



Correct
Dress
For the
Dress
Event—
the
Horse
Show

THOSE who have waited until the "eleventh hour" to make their selection of the costume to be worn on this occasion, will find in our splendid stocks, garments which will more than meet their expectations. We have arranged the work in our alteration rooms so that all fittings and alterations will be completed in ample time and in a satisfactory manner.

We are showing many unusually handsome, Exclusive Imported Costumes and Reproductions of Imported Gowns

Beautiful costumes, each one exclusive in design, the conceptions of the most famous Parisian Modistes are shown in rare variety. Rich silks veiled with heavily hand beaded nets; satins with over dress of spangled net; silks with lavishly trimmed over dress of chiffons; a truly wonderful assortment, which surely includes one to suit your taste. Prices, \$50.00 to \$250.00.

Correct Dress for Men

Satisfaction in appearance is of as much importance to men as to women. In our Men's Department hand tailored Full Dress, Tuxedo, English Walking, Prince Albert and Outaway Suits may be obtained as perfect in fit, style and workmanship as any tailor can make. Also the right sort of Shirts, Neckwear, Gloves, Hats, Overcoats—in fact, everything for men's wear.

The Popular
DRY GOODS CO., INC.



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Flannel Shirts

Negligee Shirts made of fine Scotch flannel shirtings in neat light color stripes. Made with neck band and can be worn with linen or soft collar or stock. These wash perfectly and will not shrink nor fade. \$1.75

Sweaters

Coat styles made of cotton, part wool and all woolen yarns in red, grey, brown, navy, black and white, and many other combinations—Prices, 50c to \$5.00. SPECIAL VALUE—Coat Sweater made of good quality wool yarn, all colors, all sizes. \$2.00

\$2.50 Cluster Curls \$1.59

Our popular prices have placed stylish hair goods within the reach of all. Every new thing for hair dressing is shown in qualities surprisingly good for the prices. Tomorrow we offer very handsome "cluster curls," in all shades, a regular \$1.49

\$2.50 value, for \$1.49
SANITARY HAIR ROLLS—Made of fine quality wavy hair, covered with silk net, all colors, each, 50c.

Dress Trimmings

Newly arrived in the Trimming Department are handsome matched sets of the gold and silver threaded allover nets with the bands and galleons. Many of these show designs in the Persian colorings.

SPECIAL—A lot of Persian bands, lace bands, embroidered effects, fancy edges, galleons and braids in all colors. Many of these are worth 50c to 75c; special, a yard 19c

SPECIAL—A lot of bairis, galleons, edges, braids and medallions, showing all the stylish fall colors and many Persian and tinsel effects. Included are values to \$1.25 a yard 48c

Very "Chic" Neckwear

Lots of pretty little neck things are shown, that add much to your dress. We show everything from the simple bow to the elaborate Irish hand crochet collars.

Persian silk bows and jabots, and fancy bows of plain color silks, and fancy lace trimmed stocks and jabots, extra values 25c

Jabots, stocks, bows and dutch collars of plain and Persian silks, some made plain, others pleated. Very handsome styles, extra values 50c

Gymnasium Shoes

We have just received a complete line of Gymnasium Shoes, for men, women and children. These are made of best quality canvas with best quality rubber sole, and on perfectly shaped lasts. In white and black—

Men's, a pair, 85c Misses', a pair, 65c
Women's, a pair, 75c Youths', a pair, 65c
Boys', a pair, 75c Little Gents', a pair 60c

The Store for Men

The Distinctive Styles Shown in Hand Tailored Suits and Overcoats and the Correct Dress Accessories Make this Store the Ideal Buying Place for Men of Good Taste in Dress.

WE make a specialty of dressing men well in this store—of selling them clothes that will be a credit to the "Popular" as well as to the man who wears them. In other words, we lend the customer the experience it has taken us years to acquire, to aid him in choosing his clothes rightly—in selecting a style suited to his "build"—in selecting a color which is becoming. And above all, the constant aim is to give men the very best values ever given in good clothes. The splendid lines of hand tailored suits and overcoats offer a range of choice which includes every style for dress or business—the low priced ones or the finer ones as you may like.

The names of the makers—Kuppenheimer and Hart, Schaffner & Marx—tell the whole story of quality and goodness.

Suits at \$22.50

A reasonable price for a good suit, isn't it? Especially so, when that suit is a genuine hand tailored one—one with all the "city style" that can be put into a suit. We are showing a most attractive lot of good suits at this price this season—a quality that is better than most \$25 kinds—in styles which will suit the business man or the young fellow. They are shown in the fashionable browns, greys, navy and black. Absolutely the best values. \$22.50

Overcoats at \$13.50

Stylishly made overcoats, of all wool tweed in grey and black striped effects, lined throughout with extra quality wool serge. These are made with the patent combination auto and regular collar; an unusually good coat for the price. \$13.50 Very serviceable overcoat, made of all wool diagonal grey mixed tweed, full lined with wool serge lining. A medium weight, and strictly hand tailored, extra value at \$22.50

Full Dress Clothes for Men

For the Horse Show and for the many other "dress events" of the season we are showing correct clothes for men. These are strictly hand tailored, as perfect in every particular as any a tailor could make to your order. Full dress, Tuxedo, Prince Albert and Outaway styles made by Kuppenheimer and H. S. & M., of the best quality materials. Prices range from \$35.00 to \$45.00.

"Popular Special"

55c Neckwear 55c

Equal to any 75c tie sold anywhere! This season we feature handsome style neckwear at this rather odd price. Our first showing of these consists of the new shape, extra wide end four in hands, hand finished, new designs in extra quality silks—just the same quality as you usually pay 75c for.

A Silk Petticoat Free!

To Each Purchaser of a Tailor-made Suit Worth \$27.50 or More

EVERY woman who purchases a suit worth \$27.50, or more, this week, will be given, without extra charge, a handsome silk petticoat. The entire line of the season's newest and handsomest suits is offered for you to choose from—no exceptions, no reservations.

And the petticoats—they're beauties. Made of extra quality all silk taffeta, Showing the newest Persian, Roman stripe and Dresden designs and all the plain fall colors and blacks. They're our regular \$6.50 styles. Don't you think it worth while to take advantage of this offer—a petticoat worth \$6.50 and a suit worth \$27.50—all for \$27.50?

NOTE—The petticoats we give with these suits are guaranteed by the "Popular" to give the wearer three months' satisfactory wear.

Underwear

Good quality fleeced cotton and ribbed undershirts and drawers, and the "Girard" genuine Pepperell drawers, with elastic seams and ankles, the kind sold everywhere for 50c, for 43c
Genuine Scrivens patent elastic seam drawers, the regular 75c kind, a pair 68c

Hats

We are showing a full line of the staple shapes in the John B. Stetson and the Hawes von Gal Hats in both black and light colors. Also all the novelty shapes of this season, in all colors, for the young fellows and for men of every age.

Women's Union Suits

We make a special feature of extra quality union suits at this price. These are made of the fleeced cotton ribbed or plain ribbed, finely finished and perfect fitting. In white or cream in all regular sizes \$1.00

Extra size garments, usually hard to find, can be gotten here in all qualities, both in the separate garments and union suits.

Extra Value Handkerchiefs

We show especially good Handkerchiefs for women at this price. Pretty embroidered, lace trimmed, hemstitched and initial styles in sheer linen, linen cambric, and fine swiss. Extra good values, each 25c

\$1.25 Black Kid Gloves 98c

Tomorrow we offer good quality glace gloves, made of splendidly soft and pliable skins, in the two-clasp length, in black only. A regular \$1.25 quality, in all sizes 98c

Women's golf and jersey gloves, in black and colors. A pair, 50c
Women chamoisette gloves, in black, grey, and chamois color, a pair, 50c

Children's all wool golf gloves in fancy colors, extra quality; a pair 25c
Children's Jersey gloves, a splendid quality for school wear, a pair 25c

Two Linen Bargains

Tomorrow and Friday we offer two excellent values in table damask—
All pure linen full bleached satin damask, two yards wide, in very handsome new designs. \$1.49
A regular \$1.25 quality, a yard \$1.69
Finest quality all pure linen full bleached satin damask, two yards wide, heavy and handsome in design and finish, \$2.00 quality; a yard \$1.69

The Popular
DRY GOODS CO., INC.



Our
Millinery
Leadership
Demonstrated

Emphatically demonstrated—for millinery such as we offer at prices such as we quote here scarcely seems possible on the very brink of a season.

You'll want a new hat for Thanksgiving—look forward to them—buy now

See Particularly Superb Creations

The World's "Special"; Hats That are plume-trimmed and that you'll pay \$8.00 for at other stores, now on sale—now worth double this price are now on sale for

\$4.95 \$15.00

NEW ARRIVALS BY EXPRESS IN BEAVER AND VELVET SHAPES

110 Mesa

The Millinery World
ARNOLD STREITZ PROP.

110 Mesa

PLANS DRAWN FOR EIGHT-STORY HOSTLERY

San Francisco Man to Raise \$550,000 if El Paso Raises \$150,000.

Walter D. O'Brien, of the firm of Clark & O'Brien, brokers, of San Francisco, reached El Paso Wednesday afternoon to complete arrangements for the erection of the proposed new El

Paso hotel to cost \$700,000. Mr. O'Brien will open offices downtown where the plans of the new hotel will be on display and where stock subscriptions will be received for the project. A total of \$150,000 in preferred stock must be sold in El Paso in order to insure the construction of the hotel. The remaining \$550,000 will be taken care of by the San Francisco brokerage firm, of which Mr. O'Brien is a member, he says. He will be assisted in the disposal of this amount of stock by the El Paso business men who are interested in the movement for the erection of a modern hotel. The plans for the hotel show an eight story structure with a mezzanine floor, roof garden and basement. The building is to be of reinforced concrete with business rooms and the lobby on the first floor and 250 rooms on the upper floors. The new hotel, if erected, will be built on the northwest corner of El Paso and Greland streets, where an option has been taken.

EARHART PLANS TO BUILD SKYSCRAPER

The Oregon and San Antonio street corner may be improved by another skyscraper office and store building. Walter Earhart, owner of the building now occupied by Bryan Bros., the one adjoining it, and the Palace saloon building, is considering the erection of a modern fireproof building on this corner. Mr. Earhart is conferring with his agents, A. P. Coles & Bros., regarding the erection of the new building. Should he decide to build Mr. Earhart said Wednesday morning, that he would construct a building which would be a credit to the corner upon which the new American National bank building is being erected and where the Coles building is to be remodelled. SITE FOR CALISHER'S IS CLEARED. The site of the new Calisher building on Stanton and Texas streets is now

RESUME BRICK WORK ON BANK BUILDING

The brick work on the American National bank has again been started, and is above the fourth floor. A delay at the brick factory, caused by a fire, stopped the work of laying the outside veneer on the big bank building. HOT STUFF IS LAID. The hot stuff repair crew is again at work on the business district streets. The car track paving along Mills street, and the main thoroughfare on Mesa by the G. H. car tracks, are being patched. EXHAUST SPECIAL VENIRE AND GET HIT TWO JURORS. Dallas, Texas, Oct. 26.—After two jurors had been selected this morning in the case of J. D. Manley, charged

with killing Louis Richenstein by a bayonet thrust, the special venire was exhausted and Judge Seay adjourned court until tomorrow. One hundred and fifty more talesmen will be summoned. S. J. Chenoweth and F. E. McKee, farmers, were chosen as jurors today.

THE WOMAN'S EXCHANGE

Restaurant will open for breakfast Friday. Old and new customers are asked to try our new service. Roberts-Banner building.

Slightly Colder With Snow

When you see that kind of a weather forecast you know that rheumatism weather is at hand. Get ready for it now by getting a bottle of Ballard's Snow Liniment. Finest thing made for rheumatism, chilblains, frost bites, sore and stiff joints and muscles, all aches and pains. 25c, 50c and \$1.00 a bottle. Sold by all druggists.