

A Wonderful Lot of Spring Suits— Splendid Values \$15.00



ALL new, just received. Made by some of the best makers. The tailoring is perfect, best of fit and style. Choice of several new models. Some plainly tailored, others neatly trimmed. Made of fine serges in navy and tan, fancy worsted and black and white shepherd checks. Every suit has a guaranteed lining. Skirts are high waist line, mostly plain, some with buttons. The coats are the new short models as illustrated. Come in and look them over. It will pay you to choose from this lot
Saturday at **\$15.00**

Dresses Reduced Saturday

If every woman who wants a dress could see these tomorrow there would be not one left by nightfall. There are few women who have not had to content themselves with dresses that met their purses when their heart was set on another and far too expensive dress. Expensive dresses have met slim purses in the "Popular's" Ready-to-Wear Section, and tomorrow we will sell (the best to the women who choose first) woolen serge, velvet, corduroy and voile dresses at these prices:

- Dresses that were marked to \$22.50 at \$ 7.95
- Dresses that were marked to \$30.00 at \$12.45

How is any woman going to resist them? Few will try. Here's your opportunity to have an expensive dress at a small cost.

Saturday Specials in Toilet Goods

- 20c Bottle of Peroxide. Special Saturday12c
- 25c Jar of Marvo's Peroxide Face Cream. Saturday17c
- 25c William's Shaving Sticks. Special Saturday16c
- Sample Hair Brushes. Values up to 50c, at19c
- Extra quality Whisk Brooms. Special Saturday23c
- 50c 4711 Bath Salts. Special Saturday for only38c
- 50c Bottle of Pond's Extract. Special Saturday38c
- \$1.00 Bottle of Lambert's Listerine. Special Saturday69c
- \$1.00 Bottle of Piver's Toilet Water. Special Saturday69c
- \$1.00 Box of Piver's Face Powder. Special Saturday85c
- 25c Box of Lyon's Tooth Powder. Special Saturday16c

\$3.16-Button Kid Gloves \$1.95 Pr.

GLOVE sales like this should not be overlooked. All day Saturday we will sell good quality 16-button kid gloves, made of fine, soft, pliable skins, in black and white, and all sizes. Choose from the lot at, a pair **\$1.95**

Jewelry Worth to 50c, Choice 19c

An assorted lot of Hat Pins, La Valieres, Belt Pins, Belt Buckles and Brooches. Beautiful goods worth up to 50c. Choice **19c**

After Supper Sale

Saturday, February 10th, 7 to 9 p. m.

25c Woodbury's Facial Soap 16c a Cake

This well known tar soap that sells everywhere at 25c a cake, will be offered here Saturday night from 7 to 9 o'clock at **16c**
(Limit two cakes.)

25c Bottle Rubifoam for Only 16c

Saturday night from 7 to 9 o'clock we will sell 25c bottle of "Rubifoam" for the teeth at the extremely low price of a bottle **16c**
(Limit two bottles)

50c Box Sempre Giovine at 37c

The queen of beautifiers—removes all impurities from the face and preserves your beauty. Remarkably soothing to the most tender skin. 50c value **37c**
(Limit two boxes.)

4 to 6 inch 50c Ribbons at 20c a Yard

Plain and fancy mesaline and taffeta ribbons in all the newest shades; widths of 4 to 6 inches; in values up to 50c a yard. After Supper **20c**
Sale, yard **20c**
(Limit five yards)

Womens 50c Boot Silk Hosiery 39c Pair

Women's black and evening shades, in an all pure silk hose; all sizes. These are our regular 50c values; 7 to 9 p. m. Saturday, **39c**
a pair

Men's 35c Silk Neckwear at 23c

Men's fine plain and fancy silk four-in-hands, in the leading shades and niftiest patterns. Regular 35c values, **23c**
Choice

Buy "mercia" Chambrv "Shorts" in the Basement Saturday at 10c a Yard
ALL DAY SATURDAY we will sell the celebrated "Imperial" Chambray that retails regularly at 17.1-2c, at 10c a yard. Lengths of 3 to 10 yards, in plain shades and also a few stripes and small checks. This material is 30 inches wide and is ideal for women and children's dresses, boy's rompers and will make fine sunbonnets. But it by the lengths, as none will be out. Yard **10c**

Extra Good Main Floor "Specials"

SUPPORTERS

Misses' and children's hose supporters that retail regularly at 20c a pair. Buy them here Saturday at the extremely low price of, a pair **14c**

DUSTLESS DUSTER

The well known "Howard Dustless Duster"—an article that should be in use in every household. Buy them here Saturday at each, only **20c**

FANCY WASH BRAIDS

White, black and colored wash braids in 6 yard bolts. Very good for trimming the washable dresses. Values to 25c at a bolt **15c**

STOCK COLLARS

White and colored tailored stock collars in styles that are very popular. These collars were bought to sell at 35c. Choice of the lot **15c**

CHIFFON VEILS

All silk Chiffon Veils in black, white and the most desirable shades. These veils are cheap at the regular price of \$1.25. A big value at **85c**

VEILING

Fancy mesh veiling in black, white and the season's most wanted colors. 50c a yard is what this veiling sells for in a regular way. Special **35c**

The "Popular's" Men's Suits Sell Fast

HOW these clothes DO move! First news of the sweeping reductions being made on our entire stock brought out BUNCHES of men, and they've been coming ever since. Men who had no idea of buying another suit this season cannot resist the temptation of the extremely low prices. Saturday will be a BIG day. We expect to sell more of these High-quality Clothes than any day since we began this GREAT cut in prices. If you're hesitating about getting yours, better act NOW while there's a chance of getting your size—they're going fast. Notice the following great reductions.

- \$22.50 to \$25.00 Suits for \$15.00
- \$27.50 to \$30.00 Suits for \$17.50
- \$32.50 to \$35.00 Suits for \$20.00
- \$37.50 to \$40.00 Suits for \$24.00

Last Day of the Manhattan Shirt Sale

- All \$1.50 Manhattan Shirts \$1.15
- All \$2.00 Manhattan Shirts \$1.38
- All \$2.50 Manhattan Shirts \$1.88
- All \$3.00 Manhattan Shirts \$2.35
- All \$3.50 Manhattan Shirts \$2.45

25c and 35c Linen Handkerchiefs 18c

Men's pure linen handkerchiefs in 25c and 35c qualities. All day Saturday they go at, each **18c**
(Limit one dozen)

Why You Should Buy Shoes Here Saturday



YOUNG WOMEN'S SHOES—Low heel, in sizes 2-12 up. These are all new style goods, in tan, velvet, suede, patent, gummetal and canvas; numerous styles in 14 to 18 button heights. Saturday we take 50c off the regular selling price and quote:—

- \$3.50 Grades at \$3.00
- \$3.00 Grades at \$2.50
- \$2.50 Grades at \$2.00
- \$2.00 Grades at \$1.50

BOYS' SHOES—Sizes 8-12 to 2—all good grades, worth regularly up as high as \$2.00 a pair. Choice on one table **\$1.29**

CHILDREN'S SHOES—Olds and ends in children's lace and button shoes, with plain colored top; sizes 8-12 to 2. Values to \$2.50. Choice **98c**

- 25c Gilt Edge Polish, a bottle at17c
- 25c Suede Dressing, Special Saturday14c
- 25c Shinola Outfit—Brush and Dauber15c

The Popular DRY GOODS CO. INC.

SHOOTING AFFRAY OCCURS IN DEMING ROOMING HOUSE

The Deming office of the El Paso Herald is room 11, Mabusey block. Hoy Bedichek is agent and correspondent.

The Herald's distributor in Deming is C. C. Rogers, room 1, Deckert building, telephone 215. The Herald will be delivered to all parts of the city same night of publication, at 6 cents per month.

Deming, N. M., Feb. 9.—A serious shooting affray took place in the McDaniel rooming house this morning a little after midnight in which U. E. McDaniel was seriously injured. It is said McDaniel was home intoxicated and encountered his wife and stepson, Riley George. George, it is said, attempted to prevent McDaniel from getting his six-shooter from a shelf above the cot upon which George was sleeping. A fight ensued, George knocking McDaniel down, recovering himself, McDaniel, it is claimed, attacked George and the latter fired at close range, the ball striking a rib on his right side, and ringing down.

physicians pronounced his condition serious but the wound is not necessarily fatal. George was taken to jail, but it is believed he will be released on bond.

Machinery Arrives.
One car of the machinery for the Producers' Power company power plant has been received, and the other four cars are on the road and will be received early next week. A switch will be built from the S. P. tracks to a point just east of the Chinese garden, where the machinery will be unloaded and installed. This work will begin the first of next week.

Miss Anna L. Chase, having secured the required number of subscriptions to The Herald in Deming, has left for California, where she will spend two weeks at the Herald's expense as reward for her service in securing subscriptions. She will visit Los Angeles, Pasadena, Long Beach and other points. She is accompanied by her aunt, Mrs. V. S. Hills of this place.

Dr. O. O. Osborne, recently of Lodi, Calif., has moved to Deming and is now associated with the Deming and Mimbre Valley Land company. Other members of this company are E. H. Bickford and Dr. C. L. Betts.

retary's mail that day. They covered points from Bassano, Alberta, Canada, to Huanacayo, Peru, South America.

Land Is Sold.
John M. McTeer sold 40 acres of doeded land three miles east of Deming to A. W. Pollard for \$25 per acre. A. W. Pollard sold today lot 42, in block 73. Boles addition, being the vacant lot adjoining the Carson rooming house, on the north, for \$1800 to Mrs. Frank Nordhaus. Mr. Pollard paid \$250 for this lot several years ago.

A. W. Pollard has bought of Chas. Henry White the following lots: Nos. 12 and 14, in block 10; 13 and 14, in block 21, the consideration being \$1000.

L. A. Danse, of Los Angeles, Calif., is visiting his father, L. O. Danse, on the latter's farm, near Jola.

F. S. B. Washington, of La Mesa, is here prospecting.

H. D. Sanders, of El Paso, representing a commission house, is here getting in touch with growers anticipating handling Mimbre valley produce next season.

Jno. A. Davis, of Fort Lupton, Calif., is here prospecting.

C. W. Wood, of El Paso, is here to buy business.

G. E. Elliott, representing the Purified Oil company, of El Paso, Tex., is here making contracts with farmers for buying his oil.

Geo. E. LeBaron, of El Paso, is here today on business.

Mrs. Samuel Burnside, of Los Angeles, Calif., is here visiting her daughter, Mrs. Frank Wymon.

Robert McCarty and Wm. Elliott, both of Hachita, are in Deming today on business.

Mrs. V. A. Bell, of Chambray, is here visiting relatives.

Mr. and Mrs. Chamberlain, of Akron, O., are visiting Dr. and Mrs. E. A. Montenyohl.

CANUTILLO MAN IS MARRIED ON COAST

Poe Buys Land in La Union District; North Sells Land.

La Tuna, Tex., Feb. 9.—W. H. Glenn, of Canutillo, left Tuesday for Santa Barbara, Calif., and has wired friends here that congratulations are in order. Mr. Glenn and Miss Iva Bailey were united in marriage on his arrival there, and after a few weeks' traveling through the state will return to Canutillo and be at home in their new home on the hill overlooking the valley.

Mr. Glenn is part owner and manager of La Union Mercantile company, Canutillo, and is homesteading eight sections of state land adjoining. He is a native of Montgomery, Ala., and was in business in El Paso for a number of years. Miss Bailey is a well known young woman of the Mesilla valley and El Paso.

E. K. Talbot was up from El Paso Thursday.

Richard Nietzsche was a visitor to El Paso Thursday.

Mr. and Mrs. Edwin Burt and family, with Mrs. Jackson and family from El Paso, made up to a picnic party to the Jackson ranch.

Wanted—A Boy

FOR delivering and general work around store. With wheel or can use store wheel for deliveries.

Harry Swain
109-111 Texas St.

in yards from Chamberino, N. M., to Canutillo, Tex.

G. W. North has sold the balance (60 acres) of his 200 acre alfalfa farm to a company composed of the Caseys and the City National bank boys. Mr. Williams had previously bought the other 140 acres. This fine farm adjoins the big dairy farm on the west. Mr. North immediately reinvested in a tract of land adjoining La Tuna on the southwest and will make a part of it an addition to La Tuna.

S. Welch of El Paso is drilling a deep well for Guadalupe Mendoza and takes land in payment for same with an additional consideration. Mr. Welch gets 46 acres from Mendoza.

Arnold's messenger service means quick deliveries, and free.

MRS. PULLMAN PASSES THROUGH TO CALIFORNIA

Mrs. George M. Pullman, of Chicago, widow of the founder of the Pullman Car company, passed through El Paso Friday morning in her private car, the "Monitor," on her way to her winter home in Pasadena, Calif. Accompanying her were Mrs. Foster Wilbur of Boston and Mrs. George L. Dunlap of Chicago, who stopped over at El Paso and will be the guests of Capt. Fontenac and family at Fort Bliss. The car arrived attached to the El Paso & Southwestern passenger No. 1 and continued over the Santa Fe about 10 o'clock Friday morning. Mrs. Pullman spends the larger part of every winter in her Pasadena home.

MEAT IS DOWN AND ARDOLIN HAS KEPT IT THERE.

Full measure at Southwestern Fuel Co. Pasteurized milk, El Paso Dairy.