

# "The Apparel Displays are a Revelation"

## Beginning Monday Morning A Mammoth Sale of Ostrich Plumes

At Extraordinary Low Prices



HERE is an understanding we wish to have with you before you even consider the purchase of a plume: If you come to the store Monday and do not find these plumes exactly as represented and extraordinary values for the price—we do not want you to buy. If you do make a purchase, and find later that French plumes are not the correct thing in fall millinery—then we want you to bring them back to us. We do not want to make a single sale—on false illusion or supposition! Could anything be fairer? It merely goes to show the extreme confidence we have in the values and how positive we are that plumes are to be one of the most favored trimmings. These plumes are of every size and of every quality—from the product of the American ostrich farms to the rich plumage of the African male birds. All French plumes, as no willows will be worn. Every one guaranteed perfect in every way; large, deep, broad heads. Nothing skimpy like in plumes often made up especially for sales. Monday morning this sale begins and the unusual price advantages should make it a matter of importance to every woman.

**Extra Special**  
14 inch white and black Ostrich Plumes ..... **\$1.45**

**Extra Special**  
16 inch white and black Ostrich Plumes ..... **\$1.95**

8x16 inch white, black and colored ostrich plumes.....	\$ 2.95
8x17 inch white, black and colored ostrich plumes.....	\$ 3.45
8x19 inch white, black and colored ostrich plumes.....	\$ 3.95
12x18 inch white, black and colored ostrich plumes.....	\$ 6.95
10x21 inch white, black and colored ostrich plumes.....	\$ 5.95
10x24 inch white, black and colored ostrich plumes.....	\$ 7.95
11x19 inch white, black and colored ostrich plumes.....	\$ 8.95
9x24 inch white, black and colored ostrich plumes.....	\$ 8.95
11x21 inch white, black and colored ostrich plumes.....	\$10.95
11x21 inch white, black and colored ostrich plumes.....	\$12.95
13x24 inch white, black and colored ostrich plumes.....	\$19.85

### Some Interesting Facts About The Plume Sale

TEN THOUSAND DOLLAR STOCK of feathers is back of this announcement. It is no small affair. See the mammoth window displays! There are hundreds of dollars worth of feathers in these windows alone. Ostrich has advanced in price 35 per cent since these plumes were bought. They will go still higher. We have never held a plume sale so early in the season. By buy-

ing now we can save you from one-third to one-half on your purchase. Most all these plumes are from the male stock and from the hardy wild bird. Best money can secure. All ostrich were dyed to order, so as to match the shapes we have in stock. Every plume, no matter how low the price, is absolutely backed by the "Popular's" well known guarantee.

**No Plumes Will Be Sent on Approval  
Mail Orders Filled Until Saturday Night**

EVEN those women who have a thorough idea of the great stocks and assortments this store has always carried in women's apparel are certain to be surprised and gladdened by the variety presented this season in—

## Suits, Dresses, Frocks, Costumes, Gowns, Coats, Wraps and Skirts

The displays for fall and winter are by far the broadest that even the "Popular" has ever brought out; the styles are in greater variety; in a word, the showing is little short of wonderful! Everything that is authoritative for fall and winter wear is embraced in the "Popular's" collection

**IN TAILORED SUITS**—There is every model, every fabric and every color that will be worn throughout the coming season. There are two-piece suits and three-piece suits of Peau de Poche, Broadtail fabric cloths, broadened velvet, cheviot, wool faille, matelasse, Duveltya, Pame and chiffon velvet in the new shades of Russian green, mahogany, copper, burnt orange, India red—in every color combination. \$15, \$25, \$35, \$50 and up to \$175.

**THE DRESSES** are in even broader variety than the suits. They are in modified Minaret, silhouette, coattee and X-Ray effects for street, afternoon and evening wear. They are made of charmeuse, silk crepe, messaline, velvet, cheviot, serge, sponge and, in fact, all the principal materials of the season. There are dresses at any price from \$15 up to \$200.

**IN FALL COATS** there are novel effects, there are long coats and three-quarter length models with butterfly sleeves and belted effects. There are coats of mannish tendencies for street wear and auto wear. The showing embraces coats of Velour de Laine, Chinchilla, brocades, velvet, cheviot, boucle, Bayadere. In many of them the collar is trimmed with fur. \$12.50, \$15, \$25 and up to \$125.

**THERE ARE SKIRTS** in every effect and every style that has been decreed correct. There are skirts of plaids of subdued coloring, skirts of sponge in blue and white effects, skirts of serges in black or blue and the fashionable black charmeuse skirts in new draped models. \$4.95, \$7.50 and up to \$29.50.

**THE NEW BLOUSES** are strikingly beautiful. There are Paris models and American adaptations, some of them showing the new Medici collar and the drop sleeves. Rarely indeed has so much refinement of taste been displayed in the new fall waists. The newest styles are of net, lace, chiffon, silk and velvet. \$2.95, \$4.95, \$7.50 and up to \$25.

### Monday Our Initial Display of

## Furs and Fur Coats



THROUGH the assistance of New York's largest and most exclusive furrier, we have gathered and will show on Monday, a stock of newest, most fashionable furs. Exclusive fur coats, novelty sets and separate pieces. There are coats of real Seal and Hudson Seal, Mole skin, Pony and numerous others—some combined with Fitch and Ermine—ranging in price from \$250 to \$500. Fur sets of Ermine, Mole skin, Fitch, Civet Cat, Fox, Opossum, Russian Mink, Jap Mink, Sable, Mufflon, etc. Prices to suit all purses. When desired we will break sets and sell the separate pieces.

### Every Fur Is Represented

As the above list hints, beasts of the jungle and Arctic circle, little animals that roam our own and nearly every other state in this country—animals from South America, from Russia, Siberia, in fact, from the whole world, have surrendered their coverings for this initial display. As the average woman cannot detect a good fur from an inferior one, we have been more than ever particular in our choosing. We will be pleased to explain any fur point Monday and all this week.

**The Popular**  
DRY GOODS CO. INC.



--A Remark Overheard By The Ad Man Thursday

## The New "Popular" Millinery

Styles That Influence the Trend of Fashion

THE Millinery Section is complete. Hundreds of novel and becoming versions of what Dame Fashion has decreed correct for Fall and Winter are here and ready. Infinite care and caution were exercised to choose only the effective and correct in millinery. So that El Paso women might have the correct styles we sent personal representatives to the Fashion Centers. Concentrated effort was put forth to rise above the ordinary, to be exclusive in ideas and to maintain this store's supremacy as the millinery center of the southwest. And so we say that "Popular" styles will influence the trend of Fashion.

The displays at \$25, \$27.50 and \$35 are wonderfully broad—the styles, the combining of colors and the trimming, all bespeak originality.

A feature Monday will be a showing of original pattern hats and American adaptations reflecting many Parisian touches. Myriads of inexpensive hats are ready at \$7.50 and \$10, and the greatest variety of authentic millinery trimmings ever brought to El Paso, with a price range equally broad. Our workrooms are better equipped than ever before and expert designers and trimmers will make hats to order according to your own ideas and taste.

### Exquisite Are

## The New Trimmings

THE dress trimmings this season are truly of the highest textile art. Every new and beautiful dress garniture can be found here. Dainty ostrich feathers combined with maline plaiting make a pretty trimming for evening and dressy gowns; handsome wide bands and gallons in combination with pearl and rhinestone; colored roses and buds made of silk, selling by the yard; sets of 45-inch flouncing, allover bands and edge to match, on net embroidered in colors; also on chiffon, embroidered in white and gold; hand-run white laces in sets, woven with gold threads; furs of all kinds will be much in demand; tassels, frogs and ornaments made of silk cords; deep fringes will be used for the bottom of slips and petticoats. By all means see our trimmings before you design your gown. A visit to our trimming department will reveal to you all that's most desirable under this heading for the new season.

### Gorgeous Are

## The New Ribbons

THERE is a wealth of rich colors in the beautiful ribbons shown this season. In fact, it will be a ribbon season par excellence, as ribbons will be used for all purposes—on hats, bows for dresses, sashes, girdles, etc. Magnificent rich brocades, embossed velvets, cut velvets, warp prints, rich plaids, Bayadere and Roman stripes; new moires with reversible satin on the other side and a big assortment of imported sash ribbons, 7 to 9 inches wide.

### Laces Are in Big Demand

They will be used more generally, too. Coats, Suits, dresses and all will employ lace for decorations—and we are prepared to supply the demand. The thin, gauzy, shadowy effects are in high favor. Point Gaze, Margot, hand-run shadow, shadow maline and dainty cracuelle mesh effects and Paraguay Laces are much talked of and are well represented in this showing. Lace Flouncings 18 to 27 inches wide, show many original designs.

## News Brevities

(Advertisement.)

**Two Cars of "Rookies."**  
Two cars of "rookies" went through El Paso Saturday en route to the coast from the recruiting station at St. Louis. They will be distributed among the residents on the coast.

**Have Your Electrical Work done by the Texas Electrical Supply Co.** 35 cents per hour. 25 percent saved on fixtures. 119 N. Stanton St. Phone 1120.

**Wallpaper at cost for next 30 days.** A. Golding, 119 S. Stanton.

**Baggage Autos**—they move your trunks quicker. Phone 3 Longwell's.

**Dr. Hurley**, phones 4953 and 275. Diseases of children and nervous troubles.

**Prompt Transfer Service.** For prompt baggage, livery, hack and freight transfer, call Fomeroy's El Paso Transfer. Phone 2444.

**Dr. Bowley & Bowley**, Osteopathic Physicians, 711 Mills Bldg. Phone 4251.

**Phone 480, El Paso Distilled Water Co.**

**Our work has stood the test for years.** Grebe Cleaning Works.

**Chas. Ziegler** has leased the St. Regis hotel for a period of seven years. The name has been changed to the New Ziegler. He states that he will make it the biggest little hotel on the old Overland trail.

**Dr. Wesson** has moved to 212 Roberts-Banner Bldg. Ph. office 1186, res. 4543.

**Homeopathic Practitioner, Geo. H. Higgins**, M. D., 215 Caples Bldg.

**Phone 480, El Paso Distilled Water Co.**

**Dr. Bryan**, Dentist, 167 El Paso St.

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**Auto Engine Overhauled.** The big automobile engine at the Central fire station, which has been out of commission for a week, was put

back into service Saturday night, after being overhauled by driver Barber.

**Wall showcases for sale cheap.** 419 N. Oregon St.

**Hotel Hood**—Formerly Hotel Zeiger. Thoroughly renovated and open under the management of Mr. and Mrs. Sam Hood. Rooms 60c to \$1.50 day.

**The Lender Sign Co.**, good signs, 604 San Antonio St., phone 6371.

**Y. M. C. A. Boys Have Supper.** Saturday night the older boys of the Y. M. C. A. met in the Y. W. C. A. rooms over Callisher's. Games were played and supper enjoyed.

**Dr. Lester Hyde**, Osteopathic Physician, has returned: 814 Mesa, Ph. 2162.

**Pekin Cafe**. Meals, 25c; short orders. Chinese chop suey and noodles. 207 S. El Paso st., opposite Bijou theater.

**For calling and receptions, ride in the \$5.00 limousine of Longwell's.**

**Dr. A. T. Still** Osteopathic Infirmary. Dr. Ira W. Collins, physician in chief. Dr. M. Alkire, lady specialist; Dr. Carl Gibson, 201 W. Missouri street. They cured others. They can cure you.

**Card of Thanks.** We wish to thank all the doctors, sisters and nurses of Hotel Dieu, and our friends, for their kindness and beautiful floral offerings rendered us in our great sorrow and loss.  
Mrs. A. Lovelace.  
Mrs. Dave Lovelace.  
Mrs. E. A. Scott.

**Dr. Ratliff**, dentist, 204 Caples Bldg.

**Dr. Nettie Satterlee**, osteopath, 410 Mills Bldg., phone 141.

**Dr. Alice F. Attaway** has moved to room 2, City National Bank building.

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**Dr. Deedy** has resumed his practice at 618 Mills Bldg. Ph. office 1228; res. 3641.

**Dr. Jamieson**, diseases of kidneys, bladder, rectum and skin; 618 Mills Bldg.

**Bicycle and Auto Collide.** E. P. Kepley, in a two passenger Ford, and a Mexican on a bicycle collided at the corner of Oregon and Tex-

as streets Saturday afternoon. The Mexican was thrown from his wheel by the impact but was not injured. The rim on the rear wheel of the bicycle was broken.

**Dr. Garrett**, stomach, intestines and internal diseases, 403 Roberts-Can. Bld.

**Phone 480, El Paso Distilled Water Co.**

**Dr. Ebert**, Dentist, 216-218 Mills Bldg.

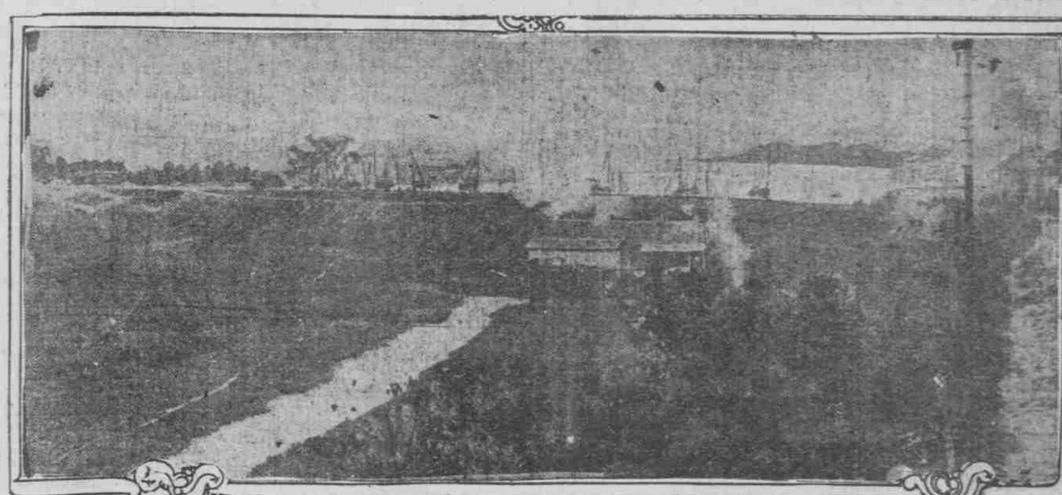
**Dr. Branch Craigie**, practice limited to diseases of children and obstetrics.

**Dr. Paquet**, dentist, 501 Roberts-Banner.

### STANCHFIELD AIDS SULZER PROSECUTION

John B. Stanchfield, of New York city, said to be private attorney to Charles F. Murphy, who is one of the chief counsel for the prosecution at the trial of governor Sulzer.

## Last Barrier Between the Two Oceans



The above photograph shows the great dirt dike that is the only thing that now separates the waters of the Atlantic and Pacific along the Panama canal route. When this barrier is blown away on October 16, by many tons of dynamite, the waters of Gatun lake will rush into Culabra cut, thereby making the Panama canal a realization. Culabra cut is the connecting link between the Gatun lake, on the Atlantic side, and the Miraflores locks, on the Pacific side.

Enrico Caruso, at a dinner preceding his departure for the Covent Garden season in London, said that, when he grew too old to sing, he would probably teach.

"Teaching the voice is a difficult task," he continued. "It is a fine thing to be a good teacher. Some pupils are so very stupid."

"You can no more hurry a voice than you can hurry a flower; but most pupils want to become star singers in a

month or two.

"A woman said to one of my friends, a superb teacher: 'I'm going abroad next month, and I want 25 lessons in voice culture before I sail.'"

"Impossible!" said the teacher.

"Why impossible?" said the woman. "I could take two lessons a day some days."

"Or better still," said my friend sarcastically, "you could take the whole 25

lessons all at once one after the other. A day would do it, then."

"Splendid!" cried the woman. "Shall we make it tomorrow?"—Chicago Record-Herald.

"Try a 25 cent want ad in the El Paso Sunday Herald. Many replies. Phone 112 or 116 up to 9 o'clock Saturday night."

**Phone 1 for quick auto baggage trucks—Advertisement.**

**EXPERT WATCHMAKERS AND MANUFACTURING JEWELERS.** Watches cleaned, 50c; mainsprings, 50c; crystals, 15c. Work guaranteed 2 years. Jewelry made to order and repaired. Skillful mechanics. Highest prices paid for old gold. Mail orders solicited.  
Geneva Jewelry Co., 225 1-2 San Antonio St.