

Entrances To New Annex on San Antonio St., Mesa Ave., And Thru El Paso Piano Company On Texas St.

"THE POPULAR"

We Maintain The Promptest Mail & Phone Order Depts. In The Entire Southwest! Give Us A Trial

14TH YEAR EL PASO, TEXAS, SATURDAY, SEPTEMBER 16, 1916. EL PASO'S MOST PROGRESSIVE STORE.



An Invitation To The Opening of Our

WE wish to announce to our patrons that we are prepared to again offer them for the Fall and Winter Seasons, the services of our skilled modiste, and tailor—Mme. Allan and M. Lazeres. In doing so, we are positive that we are offering as good a modiste and tailor as is to be had in any metropolitan city. The work of these two artists have won them many patrons the past three seasons, in fact it has been necessary for us to enlarge this popular department—to almost double its former capacity.

Mme. Allan has surrounded herself with a corps of efficient workers and is even better prepared this season to furnish exclusive creations in street dresses, evening and reception gowns, trousseaux and waists than ever before. M. Lazeres is so well and favorably known that further word of commendation from us is unnecessary. Suffice to say that Mr. Lazeres will be glad to give you the benefit of his knowledge in tailoring. Feel free to consult him at any time.

--Dressmaking & Tailoring Parlors

NOTE—For those who are not familiar with the work turned out by Mme. Allan and M. Lazeres, we wish to say that "The Popular's" guarantee of satisfaction stands back of each and every garment—it must be correct and it will be correct! OUR SKETCHES OF IMPORTED MODELS—and advanced Fashion Plates have arrived and are at your disposal. IN REGARD TO PRICES—We wish to state that we have arranged a scale of prices that will not only please, but will secure your order. We cordially invite our patrons to call and investigate the possibilities of this department before placing an order, for we know you will be interested. Mme. Allan is at your service, and will be pleased to help you plan and design or select your dress, FREE OF CHARGE. Phone 3300 and make an appointment with her.

Now With Fashion's Clock Striking The Fabric Hour--Comes The Opening Display of New Silks, Velvets and Woolen Dress Goods

Before You Select Your New Gown

—it would be wise to consult our new European Fashion Department, which receives the most authoritative style advice direct from our Paris Office at 2 Rue des Italiens. In this way you will be sure of the latest style and obtain a complete idea of the voguish attire from head to foot. In connection with this new European Service, we are inaugurating a

Department of Consultation—

—where you will receive the most authoritative advice on any subject of dress—formal or informal, for indoor or outdoor, for sport or travel.

—(Third Floor)

(Signed) *The Popular* DRY GOODS CO., INC.

The New Fall Corsets



LET Mme. Tobias, our Graduate Corsetiere fit you in one of the New Fall Gossard lace front, American Lady, Mme. Lyra, Franco, Nemo, Warner's Rust Proof, Rengo Belt or Regis Corsets.

—(Fourth Floor)

The Popular DRY GOODS CO., INC.

AND despite all the harrowing experiences with dyestuff shortages—not Solomon himself was ever arrayed in fabrics and colorings more beautiful than these for Fall.

But as to the future—ah, that's a different matter. If we could only take you with us on a visit to the silk makers and silk jobbers NOW and let you see how silk prices were coming up and how some of the most desirable ones were almost impossible to secure—you would realize what extraordinary opportunities this opening display offers.

This event is a very important one—so much so that if we COULD

SILKS SUITABLE FOR AFTERNOON, RECEPTION AND EVENING WEAR—Our line of imported novelties is most gorgeous indeed. Many shown in exclusive patterns, such as Silver and Gold Broche Georgettes; Satin and Taffeta Damask; Glace Taffetas and Satins; Armure Rousseau, Faille Matinee, Taffetas, Satins, Cashmere De Soie, Crepe De Chine, Charmeuse, Faille, Gros De Londres and many novelties in Georgette, Chiffon and Nets.

SILKS FOR STREET WEAR—Shown in hundreds of beautiful

novel striped, plaid and broche effects. These novelties are simply beautiful combinations of all the deep, rich shades of Autumn. We are also showing in a full color assortment—Chiffon Taffeta, Soiree, Glace Taffeta, Silk Gabardines, Poulte De Soie, Faille Matinee, Armure Rousseau, Satin Francaise, Satin De Armure, Cashmere De Soie, Charmeuse, Failles, Crepe De Chine, Poplin, Satin, Pussy Willow, Crepe Meteor, Chiffon Velour, Costume Velvet and many other new and beautiful weaves.

make you realize how exceptionally low the prices are to what the future ones will be—WE COULD NOT HANDLE THE CROWD.

The new colorings of Burgandy—Royal purple (including every shade from "pensee" or pansy to dark prune)—new sport stripes and many other silk "debutantes" of the present season will be seen.

Please note the stocks are now absolutely complete. We will have no formal opening this season. Give us the pleasure of showing you the most remarkable stock of fabrics ever brought to El Paso.

PILE FABRICS—Never in the history of women's wear have pile fabrics been so much in demand, and we are prepared with the most wonderful assortment of both plain and fancy pile fabrics ever brought to the city. They are suitable for coats, suits and dresses. You should see these—Butifur, shown in skunk, fitch, nutria, Hudson seal, beaver—ideal for coats. Chiffon Velour, all silk, imported dress-velvet, in over thirty different shades; costume velvet in all wanted shades; Racemeet, Pinehurst, Chequita, Recontre, Cordelia—all are novelty plush coatings. Ask to see them.

WOOLENS SUITABLE FOR TAILORED OR STREET WEAR—Never before have we shown such an extensive line of beautiful Fall Suitings and Dress Woolens. Many are imported and shown in exclusive patterns only. Have M. Lazeres, our tailor, show you through these Velours, Serges, Gabardines, Checks, Plaids and Stripes, English Tweeds and Mixtures, Broadcloths, Poplins, Velours Soirees, Kittens Ear Cloth and many other beautiful woolens, in all leading shades for Fall.

The New Fashions Come Dancing In It Is Going To Be a Season of Rare Elegance & Color

YOUR store—"The Popular," is completely ready for the Fall season, 1916, with the most strikingly beautiful exponents of styles in women's outer dress and underwear. Each creation expresses a distinctive style-point, modeled along the lines favored by Fashion in the richest materials and faithful fidelity to the new graceful silhouette. And while we have followed Fashion's dictates, we have gone even further in specializing, through originality and clever adaptation. These idealizing touches of the artistic and original are seen only in "Popular" creations, and we are con-



fidant that our displays will win your comment and your praise as never before. Especially noteworthy among these early arrays for Fall are--

- Handsome Dress Suits
- Novelty Street Suits
- Attractive Sport Suits
- Individual Evening Gowns
- Pretty Reception Dresses
- Handsome Silk Gowns
- Lustrous Satin Dresses
- Newest Party Dresses
- Serge and Satin Frocks
- Taffeta and Serge Dresses
- Serge and Silk Combinations
- Beautiful Fall Wraps
- Exquisite Fall Blouses
- Dainty Fall Lingeries
- Smartest of Fall Hosiery

Distinctive New Fall Suits

DISTINCTIVENESS is wonderfully expressed in these new Fall Suits. The styles are along the new swaggy lines, with rich trimmings of fur and velvet. Such magnificent materials as Velour Cloth, Broadcloth, Poplin, Galardine, Mannish Serges and the new English checks. Colors include black, navy, brown, green and Burgandy. Exhibits that cannot be seen elsewhere at prices you will approve—\$15, \$25, \$35.50 and up to \$295.

—(Fifth Floor)

Becoming New Fall Gowns

BEAUTIFUL Dresses that are so different and essentially new that you will proclaim them the handsomest ever brought forth. Exact copies of foreign models for evening, for street or for afternoon wear in the very finest satins, charmeuse, serges, Georgette-crepes and especially featured with the new colored embroideries. No matter what your ideal, you will find it here at prices from \$10, \$15, \$25 to \$100 and \$295.

—(Fifth Floor)

Beautiful Copies of Paris Hats



THE American designers have not only copied the more tangible part of the hat—they have copied the very "SPIRIT" of the Parisian masters—the elusive something which has always made Paris millinery the last word in effectiveness.

There are also some decidedly original and attractive creations of our own on exhibit now—hats which combine the new trimming ideas in wonderfully effective combinations.

—(Sixth Floor)

Juvenile Millinery

"THE POPULAR" has not forgotten the child or the miss. This Fall we are presenting an unusually broad variety in Juvenile Millinery, which embraces the season's very newest ideas and smartest effects in hats of Velvet, Corduroy, Plush and Felt. They are trimmed in girlish ways—styles that will meet with instant approval.

—(Fourth and Sixth Floors)

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