, sweeping and "picking up."

One woman I know of takes especial pride in dusting the picture moldings around her rooms—she stands on a chair, and raising both arms over her head, wipes off the molding with her duster, stretches the muscles of the arms and lifts up the waist and chest more exactly as if she were exercising in a gymnasium.

She believes that this work keeps her waist slender, and undoubtedly it does, as well as keeping the far corners of her rooms immaculate.

Any kind of exercise which will stretch and use the muscles of the body which have been allowed to grow flabby and weak under the burden of flesh will help keep one thin. Whether you call it physical culture, or housework with an aesthetic purpose, doesn't matter, but you have to stick to it if you want results, for you didn't grow fat in a day, and you can't get thin without working at it hard.

## Tell the Truth

We make it a point in advertising to tell nothing but the truth. The party who advertises a falsehood may not be found out at once but sooner or later the public will get onto his curves.

## Pasteurized Milk

is the only milk that you can count on as being safe. Call on your dairyman to show his certificates of test by the city bacteriologist. Ask the health department for their reports. If you find that the tests were at first not

## Up to Standard

ask your dairyman why. It is easy to fool the people for a little while but you cannot keep it up. We stand ready to pay fifty dollars for each and every misstatement made by us in our advertising.

## Investigate Carefully

the September report of the Department of Health. If your Dairyman is not reported there ask him why. If he is reported you will be able to determine what you are getting. If you buy our product you are certain of getting a standard article.

## El Paso Dairy Co.

BOTH PHONES. OFFICE 423 N. OREGON ST.

# Here It Is!

## Need Glasses? Ask Segall

Our equipment is such that we can duplicate the most complicated lens at a few hours notice. Out-of-town orders for special work attended to promptly.

SEGALL OPTICAL CO.  
 230 Mesa Avenue.

When you realize that for more than ten years the Segall optical service has been the El Paso standard you should not hesitate where to go if you need glasses.

SEGALL OPTICAL CO.  
 230 Mesa Avenue.

## Thoroughness

Is the word that characterizes our system of cleaning. We do not merely remove the surface spots and machine press your garments, but we clean every thread of the fabric through and through and press it by hand. Try us one time and let us demonstrate the effectiveness of our service.

## Angelus Cleaning Works

Block Brothers  
 Crawford Theatre Bldg. Opposite the Plaza  
 Bell 1610 Established 1904 Auto 1950

## Football Goods We Are Agents for Reach Footballs VICTOR Football Suits



also  
 Nose Guards, Shin Guards and Complete Football Supplies.

Tel. 496 International Book & Stationery Co. Tel. 496  
 School Supplies FOR THE OFFICE Sporting Goods

### About El Pasoans

Miss Esia Darbyshire is confined to her home as the result of an attack of grip.

R. B. Stevens is able to be out again after a long illness, caused by an attack of appendicitis.

Dr. and Mrs. H. P. Deady have moved in from their country home in the valley and are located at the Sheldon.

Miss Margaret E. Harley has moved to 214 East Montana street for the winter.

Friends of Sam H. Young and wife, formerly of El Paso, will be interested to know that they have moved to Denton, Tex., from Abilene.

Frank Powers, who has been on the sick list, is out again.

Mrs. Chas. W. Webdel, wife of the new pastor of Trinity Methodist church, who has been visiting her sister in Chicago, is expected in the city the last of the week.

Inspector Kres, of the El Paso customs force, has been promoted in the position of deputy collector of customs at Columbus, N. M., and took charge there today. Mrs. Kres and his mother, who is visiting them, will remain in El Paso.

Mrs. Mary Ammonette is at home again, after undergoing an operation at Hotel Dieu.

Beautiful chrysanthemums; unusually low prices. Potter Floral Co.

Anso Cameras—Scott White & Co.

A New Necktie  
 Gives a gentleman a much better appearance. We have some of the neatest patterns you ever saw. They appeal to gentlemen of taste.  
 Bryan Bros.

Lowney's Chocolates—Scott White & Co.

# WE MUST VACATE

## By January First

### Stock, Fixtures and Equipment Must Go

## No Matter How Great the Sacrifice

Our lease expires on Jan. 1st and other parties will occupy the building, and in the meantime:

WE WILL INAUGURATE THE

# Greatest Sale

## Of High Class Millinery

## Ever Held In El Paso

A rare opportunity to get the finest and latest millinery obtainable at a mere fraction of their value—right in the height of the season when the highest prices are usually asked. We will not quote meaningless prices. Our past record for integrity and honesty is your guarantee that we give you the values advertised.

## Millinery---Fancy Goods---Hair Goods

Go at prices before unheard of at this season of the year. Sale starts Thursday, November 2nd. Watch The Herald for detailed information.

# Posener's

### TENTS

### AWNINGS

## No Matter What It Is!

If it's made of duck or canvas we can make it, and make it cheaper, better and quicker than you can have it made elsewhere and give you the weight of goods you buy.

Our machinery is new and modern. We employ only the highest skilled labor. Our stock of materials is the largest in the southwest—that's why we are able to make any article you want "right, right now."

## Pass City Tent & Awning Co.

J. L. Gilliland, Manager  
 416 N. Oregon  
 Auto 1125 Bell 4144  
 IRRIGATION HOSE PORCH CURTAINS