

The Promptest Mail and Phone Order Departments in the Southwest

THE POPULAR

Prices Quoted in This Advertisement Prevail As Long As Lots Last

12TH YEAR EL PASO, TEXAS, SATURDAY, JAN. 15, 1916. BETTER GRADE UNDERMUSLINS ON SALE IN OUR SECOND FLOOR ANNEX—TAKE CENTER AISLE ELEVATOR



The World of White

Begins Monday At 8:30 a. m.

OF extraordinary interest is our "World of White" this year by reason of the peculiar condition of the white goods market.

OUR advice to you is to visit "The World of White," every day beginning with the opening Monday.

The Perfected Spotless Shrinker and Finisher

For the Proper Sponging, Shrinking and Finishing of All Kinds of Wash Goods and Dress Goods

This Shrinker fills a long-felt want, as every class of material is given a beautiful finish.

A Free Public Exhibition Monday January 17, that every lady in our city may get a sample of this High Grade Work.

Hereafter this Perfect Work, 5c Yd. And to boost the sale of AMERICAN MADE WASH GOODS, all Wash Materials not over 36 inches wide, will be shrunk for 3c a yard.

Any Wash Goods Material or Dress Goods purchased at our store we will sponge and shrink without charge during exhibition.

Beautiful New Laces and Embroideries Are Marked At Wee Sma' Prices

NEWNESS is the keynote of our lace and embroidery offerings in "The World of White," for the lots mentioned herein will first see the light of day on our opening day.

- LINE 1—6000 yards of fine St. Gall Embroideries—edges and insertions, in matched patterns. Swiss, Nainsook, Cambric and Longcloth. Dainty, exquisite patterns suitable for children's and infants' clothes, as well as wider and showy kinds for underwear.

New, White Cotton & Linen Fabrics Every Item An Unusual Value

FORTY and forty-two inch soft finish Cashmere weave Crepes, Tailor Crepes and Crochet weaves. French and Swiss imported fabrics that were fashionable last year for evening and party gowns, and sold from 75c to \$1.50 per yard.

- NO. 550 LONGCLOTH—Soft finish Longcloth, 26 inches wide; 10 yard bolt. World of White, at a bolt 79c

An Assortment of Undermuslins Never Before Equaled All Made Under the Most Sanitary Conditions—'Popular' Quality in Every Garment

EVERYTHING about these collections which will make an urgent appeal to women—the quality of the materials is uniformly good, fine in texture, fabrics which go through repeated tubbings without injury—every garment is full cut, plenty of material is used to make them fit correctly—

Every garment is of the same kind and same perfect workmanship as will be found throughout the year in our regular stocks—for this yearly event they are specially priced, well under the standard, regular prices—such savings as will encourage women to think of future requirements—for the entire summer.

Crepe de Chine Undergarments at Special Prices

- CREPE DE CHINE ENVELOPE CHEMISE—In white and pink. Tailored styles and garments daintily trimmed in pretty laces. Regular \$2.95 to \$3.45 values, \$2.29

Garments at 25c A SPLENDID assortment of women's night gowns, made of excellent quality muslin, in sizes 15, 16 and 17, trimmed at sleeves and neck with embroidery and ribbon run.

Garments at 45c A THOUSAND dainty garments to select from, including envelope chemise beautifully trimmed in lace and embroidery and ribbon run; skirts with plain tucked flounce, embroidery and lace trimmed in German Val lace and others with embroidery; lovely, neatly trimmed drawers and the much favored "Marcellas" bloomers and knickerbockers; gowns with long and short sleeves, trimmed with pretty lace edgings and ribbon run.

Garments at 95c THIS line is one of the big features of the sale and offers most unusual values. Embroidery and lace trimmed Princess slips for

women and misses, the tops finished very daintily for thin dresses; both dainty and practical corset covers trimmed with shadow, val lace and embroideries, also a marvelous assortment of camisoles; envelope chemise in several styles; combinations, drawers and petticoats in the very newest flared models, trimmed with soft shadow laces, net footing and embroidery, others scalloped and hand embroidered; drawers in regular and knickerbocker styles, lace, embroidery and ribbon trimmed; gowns in various styles, including crepe gowns. These garments are of crepe, cambric, longcloth and nainsook. Big values, at 95c

Garments at \$1.45 THIS is an unusually choice assortment of immaculate garments, made of batiste, crepe and nainsook, beautifully hand embroidered or trimmed with val and shadow laces, hand made flounces, ribbon and embroidery-gowns, drawers, corset covers, chemise, Princess slips, and combinations. Unequaled values, at \$1.45

Garments at \$1.95 AN amazing variety of high art undergarments, made of sheer batiste, fine nainsooks and crepes and substantial longcloths, including gowns, drawers, skirts, corset covers, envelope chemise, combinations

and Princess slips—hand embroidered and trimmed with Val, shadow and other laces, pretty medallions, ribbon rose buds and embroidery. There are dozens of styles of each garment. A good example of a high quality at a low price. \$1.95

Garments at \$2.45 NEVER before has such a line been offered. It is worthy of anyone's time to look them over and see how beautifully undermuslins can be made. The fine tucks, beautiful laces, French rose buds and pretty embroideries, and the exquisite ribbons knotted and tied in artistic designs make each piece a work of art. Gowns, Drawers, Corset Covers, Chemise, Princess Slips, Combinations and Skirts. Choice of the lot, at \$2.45

Garments at \$2.95 NEW beautiful creations—night gowns trimmed in German Val and shadow laces, hand embroidery, ribbons, embroideries, etc. Skirts, corset covers, chemise and combinations in numerous styles. Some of the skirts have deep embroidery flounces; the corset covers have dainty ribbon bows and lace medallions. The Princess slips have pretty ribbon rose buds. Materials are batiste, nainsook and longcloth. Best values ever shown in El Paso, at \$2.95

Garments at \$3.45, \$3.95 and \$4.95

A COMPREHENSIVE assortment of choice new undermuslins, beautifully finished in shadow, Val and cluny lace, hand embroidery, French ribbon bows, medallions, rose buds, etc. There are drawers, chemise, combinations, camisoles, skirts, gowns, Princess slips and corset covers. Exclusive styles, many of them, and can only be found at "The Popular." These garments are fresh, crisp and new, all of the best quality and made in sanitary factories, at prices that means a considerable saving to you. Priced, at \$3.45, \$3.95 and \$4.95

Dainty Undermuslins Priced up to \$15.00

EXQUISITE gowns, combinations, corset covers, drawers, bloomers, envelope chemise and skirts, in pink, white and blue, trimmed most artistically with rich shadow, cluny and Irish crochet laces, ribbon bows and rose buds. These garments made in the daintiest of styles, of sheer batiste, dimity and finest quality of nainsooks and lingerie cloth. These undermuslins are an important feature of the World of White. Priced up to \$15.00



The Popular DRY GOODS CO. INC.

Samples, Slightly Soiled & Mussed Garments IN the course of a season's selling, many garments are unavoidably mused and soiled in handling and display. We have grouped these with the samples. Every kind of garment is to be found, including hand embroidered gowns. All marked with blue pencil in plain figures, at HALF @ LESS

A Word About These Dependable Undermuslins LOTS at 45c, 95c, \$2.45 and \$2.95 contain Misses' garments, which are arranged on separate tables in the new, second floor annex, for easy choosing. The Basement also offers infants' and children's undermuslins, as well as women's, priced at 15c to 45c Separate tables are provided for extra size undergarments, to enable you to make selections easily.