

The Promptest Mail and Phone Order Departments in the Southwest

THE POPULAR

This is the home of Hart, Schaffner & Marx Clothing For Men

12TH YEAR

EL PASO, TEXAS, SATURDAY, NOVEMBER 20, 1915.

EL PASO'S MOST PROGRESSIVE AND HOME LIKE STORE



CHILDREN'S DAYS



Beginning Monday--Six Days of Preparation for Cold Weather--Here Are Fine Assortments of Juvenile Toggery to Outfit Young America for the Work and Play of Every Day, at Economy Prices--Bring the Children!

Children's Days--

A WEEK during which we shall make special effort to show mothers what "Popular" Specialization means to you in dollars and cents and in satisfaction.

Each of the specialty shops for young folks' clothes has its expert buyer whose duty it is to know all there is to know about his or her limited branch of the business.

The sole object of this high specialization is better styles, better selection, better service and better values for "The Popular's" customers.

We have set aside this week as a fitting time to show how thoroughly "Popular" specialization accomplishes its object. We believe a large proportion of the merchandise advertised below is the best of its kind in El Paso and these shops have more styles and newer styles than previously shown. We would be glad to have people investigate this statement.

(Signed) The Popular

Good Sturdy Hosiery and Knitted Underwear

WHETHER it is for every day wear or silk for parties, we can supply it in stockings of a particularly serviceable kind and in a choice of colors, besides staple black and white. It is reinforced to give double the service of ordinary hosiery, yet prices are the same as the inferior kind cost. In knit underwear, too, we have a complete assortment of the more reliable grades at very economical prices.

Fur Sets & Separate Pieces

SHOWING Brook Mink, Beaver, Nutria, Australian and Brown Opossum, Squirrel, Raccoon, Mouflon, Rabbit, Thibet, Angora and Coney Muffs and Neck pieces. Lined exquisitely with silks, satins and fine mercerized fabrics. Priced at \$27.50, \$22.50, \$15.00 and down to \$5.00, \$3.00, \$2.00 and \$1.50

Knit Tams With Scarfs To Match

BEAUTIFUL new shades of green, rose, copen, cardinal, cerise and grey. Every girl will want one of these pretty sets. They are priced at \$3.00 the set, \$1.50 to \$1.00

Boy's Hats & Shirts

CLOTH AND PLUSH HATS--For small boys. All colors and sizes. Extra quality, 50c for only 35c. BOYS' NECKBAND SHIRTS--In white or colors. Made of fine madras. Sizes 12-14 to 14. Laundered cuffs, but not stiff bosom. The \$1.00 grade, for only, 48c

THE time is past when Pa's trousers were cut down for the heir apparent, or Ma's old apparel made over to fit little sister. A progressive age, recognizing the importance of appearances, even in little folks, designs and cuts and sews for them just as painstakingly as it does for grown-ups. This is strikingly illustrated in this special event which we have timed to come just when you are planning your children's cold weather outfits.

Before you even thought of it, as long ago as last March, we were planning. The results of our forerhandness are seen in the assortments gathered here and now offered in a comprehensive and timely display called "Children's Day." Store and stocks are turned over to mothers and youngsters. The things provided for boys and girls are the best and newest. The prices are prices that parents will gladly pay--nowhere are they lower. We are well prepared to offer you variety and economy.

The Juvenile Shoe Store

ALL our shoe lasts follow the contour of the foot, with the result that there will be no cramped toes or chafed heels, and consequently no aches. Leathers are the best that can be used. Styles while sensible are attractive. And prices are the lowest you have ever paid for this sort of footwear. All kinds and sizes for both boys and girls.

LACE BOOTS--From the baby's size to the grown girl's. These come in patent leather vamps with black cloth tops. Priced according to size, \$1.00 to \$4.00.

INFANTS' PATENT LEATHER SHOES--Button style, with genuine white calf tops. Sizes 2 to 5, \$1.00; sizes 5 1/2 to 8, at a pair, \$1.50.

MISSIE'S AND CHILDREN'S SHOES--Patent leather, in button style, with genuine white calf tops. Hand turn soles. This makes a neat, dressy shoe for the little folks. Sizes 3 1/2 to 16, at \$2.50; 11 1/2 to 2, at a pair, \$3.00.

FOR THE GROWN GIRL--"The Boulevard"--the last word in fashionable low heel footwear. This is a patent, lace style boot, with white attached top and white piping around vamp. This makes an attractive dress shoe. We have the same in button style. Sizes 2 1/2 to 8, pair, at \$4.50.

ENGLISH WALKING SHOES--For misses and grown girls. Patent leather and gummetal. Misses' sizes, 11 1/2 to 2, at... \$3.00 Grown Girls' sizes, 2 1/2 to 5, at \$3.50

LACE BOOTS--For grown girls. Made of gummetal and patent leather, with gray cloth tops. Extra special, at a pair, \$2.95.

FELT SLIPPERS--For misses and children. Sizes up to 2. Made of red felt with pictured vamp and felt sole. Special, a pair, at 50c.

"COMFY" SLIPPERS--A full line of misses' and children's "Comfy", knit and many other styles for the boudoir. Assorted colors. Priced at a pair, 50c to \$1.50.

Sturdy Shoes For Boys

CHILDREN'S DAYS in the boys' shoe section finds us fully prepared to fit your boy out in the right kind of footwear. Shoes that are strong and sturdy and well reinforced to withstand the hardest kind of wear. Made over lasts especially suited to growing feet. Leathers are gun metal, velour and box calf, patent, colt and tan Russia, pearl, green and black elk skin.

FOR SCHOOL WEAR--We mention the following:-- Boys' gummetal and box calf shoes; button or blucher, priced according to size. Pair, at \$1.50, \$2.00 and \$2.50.

Boys' gummetal and velour calf shoes; button or blucher. Pair, at \$2.50 and \$3.00.

Boys' black and tan elk skin "Kamp Tramp" shoes. Pair, at \$2.50 and \$3.00.

"HOLLAND" SHOES FOR BOYS--Gummetal calf, dull calf, gummetal calf with dark grey cloth top, patent colt, etc. Priced according to size. Pair, at \$2.50, \$3.00 and \$3.50.

BOYS' SLIPPERS--Just received. See these, priced at a pair, only \$1.50 and \$1.00.

SPECIAL IN BOYS' SHOES--Gummetal shoes, in lace or button styles. A big value, at a pair, \$1.85.

For Monday

BOYS' KNIT SLEEPERS--With feet. Fleecy lined, warm garments for night wear. White only. Sizes 2, 4, 6 and 8 only. Our regular 50c values. While they last, we offer them, at 35c

Felt Scratch Hats For Boys

IN all shapes, for large or small boys. Colors are navy, cream, tan or grey. Sizes for all heads. Values up to 95c \$1.50, at

Pretty New Frocks At Little Prices

SOME are starched stiff and others soft and dandy. School dresses of gingham, percale, linen, ratine, pique, cordalines and other wash fabrics; wool dresses, party dresses, etc., are shown in variety. In fact, we have a frock for every girl--no matter what mother wishes to pay.

ALL WOOL DRESSES--For girls of 2 to 14 years. Included in this line are some left from a sample line that sold for \$7.50. They are all wool serges and gabardines, also beautiful figured and plain challies. For this special sale we have received many new styles and can safely say we can offer the best values ever offered at this season of the year, at \$5.00

ALL WOOL SERGE DRESSES--Made in tailored and regulation styles, with white linings collar and cuffs. Sizes 4 to 14 years. There will not be many left after the first day's selling, so better come early, and choose from the lot, at \$1.95

GIRLS' WOOL SCHOOL DRESSES--Just stop and think of how much laundry you can save by purchasing one of these pretty tailored, all wool dresses, and in all probability you'll purchase two. They come in navy, Copenhagen, brown, green and black. Sizes 6 to 14. Children's Days, your choice, at \$3.95

"DANSE" FROCKS--For girls of 10 to 15. You will not have to wait until your daughter is invited to some nice party where there'll be dancing, to buy her one of these pretty "Danse" frocks offered in this sale. They are here in pink, blue and white chiffon de soie, crepe de chine and softest tulle combined with rich laces, nets and marquisettes. Children's Days Special, your choice, at \$10.00

Millinery For Miss Dainty Flower and Ribbon Bedecked

SOME strikingly becoming shapes are shown for children. There are poke and cloche shapes covered with light colored velvets and faced with delicate pink and blue, with flowers and ribbons saucily applied here and there. For misses there are sailors with slashed brims, and the toques with pointed trimmings, students' caps of velvet and angora plushes. Other forms recall the Tam O'Shanter and Chinese Coolie hats. We have them all at specially interesting prices.

HATS FOR GIRLS--Two to eight years. Bring the most fastidious little miss into the department and she'll see styles at a glance that are becoming. Made and trimmed with pretty and new shades of silk and velvet. \$3.50 and \$4.00 values, at your choice \$2.95

Newest Warm Knitted Wear For Children of All Ages

SWEATERS, Knit Leggings and Pants, Toques, Knit Tam O' Shanter with scarfs to match and Sweater Sets. All warm apparel for cold days. Protect your child's health here and now.

SWEATERS--For girls 6 to 14 years. Some made in Copenhagen, Cardinal, Brown, Navy, Green, Oxford, Emerald, Old Rose and Cerise, with white belt, collar and cuffs. There are many new styles in solid colors. Children's Days, special at \$1.45, \$2.25, \$2.95, \$3.95, and \$4.95

SWEATERS FOR LITTLE FOLKS--Sizes 1 to 6 years. Beautifully knit, in cardinal, Oxford, brown, tan, cerise and white. Made with the new roll collar and belts. Children's Days, \$1.50, \$1.95, \$2.50, \$3.50 to \$5.00

KNIT SWEATER SUITS--For little girls and boys. Sizes 1 to 5 years. Made of finely knit yarns and zephyrs. Colors are Copenhagen, brown, cardinal, rose, Oxford, cerise and white. Children's Days, \$3.50, \$3.95, \$5.00 and \$6.50

CHILDREN'S KNIT LEGGINGS AND PANTS--In full length styles. Colors are Oxford, cardinal, Copen, brown, black and white. Knee length styles, 50c to \$1.00; full length styles, at \$1.50 to \$2.00

KNIT TOQUES--For girls, juniors and children. All the new colors and white. Ideal for cold days. Priced at 25c to \$1.00



A Toy Balloon Free With Every 50c Purchase

THERE will be one for each little customer whose purchases amount to 50c or more. These balloons have a newfangled nootipiece that automatically prevents the air from escaping after you blow it up. To allow the air to escape simply press the nootipiece and hold it that way for a few minutes. There are red, green, yellow and blue balloons. Every little girl and boy should have the store with one of these bright toy balloons, and mothers should not fail to ask for them if they are thoughtlessly overlooked by a busy clerk.



For the Babe

CRIB BLANKETS--"Nashua" Wool-nap. Made of soft finish fleeced cotton. Size 35x48. \$89c

INFANTS' KIMONOS AND GOWNS--Made of soft finished outing flannel. Infants' sizes only. Choice at, each, 25c

FLANNELETTE GOWNS--Infants' sizes up to two years. Made of beautiful white flannel, with scalloped collar and cuffs. Choice, at 50c

FLANNELETTE KIMONOS--For infants. Made from finest polka dotted and floral designed flannel; also solid colors. Children's Days Special, at \$1.25, \$1.00, 75c and 50c

INFANTS' KIMONOS--Made of fine silk and wool French hand embroidered flannels and Japanese crepe. Some in beautiful oriental styles. Price range \$5.00, \$3.50, down to \$1.00

INFANTS' BOOTIES--Knitted of finest wool zephyrs. Some with touches of pink and blue, with crocheted flower. There are many beautiful and dainty little styles in crocheted silk. A full assortment awaits your selection, at from \$1.50 down to, a pair, 20c

INFANTS' SILK CAPS--Made in the prettiest styles we have shown in years. Prices start at \$5.00 and go down by easy stages 50c to

The Popular DRY GOODS CO. INC

Among the Coats For Children

THE styles are closely allied with those for grown-ups. A particularly charming coat has a slight flare in the lower section. Many of these have an adjustable belt to secure either a high or low-waisted effect. Military collars are favored; raglan and kimono sleeves, lots of pockets, fur and braid trimmings, are all features. Here we show a great collection of them in serge, whipcord, chevot, Chinchilla, peau de Sours, broadcloths, checks, stripes, plaids, tweeds, pile fabrics and imitation fur fabrics. They cost less than you think they do.

GIRLS' COATS--Sizes 1 to 14. We call your particular attention to these attractively priced lots. New and beautiful styles in velvets, plushes, albatross, imitation caracul, warmish, chinchilla, wide wale whipcords and English coating. The smaller sizes, 1 to 8, are priced at \$15 down to \$3.95; the larger sizes 8 to 14, are priced at \$27.50 down to \$5.00

COATS FOR LITTLE TOTS--Sizes 3 to 6 years. Corduroys, Bengalines, Broadcloths, Zibelines, Chinchillas, etc. Some are from former seasons and greatly reduced in price; in fact, some formerly sold up to \$7.50 and \$8.50. Children's Days, we put them in two lots, at \$1.95 and \$2.95

Boys' Serviceable Apparel In All Styles At All Prices

THIS collection contains a great showing of good, serviceable styles that will immediately have the approval of both the boys and their parents. They are made from best fabrics--the kind that wear. The workmanship is as good as that put into higher priced clothing for men. The models are the latest for Winter. We have priced these, for Children's Day only, at less than our regular low prices.

BOYS' NORFOLK SUITS--Including every possible new pleating, stitched belts; styles with cuff sleeves or plain; patch pockets; lined knickers with belt loops; watch pocket and finished with button bottoms. Ivan Frank, "Extra-good," "Preisemadde" and other hand tailored makes. Some have one, others two pair lined knickerbockers. Sizes 5 to 18 years.

LOT 1--Regular \$5.95 values, for only \$4.95

LOT 2--Regular \$5.00 values, for only \$4.35

BOYS' SUITS--Extra quality, one and two pants suits. All in Norfolk styles. All heavy full lined trousers, made of unusually good quality woolsens. Grey, tan, brown and blue chevots. Sizes 5 to 16 years. \$4.50 quality, at a suit, \$3.65

BOYS' KNICKERBOCKERS--Two lots of woolen, lined, separate knickerbocker pants. These are all made with button bottoms, peg style, full roomy cut garments, in sizes 5 to 17 years. Shades and materials are navy serge and grey, brown or tan cassimeres.

LOT 1--Values worth \$1.25. This sale, pair, 95c

LOT 2--Regular \$1.50 values, on sale at, pair, \$1.29

BOYS' WOOLEN SWEATERS--With large shawl collar for storm wear. Extra quality lots, at below regular pricing. Worsteds, shawl collar sweaters, in navy, Oxford, cardinal or tan; sizes 28 to 34--for 15 year old boys. \$1.25 quality, at 95c

BOYS' OVERCOATS--Two lots at reduced prices. Boys' new Balmainian and flare back overcoats, having convertible storm collar. Newest winter weight garments, in all shades. Sizes 3 to 17 years.

LOT 1--The best values of the season for only \$4.95

LOT 2--Tailored styles that will delight you, at \$7.50



Logic by Mary Ellen Brown, the selfish girl of our town, 'You ought to be smart, to be well dressed, but you must be well dressed to look smart.'



Hey Kinney! -- us Fellers are in on this Children's Day's stunt too-- C'mon!

