



1912 Spring Season Now Open

We Announce For Next Week Opening Display of Spring Suits

For Men and Young Men

We have always been recognized as the leaders in men's fashions in El Paso, so, naturally, we are the first to show the new styles of the new season. Even if you are not quite ready to select your spring suit, we want you to come and see what is the best assortment of the finest clothing ready to wear made in America for men and young men.



New Hats

With the recent arrival of a complete line of Stetson hats, we will show next week everything that is correct in spring headwear for men and young men. You can't beat our hat service for style, quality and value.

Men's Furnishings

Spring furnishings, in the way of shirts, ties, socks and underwear, will also be offered next week. This display will be in keeping with the lines mentioned above.



Girls' Wash Dresses

Very pretty styles made of good quality ginghams, percales and chambrays in light and dark colors, plaids, checks and plain, with long or short sleeves, high or Dutch necks. **95c**  
Zephyr ginghams, in plaid, checks and stripes; percales in neat light and dark small figures, and chambray in solid colors. Many of these are prettily trimmed. For girls of two to fourteen years. **\$1.45**  
Unusually pretty dresses for girls of two to fourteen years, high or Dutch neck styles with long or short sleeves, and several with the "Middy" collar, made of Scotch zephyrs, chambray and percale. **\$1.95**  
French and Scotch ginghams, chambray and percale dresses, in a big variety of pretty styles for girls 12 to 14 years. **\$2.95**

New Spring Wash Fabrics

LORRAINE TISSUE GINGHAM—A gingham tissue of superb wearing qualities that we recommend to you as being absolutely fast colors; dainty patterns of blue, pink, lavender, tan, rose and black and white; 30 inches wide; yard. **25c**  
WHITE WARP WELTS—The recognized white fabric for the approaching season. It is a large welt pique or cotton corduroy. Ask to see it at prices from 20c to. **50c**  
NATURAL LINEN—It promises to be another natural linen season, so we have an abundant supply in all weaves—from the finest blouse linen to the Rainey canvas. A representative line on display, showing different weaves and qualities. Priced from 25c a yard **\$1.00**  
MARQUISSETTES AND VOILES—Individual dress patterns of floral, stripe, figured and bordered designs. These are French and Swiss importations and to make them exclusive we have ordered them in "lots" of not more than two dress patterns of each. Priced at a yard, **\$1.25**  
FIGURED DRESS MARQUISSETTES—White with white dot, figure and eyelet, also dainty eyelet and figure designs of pastel shades, prints blue, lavender and some black on white effects. A great assortment of this beautiful merchandise. Come early and secure the pick of the patterns. Priced at a yard **\$2.00**  
50c to **\$2.00**

"Artamo" Package Goods

Ready-made underwear stamped for embroidery on fine French mainsook with more than enough red label D. M. C. embroidery floss to entirely finish the needle work. Each garment is made up, ready to wear, requiring only the embroidery and ribbon to complete it. You can procure your exact size. Alphabet of initials with instructions for marking and needles of the proper sort included in each package. Priced at **\$1.50**  
75c to **\$1.50** (Art Dept.)  
We also carry Royal Society package goods of fancy bags, aprons, pillow tops, etc. Prices range from 25c to **\$1.00**

Important First Showing of New Spring Goods

We will show a splendid array of women's Spring attire Monday—New woolen and linen coat suits; lawn, linen and marquisette dresses; new Coats, Waists, Millinery and Children's Dresses in authentic and exclusive styles from the best manufacturers and importers. Visit our Ready-to-Wear department and keep in touch with the latest style tendencies. We will take pleasure in showing you these new arrivals whether you wish to buy or not. Come Monday or at any other time that may be convenient—You are always welcome.

New Spring Suits

These new Spring Suits are really masterpieces of the tailor's art, for without a doubt they are the most attractive that we have ever shown. We're proud of them—you will be, too. Their individuality and exclusiveness will appeal to every lover of style. You will find solid colored serges, whipcords in all the newest shades and white, including the wanted pastel; also the fancy mixtures and two-toned chevots that are now so popular. Prices range from **\$12.50 to \$50.**

The New Lingerie Dresses

These advance models will give you an idea of the many others that are coming. They are sure to win your approval—we invite your inspection. There are dainty and fashionable garments of lace and embroidery and Lingerie and Marquisette in styles and models that are correct and wonderfully beautiful. There's a splendid array to choose from at prices that range from **\$4.95 to \$65.00.**

Linen Dresses and Coat Suits

We are enthusiastic about these new Linen Dresses and Coat Suits that we are showing. They will be all the vogue for Spring and Summer wear and we want you to see them. There are many attractive models—plain tailored, hand embroidered and trimmed with embroidery and laces—in white and colors. These are all exclusive models and the prices range from **\$15 to \$150.**

The New Spring Coats

This week we will show many smart separate coats in new whipcords, worsteds and other fabrics that are dictates for Spring 1912. The new coats are of straight, easy cut, with a continuation of the wide one side lap. Novel sleeve forms, often with a large and open armhole predominate. Double-faced materials prevail strongly in these lines; therefore, all designs are created with a view of using the reverse side of the fabric with good effect.

The New Spring Waists

Waist styles for Spring lead off with chiffons being used as a veiling over novelty laces and high-colored silks. Lingerie waists, including voiles, batistes, net, crepe and all-over embroidery. Tailor-made waists we are showing extensively, also the silk shirts with French cuffs and collars. Shirt prices range from **\$3.95 to \$4.95.** Waist prices **95c to \$25.00.**

The New Spring Hats

The millinery of the season is of a very interesting and much diversified character. The distinctly new note, however, is the use of styles borrowed from the period of Francis I of France and his contemporary Henry VIII of England. This type of hat is known as the Rembrandt model. Pretty hats for the new season are strongly in evidence and are receiving the admiration of scores of women daily. Stop and look at them when down town.



Womens' New Wash Dresses

All pure linen and also checked and striped gingham dresses, suitable for general wear. Low neck styles with round collars of plain color material; many of them button trimmed. Sleeves are 3-4 length and skirts have panel back. A matchless **\$2.95** value at **\$2.95**

A charming assortment of dainty natural and colored linen and fancy striped gingham dresses, in styles suitable for both general and morning wear. The linen dresses have scalloped, eyelet embroidered collars in contrasting colors; cuffs and outside pocket trimmed in the same manner; pearl buttons down the front add to the attractiveness of the models. The sleeves are short and the collars low. The gingham dresses are button down front, have embroidery collar and cuffs with plain color trimmings to match the stripe in the material. Many have purses with long cord handles to match. Bottoms of skirts have deep bands of plain color. **\$4.95** gingham. Special **\$4.95**

Specials in White Waists

We have taken the remaining stock of our 95c line of lingerie and tailored waists and marked them **95c** down to **95c**  
Allover embroidery, sheer lawn and fine voile blouses, in 30 different styles, high and Dutch necks, some plain tucked fronts, others beautifully trimmed in lace and embroidery. These blouses should sell for **95c** **\$1.50;** we've marked them **95c**  
Charming embroidered marquisette, allover embroidery and dainty lace and embroidery trimmed lawn blouses; open front and back, high and Dutch necks, tucked fronts, many wide side frills. One of the best values ever offered **\$1.45**  
A gorgeous display of fine lawn, voile and marquisette waists in fifteen different styles to choose from; heavy and fine lace trimmed, 3-4 set-in sleeves, high and Dutch necks. We claim these garments to be as good as any \$3.50 values on **\$2.45** the market; your choice. **\$2.45**

A Feature of the Week—Special Exhibit of New Spring Silks and Dress Goods

TO have continuously maintained the title of "El Paso's Largest and Best Silk & Dress Goods Store" is a distinction of which we are justly proud. It has been earned, not in a day, nor a season, nor yet in a few seasons, but by a steady, persistent growth, having been at authority in high class dress materials in El Paso for seven years. Wherever beautiful fabrics are woven, The "Popular's" buyers have penetrated, always seeking out the richest and best that can be bought. It is a worthy contribution from the whole world, the best products of the country's looms. Throughout the whole magnificent stock assembled for Spring, exclusiveness is the keynote. Exquisite designs and patterns which will be shown only by this store; new silks and dress goods that are to be introduced for the first time this season; new colorings of the richest and most beautiful combinations. Thus the woman of fashion in El Paso must eventually come to the "Popular" if she seeks the rich, the exclusive—the ultra-fashionable, if you please, in high grade silks and dress goods. Simply as an exhibit of fascinating interest this display is well worth seeing. Come, if only for the pleasure of it. We invite you.

CREAM BEDFORD CORD—56 inch, for skirts and one piece dresses, in wide, narrow and medium wales. These fabrics are very popular. A **\$1.50** yard, **\$2.00, \$1.75 and**  
CREAM SUITINGS—We have a complete line, with black hairline stripes. Prices, a yard, **\$2.50**  
75c to **\$2.50**  
CREAM BASKET WEAVE WOOLENS—54 inches wide; ideal for coat suits. Two grades at, a yard, **\$2.00** **\$1.50 and**  
NOVELTY CHEVIOT—Heavy effects, 56 inches wide, in cream with blue and coronation hairline stripes. A stylish fabric at, a yard **\$2.00**  
BORDERED NOVELTY WOOLENS—54 inches wide, for one piece dresses and skirts, in gray, tan and cream, with contrasting border effects, which pronounce the garment made of these fabrics—different, exclusive and correct; yard **\$2.00**  
SPRING FOULARDS—We are showing a complete line of Cheney Bros. and Valentine Bentley's "Spotproof" and "Showerproof" Foulards, in the newest designs and color combinations. Come and make your selections while the line is complete. **\$1.25 values** **85c** **98c; \$1.00 values**  
FOULARDS IN EXCLUSIVE PATTERNS—We have a beautiful line of Foulards in exclusive bordered patterns in the newest color combinations. If you are "particular" see these at a pattern, **\$9.75 to** **\$20.00**



The Pleasure Side of Dress Goods and Silks comes:—when you wear your own particularly chosen and made gown before the whole city wears their. —when you give your personality full sway. —when you find several inexpensive things and make them up yourself, thus having clothes variety without much expense. The new Spring Dress Goods and Silks are on every shelf. Suit yourself.

CHIFFON FAILLE—The most durable and satisfactory wearing silk on the market, for one piece dresses and waists. All colors represented in the assortment, a yard **\$1.00**  
ALL WOOL HEAVY CHEVIOT—56 inch, in tan, Copenhagen, brown, gray and cream. Extensively used for coats and coat suits, a yard **\$1.50**  
ALL WOOL DIAGONAL SUITING—In tan, Copenhagen, navy and black. This is a beautiful heavy weave for skirts and dresses. An excellent **\$1.50** value. Priced for Monday at, a yard **98c**  
ENGLISH WHIPCORD SUITING—50 inches wide, in tan and navy. A beautiful new, stylish fabric at, a yard **\$1.45**  
IMPORTED NOVEL NUB SUITING—Heavy effects, in tan, brown, gray, green and blue mixtures. These are all imported fabrics and are in exclusive dress and suit lengths, a yard, **\$1.50 to** **\$2.50**  
"KAYSER'S UNDERWEAR SILK"—We are introducing this famous woven silk in this city. It is the silk used by the manufacturers of high grade silk underwear. The demand for this silk in the past has been enormous, so we have at last succeeded in securing this silk direct from the Kayser Mfg. Co., and invite you to call and see same before you make a purchase of underwear silk. Note the width—72 inches. A yard **\$2.00**

Women's and Children's Shoes

WHITE BUCKSKIN SHOES—For women, with buckskin covered heel, which will wear and give satisfaction. An extra **\$4.50** good value, at **\$4.00**  
WHITE CANVAS SHOES—For women, with 14 pearl buttons, welt sole. The best possible grade of Sea Island canvas. **\$4.00**  
A pair **\$4.00**  
WOMEN'S TAN SHOES—Russia calf in the newest shades and shapes. A **\$5.00** good value at, a pair **\$4.50**  
BROWN BUCKSKIN SHOES—14 buttons; a dainty shoe for spring wear. See these shoes at, **\$4.50**  
A pair **\$4.50**  
EVENING SLIPPERS—Just received a new shipment in all latest styles and colors, in satin, **\$4.00** at pair **\$3.50**  
SUEDE SLIPPERS for evening, head trimmed, two strap style, at **\$3.50**

FOR GIRLS—Something new for Spring wear—a seven strap Jockey Boot Sandal with patent cuff. Sizes 8-1-2 to 11 for **\$2.35;** sizes 11-1-2 to 2 for **\$2.75**  
JOCKEY BOOTS—We also have many new Jockey Boots for children. Sizes 5 to 8, a pair **\$1.50** Sizes 8-1-2 to 11, a pair **\$1.75** Sizes 11-1-2 to 2, a pair **\$2.00**

Winter-Wear Men Welcome The New Spring Clothing

It is as full of charm as a good nut is full of meat. Merely a glimpse of its freshness gives one new impressions—makes for vim and vigor. You cannot find clothes-style that is more unmistakably distinctive. You cannot get better tailor work. You cannot find choicer fabrics or more desirable patterns and colorings.

Sole Agents for Rogers-Peet and Hart, Schaffner & Marks Clothes.



See the New Hats for Men; Just In!

The Popular DRY GOODS CO. INC.

New Shipment of Embroideries

Hamburg edges, insertions and beadings, 1-2 to 6 inches wide, Val-ues to 10c at, a yard **5c**  
1-2 to 9 inch Swiss and mainsook embroidery edges, insertions and galloons. Values to 25c at, **12 1/2c** a yard **12 1/2c**  
18 to 27 inch Swiss and mainsook all-over and flouncings, in rare and beautiful patterns. Values to 50c. A yard **28c**  
A handsome line of Swiss and mainsook all-over embroidery, worth 75c a yard. Monday it goes at, **45c** a yard **45c**  
2-1-2 to 27 inch Swiss, mainsook and batiste flouncings, edges, bands and galloons. Beautiful 1912 patterns. Values to **\$1.25** at, a yard **69c**  
18 to 45 inch Swiss and batiste flouncings and allovers in exquisite baby Irish and English eyelet effects. Values to **\$1.75** at, a yard **95c**