

Purchases Made Monday by Charge Customers Will Be Placed on October Bill



Style, Quality and Value Are the Leading Features of Our Garments!

STYLE tendencies are clearly sounded in the new models of Suits, Dresses, Coats, Skirts and Millinery on view in our show rooms on the Second Floor. Beautiful new creations, including the uncommon, the exclusive, the refined, are largely in evidence. All these fashionable garments are marked at the notably moderate prices established and maintained ever since the "POPULAR'S" inception. You are invited to critically examine and compare our merchandise.

Everybody Is Thinking of The New Fall Dresses

SO Monday we give answer to these thoughts with a wholly informal showing of the most attractive new fashions. It will be a showing so extensive as to be interesting to every woman, whether her pocketbook insists on a \$10 garment, or whether it will permit her indulgence to the extent of a hundred and fifty dollars more. You will be impressed with the immensity of the showing—there seeming to be no end to the lines. You will note, too, that they fit as you rarely before have found dresses to fit without extensive alterations. Prices start at \$10, with plenty to select from and every other price step upward.

- SILK DRESSES AT \$10—At this price we show a stock of dresses, in Charmeuse, which we have been told by those familiar with many stores, is by far the leading line for the money, to be had in El Paso. Colors are navy, black and taupe; one piece models with Robespierre collars and full length sleeves, trimmed with lace. The styles, of course, the last word in smartness and dependability. Models appropriate for simple street wear. Values that will astonish you at \$10.00
SILK DRESSES AT \$15—Stunning garments mirroring this Fall's authentic new styles—of soft, rich Charmeuse in navy, brown, black and taupe; draped skirts; Robespierre collar and extended lace yakotas. "Popular" special \$15.00
SILK DRESSES AT \$22.50—Striking models of Charmeuse and Messaline, in Copenhagen, navy, walnut and taupe; cleverly embellished in colored silks and shadow laces; draped skirts, long sleeves with lace cuffs; some of the models show the Empire effect. An excellent value at \$22.50
SILK DRESSES AT \$29.50—Burgundy, navy, black, walnut, taupe and golden brown dresses of Charmeuse Crepe de Chine and Crepe Metears. The black dresses are suitable for mourning as well as general use, some of them being adorned with crepe. The other models show embroidered collars and cuffs, chiffon yokes, draped and pannier skirts and Robespierre collars. Choose from an exclusive showing at \$29.50
SILK DRESSES AT \$34.50—Exquisite garments of Messaline Charmeuse, Crepe de Chine and Crepe Metears; some have accordion pleated skirts attached to English walking coats and are prettily trimmed with amber buttons. The skirts are draped, plaited and pannier styles; sleeves are long and collars are the Robespierre effects. \$34.50
(Other Exclusive Models up to \$79.50)

Excellent Values In These Distinctive Coats

THERE is distinct newness in the Autumn Coats, of which we shall make an interesting display Monday. Newness in shapes and newness in fabrics. Big roomy styles in new mixtures, Chinchillas, Vicmas, Wool Velours, Matelasse satins, Bannockburn and Donegal coatings, velvets and velours. For street and auto wear—the rough and semi-rough weaves are favored. Made in scores of styles difficult to describe, but exceedingly attractive to see. Prices start at \$6.50 and range upward, \$7.50, \$9.50, \$10.50, \$12.50, \$16.50, \$19.50, \$22.50, \$25.00, \$27.50 to \$49.50.

Evening Wraps of Sumptuous Richness Priced at \$12.50 and \$16.50

IT IS not necessary for you to make a big expenditure in order to obtain the most stylish evening wrap if you only know where to come. Here is a stock of fine broadcloth evening wraps in champagne, sky and king's blue, pearl, grey and old rose, unlined, or satin lined throughout, and handsomely trimmed in ponce velvet which we are pricing as low as \$12.50 and \$16.50, and whose price you would guess at first glance to be \$25. There is a superior value in them that is at once apparent. A degree of style that few garments duplicate, and a variety to the stock that it will do your heart good to investigate.

Velour and Velvet Coats All the Rage A Handsome Showing at \$27.50 and \$29.50

IN OFFERING these coats for your attention, we want to emphasize the fact that there is nothing in the realm of Fashion for Fall and Winter season of 1912-13 that will be so popular. At \$27.50 and \$29.50 we show a gorgeous line of full length silk velour coats, made with the Robespierre collar and velvet-veste, and fastened with huge silk braid frog—others trimmed in black satin and fancy silk braid and having the Robespierre collar. Guaranteed satin lined throughout. The most remarkable values in El Paso. Then we want to call your particular attention to the handsome cut velvet coats in charming designs at \$67.50.

Good Looking Sweater Coats For Any Day or Every Day

A SWEATER coat should not be laid away for only occasional use and a "POPULAR" sweater coat will not be. For indoor or outdoor sports, for motoring and traveling, for field, street or boulevard, it is appropriate. We have all kinds for women, misses and children. Your particular attention is called to the "Marinette" "Popular" Knitted Coats. Its everlasting shapeliness will prove satisfactory forever and a day. No stretch, pull or strain can destroy its beautiful lines, because it's all hand woven—not put together piece by piece. In our large showing of distinctive sweater coats you will find plain color every color stripe and white and black. Children's sweaters 50c to \$6.50; women's sweaters, \$1.45 to \$12.50. Don't fail to see our five special lines. Priced at \$1.45, \$1.95, \$2.45, \$2.95 and \$4.95.

The New Dress Skirts for Fall Featuring the "Popular" Special at \$4.95

THERE is a pretty assortment of new Fall Skirts in extra and regular sizes which you'll be interested in if you take the time to look. Just arrived this past week—and give a faithful idea of the style trend for Fall. There are some pleasing novelties in the way of materials and making which you'll agree are both pretty and unique. The favored materials are Whipcords, Bedford Cords, Diagonals, Serges and Fancy Mixtures—the favorite styles are accordion, Watteau and full pleated styles and the modified Pannier effect. See the "Popular" special line at \$4.95

Monday Specials From the Second Floor

- MESSALINE SILK PRINCESS SLIPS—In soft, fine grade messaline; colors light blue, white and pink; lace trimmed at neck, ribbon run; pleated flounce. An excellent value \$2.95
SILK PRINCESS SLIPS—Of an exceptionally fine grade of silk. Colors are lavender, yellow, navy, pink and light blue; also black and white, lace trimmed and ribbon run; pleated and ruffled flounce. A matchless value \$4.95
SILK PETTICOATS—These garments are made in a number of newest knife pleated, ruffled and tucked designs. They are of fine quality messaline and taffeta silk and cut on the newest lines; all colors, black and white, also combinations. Extra special \$3.95
MIDY BLOUSES—Made of fine grade white and tan galles. These garments are the highest class garments of their kind that has ever been manufactured. The perfect sewing, neatness of style and correct fit of these garments have been approved and appreciated by satisfied purchasers everywhere. These blouses have plain colored, polka dot and striped collars and cuffs, patch pockets, emblems, etc. Then there are Norfolk and collarless styles. Garments that would ordinarily sell at \$1.50, offered at 95c

From the Infants' and Children's Dept.

- INFANTS' DRESSES—Long and short styles in hand made dresses, of French Batiste and Nainsook, trimmed with hand run tucks, hemstitching, brier stitching and hand embroidery. Priced at \$12.50, \$1.50
INFANTS' COATS—Long and short models in white Bedford Cord, Serge, Henrietta and Corded Silk, Broadcloth and Corduroy, trimmed in braid and heart laces; some hand embroidered. Priced \$1.00 down to \$17.50
INFANTS' SILK CAPS—Made of China Silk, Crepe de Chine, Satin and Bengaline, trimmed in Val. Baby Irish and Cluny laces, ribbons, flowers, rosettes. 50c
CHILDREN'S SWEATER COATS—Plain collarless styles in white and grey with band of contrasting colors. Also plain red, white and grey. 50c
GIRLS' SERGE DRESSES—Sizes 2 to 14 years. Colors are dark blue, maroon, brown and red; braid and buttons trimmed. Exceptional values at the low price of \$2.95
GIRLS' SERGE AND CHALLIE DRESSES—In Shepherd checks, navy, brown, red, fancy plaids and dots; prettily trimmed in satin piping, some trimmed in silk and flannel of contrasting colors—others with braids and buttons and heavy patent leather belt. French and sailor styles represented in the lot. \$5.00
CHILDREN'S WHITE HATS—A new assortment in silk, beaver, fur, felt, velour, corduroy and Angora wool; trimmed with animal heads, ribbons, lace and flowers. Priced at \$12.50, \$2.00
GIRLS' COATS AT \$3.50 AND \$5.00—The choice of your girl's cloak should be made now while these new lines are complete. There are dozens of pretty styles to choose from in every size—from two to fourteen. The materials are Caraculs, Pushes, Velvets, Corduroys, Chinchillas, Boucles, Serges, Shepherd Plaids, Broadcloth and Diagonal Stripes. Many with contrasting color collars and cuffs—others Norfolk styles with belts of patent leather or material of coat. Two very wonderful values at \$5.00 and \$3.50

Bewitching Fall Millinery

HUNDREDS of women viewed and admired these lovely hats during the Opening Days and many were the expressions of praise we heard. And the displays are decidedly more enticing now, for scores of new arrivals have been added to the showing. And what charming modes are here. Words are inadequate to carry, even in the slightest degree, the distinctive style, the originality and the wondrous beauty of these exquisite creations. There are hats here for street and dress wear in every fashionable shape and color. Products of the world's most famous makers, as well as our own original models. Never before have we shown so many superb hats—this means you will find here the choicest gathering of Millinery shown anywhere. Prices range from \$3.50 to \$100.00.



See Our Corset Ad on the Society Page of This Issue. It tells of the demonstration of Madame Lyra and American Lady Corsets.

Politics ROOSEVELT APPEALS FOR SUPPORT IN THE SOUTH Is Trying to Reach the Man Who Votes Against Him Because His Forefathers Voted That Way. Montgomery, Ala., Sept. 28.—Col. Roosevelt in Alabama today renewed his appeal to the south to support the Progressive party. "If you are against me," he said in an address here, "I've nothing to say. The man I am trying to reach is the man who is for me, but votes against me because his grandfather voted that way. The way for you to honor your forefathers is to face fearlessly the issues of the day. I want to see Alabama take its part

in national affairs as brilliantly as it has done in the past. This can not be done as long as you do not face the live issues of the day. "Time and again I have campaigned in the interests of the south against your own senators and congressmen. Instead of voting for the interests of the south they kept their eye on me and voted the way they thought their grandfathers would have voted." JOHNSON IS FATIGUED. New York, N. Y., Sept. 28.—Fatigued by three days' campaigning in New England, governor Hiram Johnson, the Progressive candidate for vice president, reached here from Manchester, N. H., went immediately to his hotel and announced he would see no one. Governor Johnson will remain here until Tuesday, when he will open his New York campaign.

"HELLO, WOODY, OLD BOY" IS WORKMAN'S GREETING Bridgeport, Conn., Sept. 28.—Governor Wilson while here said he felt as if he had "arrived." He finished a three days' trip through New England and in the scores of places where he stopped, people called him "Woody," "Governor," and "Old Boy," enough to make him feel intimate with the crowds. It was at Willimantic that a workman, spying the governor on the car platform, cried out: "Hello, Woody, old boy." "I like that," smiled the nominee, as he stepped down and shook hands. LOREWELL'S AUTO FOR HIRE. Call 1 for the finest auto in El Paso. Ed Wolf drives it.

SUSPENDERS AND BOOTS ARE PRESENTED TO TAFT Beverly, Mass., Sept. 28.—President Taft motored to Malden to become the guest of the city and to help it celebrate home coming week. He returned to Beverly a richer and happier man. He brought back with him one sweater, one pair of rubber boots, one pair of golf shoes, one pair of suspenders, one silver loving cup, several jars of honey, many bunches of roses and a big box of candy for Mrs. Taft. It was at the Maiden industrial exposition that the city played Santa Claus to a president. Mr. Taft, senator Lodge and other guests spent more than half an hour examining the exhibits and watching the demonstrators at work. The president spoke on Ferry Way Green to a crowd that cheered his words with vigor. Later he made a short talk in the auditorium and wound up the day with a visit and a talk to members of the Kenwood club.

PRESIDENT OF MORMONS SAYS CHURCH IS NOT IN POLITICS Salt Lake City, Utah, Sept. 28.—Emphatic disapproval expressed by Democratic leaders of the signed article published in an official organ of the Mormon church over the signature of the church president, Joseph Smith, in which the administration of president Taft and advocated his reelection. He said a denial that there is an intention on the part of the church authorities to interfere in politics. He said in an authorized interview that he alone assumed the responsibility for the views expressed in the article. It was not submitted to any of his associates, he said, and was not intended as anything but the expression of his personal regard for the president and his personal opinion of the policy of the administration.

WASHINGTON REPUBLICANS NOMINATE WOMAN FOR OFFICE Tacoma, Wash., Sept. 28.—It is announced at Republican state headquarters that the nomination of Mrs. Josephine Preston, of Walla Walla, as superintendent of schools, is assured over S. Brown, of Seattle, by a majority of 2150. She is the first woman to be nominated on the Republican ticket.

and will be opposed by Mrs. Mary A. Monroe, of Spokane, on the Democratic ticket. Charged With 'Sagacity' E. G. Trouten, alleged to be a discharged soldier, was arrested by the police Friday afternoon on a charge of vagrancy. It was alleged that the soldier was implicated in a transaction wherein another soldier lost \$5.

NIGHT SCHOOL Common Branches, Shorthand, Bookkeeping, INTERNATIONAL BUSINESS COLLEGE COLES BUILDING J. P. MULLIN, PRESIDENT.

School Books El Paso Book Co. 204 Mills St.

ROOSEVELT IS REMINDED HE HAS TEXAS ADMIRERS BUT FEW VOTES New Orleans, La., Sept. 28.—Col. Roosevelt put aside his usual arguments and his speech here differed throughout from any other of his campaign. He said when he thought of political conditions in the south he was reminded of a visit he made to Texas when a loving cut was presented to him. "There were 10,000 people present when the loving cut was presented," he said, "and the man who presented it said: 'This is from Texas, where you have more admirers and fewer voters than in any other state.'" In a Hurry! Phone Lorewell for that fine, new, seven-passenger car. Small cost—fast and safe.

BRYAN CANNOT EXPLAIN THE MISTAKES OF TAFT AND TEDDY Ogden, Utah, Sept. 28.—Col. William J. Bryan in his speech here made no reference to the published statement of president Joseph F. Smith of the Mormon church explaining his support of president Taft. The Nebraskan did not touch upon state conditions at all, but confined himself to national issues. In referring to the Republican and Progressive party candidates, Mr. Bryan said that he believed president Taft to be sincere and honest, but he had made mistakes, which Roosevelt, the speaker said, had asked him to explain the reason for. "I cannot explain any more why Mr. Taft made mistakes," Mr. Bryan said, "than I can explain the errors made by Roosevelt when president."

Why Have "Nerves?" This is the reason why women have "nerves." When thoughts begin to grow cloudy and uncertain, impulses lag and the warnings of pain and distress are sent like flying messages throughout limbs and frame, straightway, nine times in ten, a woman will lay the cause of the trouble to some defect at the point where the first uncontrollable nervousness, something must be wrong with the head or back, a woman naturally says, but all the time the real trouble very often centers in the womanly organs. In nine cases out of ten the seat of the difficulty is here, and a woman should take rational treatment for its cure. The local disorder and inflammation of the delicate special organs of the sex should be treated steadily and systematically. Dr. Pierce, during a long period of practice, found that a prescription made from medicinal extracts of native roots, without the use of alcohol, relieved over 90 per cent. of such cases. After using this remedy for many years in his private practice he put it up in form of Dr. Pierce's Favorite Prescription, that would make it easily procurable, and it can be had at any store where medicines are handled. Mrs. LILA B. HAWKINS, of Zeas, Va., writes: "I had been failing in health for two years—most of the time was not able to attend to my household duties. Female weakness was my trouble and I was getting very bad but, thanks to Doctor Pierce's Prescription, and used the 'Lotion Tablets,' I have nothing but praise for Doctor Pierce's wonderful medicines." TAKE DR. PIERCE'S PLEASANT PELLETS FOR LIVER ILLS.