

The Promptest Mail and Phone Order Departments In The Southwest

"THE POPULAR"

This Is The El Paso Home of Hart Schaffner & Marx Men's Clothes & Stetson Hats

13TH YEAR.

EL PASO, TEXAS, SATURDAY, MAY 20, 1916.

EL PASO'S MOST HOMELIKE AND PROGRESSIVE STORE.



Preparedness WEEK



THE surprising readiness of all departments in this Store of Service to meet every requirement of dress and its accessories for the Summer Vacation season of 1916 is right in line with the national issue of the day, "Preparedness." It represents our idea of the fulfillment of a duty to those dependent upon us, namely, to respond promptly to all demands, both large and small. And in rising to the occasion we have drawn heavily upon the strength of our great reserves and matchless resources. Therefore, we repeat, that in announcing a "Preparedness Week," you will find that

Complete New Summer Stocks Of Vacation Needs In All Departments Respond With Great Variety To All Demands

OBSERVE that the Summer Vacation needs of misses, girls and children, as well as for men and women, have also been provided for most generously. As an object lesson in "Preparedness," we think the event well deserves its name. But you cannot judge the true worth and helpfulness of the offerings until you come and see them. We predict that your surprise at the scope of their usefulness will grow at every turn as you pass among the stocks.

NOT a thing that you expect to find is missing and the many little Summer Vacation "helps" that you're not thinking of perhaps, will surely gratify and assist you bravely to prepare with the least possible delay, for the Summer season. The store has never been able to submit such evidence of progressiveness and preparedness as right now, when evidence counts more strongly than it ever has before. May we have the pleasure of seeing you here next week?

Vacation Needs Offering You All Home Comforts

THERMOS BOTTLES—A vacation necessity—offering home comforts any place at any time. Whether for the one day auto trip, the week end, the entire summer—you can serve piping hot coffee or chocolate, and ice cold water. For the traveling mother with an infant the Thermos is a boon—eliminating the dreaded change of water en route and furnishing a convenient container for the milk at the desired temperature and under the most sanitary conditions. Half pint, one pint and quart sizes, in four grades, at POPULAR PRICES.

CARAPES FOR THE HOME COMFORT—A Thermos that is most convenient for bed room, dining room and porch use. Remember the same Thermos bottle keeps both hot and cold liquids, at the desired temperature.

AUTO KITS—Fitted with Thermos Bottles and full table service; also compartments for food. Made in a full range of sizes, with special attention to sizes for Ford autos. Attractively priced.

WATERMAN FOUNTAIN PENS—They will add zest to your vacation, furnishing a perfect flood of ink for the memo, the post card or letter to distant friend or relative. Sizes and styles suited for men

and women. Prices start at \$15, and range downward, to

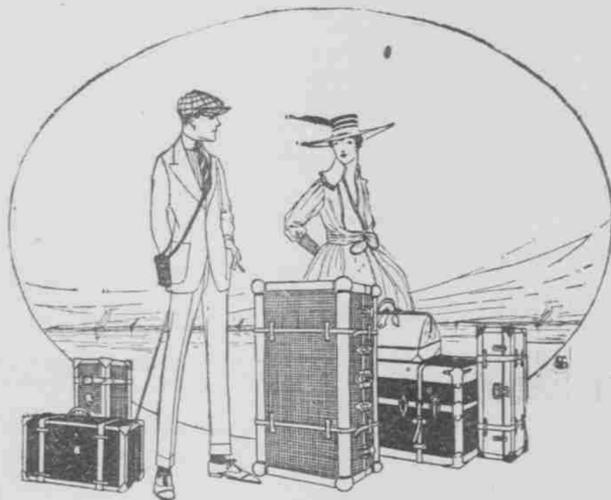
\$2.50

INGERSOLL WATCHES—Why run the risk of loss or damage to your expensive timepiece when you can get an inexpensive watch that will stand the hardest service and yet keep perfect time. Various sizes from which to choose. Priced at each

\$1 Up

RED TOP ELECTRIC STOVES—A really practical electric stove that will heat in a jiffy. Broil, boil, fry or toast as good as the most expensive kinds. Sturdy construction, yet so light and compact that it can be carried in a suit case. It will fit any lamp socket and can be connected and ready for service in a second. For traveling mothers with an infant it furnishes heat for warming milk, sterilizing bottles, heating water, etc. It's a boon for "Cloud-crofters"—for light cooking, making toast and candy, for the chafing dish, etc. And lastly for the "stay-at-homes" it offers all the advantages and comforts that the "go-aways" derive and many others as well. See it demonstrated on the first floor. Operates at a total cost of 5-1-2¢ per hour. A real

"Popular Special," at \$1.95



Summer Vacation Needs In Silk Underwear & Hosiery

SUPPLY your vacation needs in Silk Underwear while the prices are low. We offer Silk Undergarments (on the first floor), of the most reliable make, at FACTORY COSTS. Heavy quality, pure silk garments, perfectly made and fitted; reinforced wherever needed; in fact the most wanted kinds.

LOT 1—Vests and knickers in pink or white. Durable quality vests, all beautifully embroidered. Special for "Preparedness Week," while they

\$2.95

last, each, at

LOT 2—Consists of vests, knickers and union suits, in white or pink. Heavy quality silk, attractively embroidered knickers in either ankle or knee length, and ribbon and lace trimmed vests and union suits. Some have French band and

\$3.45

hodie tops. A garment, at

SUPPLY HOSIERY AND UNDERWEAR NEEDS BEFORE LEAVING—We believe it is advisable—for here you have the assurance of the greatest value at the lowest possible price. Standard makes and "The Popular's" guarantee of perfect service or new goods. Assortments are complete, including the very latest creations. We'll expect you Monday. By coming and purchasing, you'll profit.

Luggage For The Trip The Kind You Can Rely On

BEFORE you begin packing the old trunk for your vacation journey, look it over thoroughly—see that it's strong enough to reach the journey's end—that the hinges are right—that the lock is in good order—that it looks well enough to be a credit to you. Better still, to be absolutely sure, get a new one—a strong, good looking one that you can place confidence in. We are showing every kind and size—Steamer, Hat, Bureau, Wardrobe, Dress and regular kinds, at

\$7.50 to \$65

SUIT CASES—Made of matting, fibre, and all the wanted leathers, in the very newest shapes. Prices range from

\$1.25 To \$40

TRAVELING BAGS—Matting and all the popular leathers. Every one a new 1916 shape and style. Prices range from

50c To \$25

Steamer Shawls & Blankets For "Cloudcrofters"

STEAMER SHAWLS—Very useful for bed coverings, as well as for camping and automobile use. They must be seen to be appreciated. Prices range

\$6.50 To \$15

BLANKETS—Especially selected for camp use. Blankets in serviceable qualities—dark greys and browns; also Indian robes, very useful as well as ornamental. Prices range

\$6.50 Up

Lingerie of Exquisite Beauty and Fashion, at 45c to \$15.00

SO exquisite are the lingerie arrays that even we, accustomed to richness, daintiness and elegance, must pause to admire. We should fittingly designate this the Trousseau Section, that every dainty bride-to-be may know that here she could choose the things of dainty refinement that she must have. But not only for brides are these displays arranged, for women of taste and culture will find in them the very needs they look and long for. Imported sets of night dresses, chemises and drawers are becomingly shown. Trousseau sets of crepe chiffon and crepe de chine and more modest creations for every wear. Complete stocks of separate garments, at 45c, 95c, \$1.45, \$1.95, \$2.45, \$2.95, \$3.45, \$3.95 and \$4.95.



Our Ad In Sunday's Paper Will Contain Entirely Different Items Than These Advertised Here

Chic Tailored to Measure Skirts, At Half Price

Woolens \$2.95

Silks \$3.95

FOR the first 100 orders received we will tailor to measure woolen and silk skirts at the above figures, which is less than one half our regular price for this work.

take advantage of this extra special offering, we require material for skirt to be purchased only at "The Popular." Fourth—The workmanship will be our standard. Every skirt will be strictly guaranteed. If you are particular as to your dress, or if you find it difficult to be fitted properly, we particularly invite you to take advantage of this special offer. Please remember, that only one hundred skirts are to be made.

CONDITIONS OF THIS SPECIAL OFFER:—First—Only one hundred skirts will be made. Second—First come, first served. Skirts will be turned out in rotation in which order is received. Get yours in early. Third—In order to

Linens For The Summer Home @ "Cloudcrofters"

STURDY Table Damasks and Table Coverings, Scarfs, Centers and Fancy Linens—suitable for beach and camp use. We have made a special selection of this class of merchandise and we believe you will be delighted with our offerings.

TABLE DAMASKS—Priced as follows:
66 inch Heavy Mercerized Table Damask, a yard, at.....29c
72 inch Extra Heavy Mercerized Table Damask, a yard, at.....50c
72 inch Heavy Half Linen Table Damask, at a yard.....65c
68 inch Heavy Cream All Linen Damask, a yard, at.....85c
Mercerized, Hemmed Table Napkins: size 18x18 inches. A dozen.....85c
Mercerized, Hemmed 20x20 inch Table Napkins, a dozen, at.....1.25
Mercerized, Hemmed, 22x22 inch Table Napkins, a dozen, at.....1.50

SCALLOPED, MERCERIZED, ROUND TABLE CLOTHS—8-4 size. White, pink or blue border. Heavy satin finish; neat patterns. Extra special value, at each.

\$1.50

HEMSTITCHED MERCERIZED AND LINEN SCARFS AND CENTERS—Plain but neat and very desirable. Size 42 to 50 inch. Each, at

25c

PURE LINEN COLORED TABLE CLOTHS—Brown Linen Scarfs and Centers, Japanese Drawn Work Centers and all sizes of Scarfs and Lace Trimmed Fancy Linens. Moderately priced.

JAPANESE BLUE PRINTED FANCY PIECES—Absolutely fast in color, quaint in design and serviceable beyond expectations. Priced very reasonable. 15 patterns for selection.

26x36 inch Cloth, each, at.....45c
28x50 inch Cloth, each, at.....75c
63x82 inch Table Cloth, each, at.....\$1.00
72x72 inch Table Cloth, each, at.....\$1.50
11x11 in. Napkins to match above, doz 50c
18x54 inch Dresser or Buffet Scarfs, ea 40c
39 yard bolt Jap Toweling, a bolt.....75c

Complete Lines Of Sport And Outing Footwear

WOMEN'S WHITE CANVAS SPORT SHOES—Trimmed in Tan Calf; White Ivory Soles and Heels.

A pair, at

\$4.50

WOMEN'S WHITE BUCK SPORT SHOES—Trimmed in Champagne Kid; White Ivory Soles.

A pair, at

\$6.00

WOMEN'S WHITE BUCK SPORT OX-

FORDS—Tan Calf Trimmed. A beautiful low shoe.

A pair, at

\$4.00

MISSES' AND CHILDREN'S SPORT FOOTWEAR—We are featuring a special line of Sport Footwear for Misses and Children, both in High Shoes and Oxfords. See these little novelties for the little folks.

A pair, at \$2.50 to

\$4.00

For Your Summer Home

GRASS RUGS—46x72 inch size, in green, cream and blue. Fancy stenciled patterns. Special for "Preparedness Week."

each, at

\$1.39

CEDAR CHESTS—To pack your fur and valuable winter wearables away in. Moths cannot damage them while you are away. We have them in all sizes, from the 18 inch Fur Box, to the 54 inch Skirt Chest. Prices start at

\$25, and go downward, to

\$7.50

RAG RUGS—To take along on the trip. Small sizes that add to the comfort of the Summer cottage or room. Shown in pinks, blues, greens and combination colors.

Each,

69c Up

CREX RUGS—Made of Wisconsin grass twisted and wrapped, making a smooth, hard wearing rug for porches and Summer homes. Designs are all new and in three color effects to match all new decorations.

9x12 ft. size, at.....\$9.50, 10.50 and \$12.50
8x10 ft. size, at.....\$8.00, \$9.00 and \$10.00
6x9 ft. size, at.....\$4.50, \$5.50 and \$6.50

COOLMAR PORCH SHADES—Made of stained Leder wool. Hang complete without string.

14x7.6 size, at.....\$2.75
6x7.6 size, at.....\$3.75
8x7.6 size, at.....\$5.00

16x7.6 size, at.....\$6.75
12x7.6 size, at.....\$8.50

See these Porch Shades Monday.

