

Plaid Taffeta Silks for Waists

The Scotch plaids are prime favorites this season for the shirt waist and we are showing a pleasing variety of them. Especially good is one quality which we price at \$1.00 a yard. Good, strong, crisp taffeta, of a beautifully soft, lustrous finish in the newest and handsomest of color combinations and black and white, in both large and small plaids. A quality usually sold for \$1.25 a yard, is priced..... **\$1.00**

Member El Paso Retail Merchants' League



Woolen Fabrics and Trimming to Match

We are displaying in our windows two of the new Fall woolen materials, the "Damilo" and the "Ootoroon" suitings, with the appropriate trimmings. These show the most favored shades and are perfectly matched with the newest allovers and bands. This display gives you a slight idea of the completeness of our stocks—the careful selections to get everything to match.

The Fashions of Autumn Now Shown in all Their Beauty

Authentic Styles for the Coming Season. Both in Ready-to-Wear Garments and Fabrics, Displayed in Lavish Quantities and Exceeding in Richness all Previous Exhibits

Costumes for Every Occasion

NEW arrivals in the garment section include costumes for every occasion—the plainly made dress for street and traveling—the smartly designed costume for afternoon—the superb gowns for evening. Whatever your choice may be, either regarding style or color, there's surely a garment here which will win your approval. Many of our choicest styles are exclusive models which will not be duplicated.

Street Dresses

A splendid showing is now made of tastefully designed costumes for street wear or traveling. The materials used in these are French serge, panama novelty suitings and shepherd plaids, with satin bands, pipings and military braids used as trimming. Many styles are shown with lace or embroidered net yoke and undersleeve. The colors most in evidence are the king's blue, wisteria, the rose shades, olive, navy, cardinal, brown and Copenhagen. The price range is from \$17.95 to \$47.50.

Dressy Gowns

Handsome costumes for afternoon wear are shown in a number of exclusive models. Chiffon broadcloth, velvet, chiffon over colored satins, crepe de chine, marquisettes and messalines are the materials used; trimmed in the most effective manner with the jeweled bands, Persian galloons and other new trimmings. Many of these show the season's fad, the "hobble" skirt effect. The colors are light blue, king's blue, rose shades, catawba, champagne, electric, olive, wisteria, rich browns, navy and black. The prices are \$21.95 to \$87.50.

Evening Costumes

Most elegant costumes for evening wear are shown in exclusive models, many of which are exact reproductions of gowns from the great Parisian modistes. Chiffons marquisettes, crepe de chine, jeweled and hand embroidered nets are the favored materials used in these magnificent gowns. Also a number of dainty styles for young ladies and misses are shown, in chiffon bordered crepe de chine, Oriental flouncing and marquisette, trimmed with satin bands and over silk or soft satin. The prices are \$19.95 to \$169.50.

New Fall Model Silk Waists \$4 95

Silk waists, in black and colors, messaline, prettily braided, in black and new fall shades, plaid taffetas, and fancy Dresden silks. The colorings include navy, brown, grey, tan, rose, catawba, Copenhagen and the new tea leaf green. The quality of the silks in these excellent waists is that usually used in waists that sell for \$6.00 and \$6.50. We offer this lot as an introductory special value for fall at..... **\$4.95**

Mail Orders

If you can't come to our store in person to do your Fall shopping, send us your orders by mail. We will fill them carefully, giving you the benefit of any special low price which may be in effect and ship the goods the day the order reaches us. We will also prepay express charges or postage on purchases amounting to \$5.00 or more, except on heavy merchandise. Send for samples of the new fall goods.



Preliminary Showing of the Moderately Priced Pattern Hats for Fall

MONDAY we will make the initial showing of the new pattern hats for Fall. In this first showing we will specialize street and dress hats at moderate prices. These are authoritative styles, direct from New York's foremost milliners and show the trend of the season's fashions. Nearly two hundred exclusive pattern hats will be on display, showing a remarkable variety, both in shape and design. (Millinery Department Second Floor.)

Dress Fabrics and Correct Trimmings

WHATEVER your good taste may suggest to you—whatever you may desire in the way of dress fabrics or trimmings—this store can supply that need. A wealth of good things awaits your choice—fabrics of every texture, of every color, from foreign or domestic mills. Trimmings of every appropriate style—for the street costume or the most elaborate evening gown. It's a magnificent stock to select from—the most comprehensive one ever assembled for your choosing.

The Fabrics

"EPINGLE"—A new firm weave, woolen, 50 inches wide. In navy, muscelle, steel grey, smoke, swallow tail blue, and mushroom brown. A yard, \$1.50.
"CALYPSO"—All wool, crepe finish, soft finish fabric, in a 45-inch width. Colors, navy, tan, pumpkin, black, catawba, delft, tea leaf, taupe and browns. A yard, \$1.00.
IMPORTED SERGE—A beautiful soft finished quality for afternoon and evening costumes. In hiltrope, violet, ash, light blue, light pink, chamoise, fawn, pearl grey and cream. Fifty-four inches wide, \$2.00.
FALL SILKS—A wonderfully wide range of choice in the newest plaids, Persian and striped effects, in taffeta and louisine; plain colors in messalines, taffetas, czarina, French faille, crepe de chine, satin cashmere, etc.

The Trimmings

Persian embroidered allover, bands and galloons in black, white, cream and ecru, with Oriental colors.
 Jeweled allovers, bands and galloons, hand beaded, in brilliant color effects.
 Tinsel threaded nets in black and ecru, threaded with designs in gold or silver and Oriental colors.
 Gold and silver allovers.
 Jettied dress nets with bands and galloons to match.
 Embroidered net bands in black, white and ecru, with pastel and Oriental coloring.
 Chantilly lace flouncings in different widths, with bands and galloons to match, in very rich quality and design. In cream and black.
 Spanish lace flouncings, very handsome in quality and design. In black only.
 A unique style is shown in the new "rubber" beaded band trimming. Handsome designs in Oriental colors.

Extra Quality Chiffon Broadcloth \$1.50

For Fall costumes and tailored suits we show an exceptionally fine quality chiffon finish broadcloth in black and all the fashionable Fall shades. This is strictly all wool, fifty inches wide, and an unusual value, at a yard..... **\$1.50**

Trade Excursion

Do your shopping for Fall in El Paso! The Retail Merchants' League has perfected plans whereby you may enjoy the shopping privileges of the city without extra expense to you. The week of Sept. 12 to 18 will be "Trade Excursion" week and the railroad fare of those coming from nearby towns will be refunded in proportion to the amount of purchases. For particulars address C. A. Kinne, Sec'y.

The Celebrated "Fownes" Kid Gloves

GOOD gloves are a source of satisfaction to the wearer and no better glove can be found than the "Fownes" glove. Our full line of the new colors and styles for Fall has just arrived. All the new Fall shades are shown in a full range of sizes. We fully guarantee every pair of these.

- "PHYLLIS"**—Glace, pique sewed, two clasp glove, in black, white and colors. A pair..... **\$1.50**
- "DAGMAR"**—Glace, pique sewed, two clasp gloves. All the new fall shades, black and white..... **\$1.50**
- "EUGENIE"**—French kid dress gloves, black, white and all colors, two clasp..... **\$1.50**
- "ZINGARA"**—Fine quality French kid glace, two clasp glove, in a full line of colors..... **\$2.00**
- "FINE PIQUE"**—French kid glace glove, pearl clasp and new heavy stitched back..... **\$2.00**
- "PARIS SUEDE"**—Extra quality, three clasp suede glove, in black only..... **\$1.50**

BEAUTIFUL NEW RIBBONS

SCORES of pieces of the new ribbons, the choicest of the novelties of the season are now displayed at our ribbon counters. Beautiful checks, plaids, stripes and Persian designs and the rich, new tapestry effects are shown in a truly astonishing variety of colors. Many handsome ones are offered in the nine inch width in styles suitable for millinery uses or for fancy work.

SPECIAL

All pure silk taffeta, satin, Persian and pompadour ribbons, from four to six inches wide, and in a full line of new Fall shades—a 40c value, a yard..... **22c**

The Importance of Right Corseting

WE cannot emphasize too strongly the important part the corset plays in your dress satisfaction, and the necessity of getting one exactly suited to your figure. The effectiveness of many an otherwise satisfactory costume is ruined by an ill-fitting or a wrong model corset, which is at the same time a source of discomfort to the wearer.

Our expert corsetiere will take pleasure in showing you the new models designed upon the lines dictated by the Fall fashions. She will also advise you as to the style best suited to your figure, fit it to you, and make such alterations as are necessary. We are agents for the—

WARNERS RUST PROOF, NEMO, AMERICAN LADY, LYRA, MADAME IRENE, AND GOSSARDS (front laced). All qualities from \$1.00 to \$18.00.

The "Popular's" Shoes



THE shoes sold in this store are the reliable kinds—the kinds that can be depended upon to give good service and are at the same time stylish in appearance. The new Fall styles give you a wide range of choice—the stout walking shoe, the new street or dress shoe, the pretty fancy slipper for "dress up" occasions or dancing. The men's styles, too, are excellent. We have secured the exclusive agency for the Stacy-Adams Co.'s fine shoes—the very best made.

- Women's fine shoes, the favored Fall style, in patent leather, vici kid and gunmetal calf, with cloth or leather top. These are made over the newest short vamp lasts, with all the new high toe and Cuban heel. Extra values at \$2.50..... **\$4.50**
- Women's patent leather button shoes, made over the most stylish short vamp lasts, with plain toe. A handsome style for street wear, with welt sole and the new Spanish heel. We show these in a full range of sizes and widths. Extra value at..... **\$3.50**
- One of the season's novelty styles is the black velvet lace or button shoe, a style designed for very dressy wear, made of good quality velvet on the very newest lasts, with Cuban or Spanish heel. All sizes and widths..... **\$4.00**

Imported Nottingham Curtains

Direct Importations From English Makers. A splendid line of Nottingham lace curtains is now on display, showing a vast range of new designs. These are a direct importation from English makers and are offered at exceptionally low prices. White, cream and ecru, in all lengths and widths, a pair,..... **\$1.48 Up to \$6.50**

The Men Who Are Most Particular Find Styles Best Suited to Their Needs in This Store

IT'S the men who are most particular—who are usually hard to please—that we especially invite to our Clothing Department. Our confidence in the "rightness" of the clothes we sell is unlimited—we absolutely know that there are none better made. And 'tis not a difficult task to convince the "hard to please" man of this fact. The clothes themselves are our best argument—the material—the fit—the perfect workmanship—the excellence of the linings—and, not the least, the superiority of the styles, tell just how good these new Fall suits are. The prices of our Hand Tailored Suits range from \$16.50 to \$35.00.

"High School" Brand Suits for Youths

Our own special brand of long trouser suits for the high school boy, made with all the "dash" and "swagger" that the young fellow wants and still strongly built to stand the rough usage which it is bound to receive. These are made of good stylish materials with extra strong linings, stayed seams, and strong pockets. For boys of 14 to 18 years. The prices range from \$7.50 to \$15.00.



Manhattan and Bates Street Fine Shirts.



Hawes von Gal Hats, all Styles, \$3.00

We are exclusive El Paso agents for the celebrated Hawes von Gal hats. The new fall styles are now shown, for men of every age, and the very snappy styles for the young fellows. For correctness of style and good wearing quality these are fully equal to most of the higher priced makes. The newest shapes, both soft and stiff, are shown in black, brown, tan and gray.

Stacy-Adams Co.'s Men's Fine Shoes.



New Drapery Materials

FALL house cleaning will bring to your notice the things needed for brightening and freshening up this room or that. That you may make your plans in advance we mention several new drapery materials which have been recently received.

- "Eureka" Cretonnes, yard wide, in new designs and colors..... **15c**
- "Silver Star" Cretonnes, 26 inches wide, in handsome designs..... **17c**
- "Geneva" Cretonnes, extra quality, full yard wide..... **20c**
- "Venice" Art Ticking, 36 inches wide, new designs..... **30c**
- "Grandee" Cloth, for drapery or upholstery..... **35c**
- "Chateau" Rep, 36 inches wide, for drapery or upholstery..... **35c**
- French Muslin, a dainty material for bed sets or comfort covering, 36 inches wide..... **15c**
- Chintz and Figured Dimities, in dainty designs for draperies and other uses..... **25c**
- Heavy Rep and Tapestries, new designs in rich colorings, for drapery and upholstery. ALL PRICES.
- High class imported Madras, Guthrie Cloth, Aurora Cloth and a host of other very desirable and new drapery materials are displayed in the Basement Drapery Section.