

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, THURSDAY, SEPTEMBER 28, 1916

EL PASO'S MOST PROGRESSIVE STORE.

Bed Blankets Of All Kinds On Sale On Our Sixth Floor

Designed for The Popular by D. Roberts

Crib And Cradle Blankets On Sale In Infants' Section--- Fourth Floor

A. W. Army Blankets
AN exceptionally good quality wool blanket for Army use. Size 60x90 inches. The regulation "O. D." color. This blanket weighs five pounds. \$5.45
 A limited supply awaits you in this sale. While they last, each, at

The Regulation U. S. Army Blankets
 SIZE 72x84 inches. These wool blankets have "U. S." woven in the center. Weight five pounds. They are ideal for those who sleep out doors. Ask to see these when you come Friday. Each, at only **\$6.95**

Our Greatest Annual Sept. Blanket Sale Begins Tomorrow Morning With Extraordinary Showings Of Highest Grade Blankets, At The Old Low Prices Of 1914-15

"Blankets Are Scarce Enough"
 "SO good was the demand for woolen blankets in this market before the mills got all sold up for months ahead, it was said yesterday, that if a buyer came here after ten cases of goods for prompt delivery he would have a real task on his hands in finding them. In some cases mills have booked orders calling for deliveries as late as February and March of next year, and they could have sold beyond those months if they had desired to take a chance on a reversal of values as a result of peace or other events not looked for in the immediate future. The situation is largely the same in cotton blankets, though there is no disposition to look for lower values for some time to come. Cotton quilts are also sold up pretty tightly throughout the market, with values firmly maintained at the recent advance."—NEW YORK TIMES.

THE subjoined extract on the left, from a recent issue of the "New York Times" scarcely explains the great difficulty experienced by stores looking for blankets NOW. It fails conspicuously to mention the much higher prices asked by mills on present and future deliveries. In preparing for this September Blanket Sale we anticipated the delivery difficulty and the advanced prices by ordering a long time ago. The contracts we placed were very satisfactory. The delivery of an enormous number of blankets was guaranteed, and the prices were very

low. In fact, a great deal lower than we expected to buy them. That is why we are so splendidly prepared to meet every blanket requirement at prices that, even in normal times, might be considered extraordinary. The blankets offered are of the very highest grade, having passed a rigid factory and store inspection for "shoddy." They are of ample size and of purest wool and cotton. The colors are fast. If you need blankets come to this sale to get them. It may be several years (if then) before another opportunity like it is presented.

Baby & Crib Blankets Less Than the Present Wholesale Prices---

- "BEACON" BABY BLANKETS—Blue and pink, with floral and nursery designs. 36x40. Extra special, at each, **39c**
- CRIB BLANKETS—Made of good quality fleeced cotton, with pretty nursery designs. Size 30x40 inches. Each at **50c**
- "BEACON" CRIB BLANKETS—This full size crib blanket is made of good heavy fleeced cotton, in pink and blue, with novelty designs. Size 36x50. Special, at each, **75c**
- "BOUND" CRIB BLANKETS—Made of extra heavy, soft fleeces. Beautifully bound with heavy taffeta silk. Size 36x40. Priced at each, **\$1.50**
- "BEACON" CRIB BLANKET—Bound with heavy taffeta silk. Made of softest finish cotton fleeces. Pink and blue. Size 36x50 in. **\$1.75**
- "BEACON" DOUBLE CRIB BLANKET—All white, with blue and pink striped border. Size 36x50 inches. Very special, at the pair, **\$1.00**
- "MARCELLI" CRIB BLANKETS—All wool, with large pink and blue block designs. Sizes 36x54. Special, a pair, at **\$5.00**
- CRIB BLANKETS—Solid white and pink and blue. Extra heavy fleeced cotton. Fancy borders. Bound with heavy taffeta. Size 36x40. Priced at each, **\$1.00**
- "BEACON" CRIB BLANKETS—Finest fleeced cotton. Pink and blue, with novelty, floral and nursery designs. Bound with silk. Size 36x50. Extra special, at each, **\$1.00**
- "BEACON" DOUBLE CRIB BLANKET—All white wool, with pink and blue striped border. Sizes 36x54 inches. Special, each, at **\$1.50**
- "MARGUERITE" CRIB BLANKET—All white wool, with pink and blue striped border. Sizes 36x54 inches. Special, the pair, at **\$5.95**
- "MARGUERITE" CRIB BLANKET—Full size, 42x60 and 48x66. Made of all pure wool. White with blue or pink striped border. Special, at the pair, **\$7.50**, and **\$8.95**
- "VIRGINIA" HONEY COMB WEAVE CRIB BLANKETS—With large blue and pink striped or checked designs. Pure all wool. Size 36x54. Special, **\$6.50**

Good Cotton Blankets

- "NEARWOOL" COTTON BLANKETS—Substantial weight; size 64x76 inches. Shown in tan, grey or white, with pink or blue borders. Blanket stitched edge to match the blankets. The pair, at **\$1.00**
- "INDO-CHI-AM" COTTON BLANKETS—Wool finished. Size 64x76 inches. Come in solid tan, grey and white, with pink or blue borders. Two inch mohair ribbon bound, double stitched edges. The pair, at **\$2.00**
- "INDO-CHI-AM" COTTON BLANKETS—Wool finished. Lovely plaids of blue and tan, and pink and grey. White mohair ribbon bound edges. Size 64x76 inches. **\$2.45**
- "INDO-CHI-AM" COTTON BLANKETS—Size 70x80 inches. Wool finished. Blue and tan, and pink and grey plaids. White mohair ribbon bound edges. Absolutely the best value of the year, at a pair, **\$2.95**

White Wool Blankets

- "WHITE WOOL"—Extra good quality, size 70x80 inches. Blue or pink borders; bound with blue or pink. A value extraordinary, at a pair, **\$5.95**
- "NO. 181"—High grade pure wool blankets, made of California selected lambs wool; size 70x84; plain white with white mohair ribbon bound edges. A pair, **\$7.50**
- "NO. 184"—Fine white wool blankets, with a two inch, double stitched, ribbon bound edge. Greek key or striped border, in pink or blue. Size 72x84 inches. Extra big value, at a pair, **\$8.50**
- "NO. 99 AND 173"—High grade, white woolen blankets. Size 72x84 inches. Pink or blue borders. Wide, double ribbon bound edges. We consider these excellent values, at a pair, **\$9.50**
- "NO. 198"—A beautiful, soft, all wool white blanket, full 72x84 inches, with borders of pink or blue. Mohair ribbon bound. Pair, at **\$10.00**
- "NO. 127"—Extra fine quality white wool blankets. Size 72x84 inches. Blue or pink borders. Double stitched, ribbon bound edges. See these, at a pair, **\$11.50**

California Blankets

- "UTAH"—Full size, double blanket; California, wool in mixed brown colors. Fancy stitched edges. 11-4 size, at a pair, **\$5.45**
- "MOTTLED GREY"—Full size, double blankets, in California wool in mottled grey, with fancy colored borders; blanket stitched edges; 12-4 size, **\$8.45**; 12-4 size, **\$6.95**; 11-4 size, pair, **\$5.95**
- "VICUNA"—Full size double blanket, California wool in medium brown with fancy colored borders; blanket stitched ends. A medium weight in the 10-4 size. A pair, at **\$5.95**
- "GIRY FOX"—A fine wool blanket, in grey with assorted color fancy borders; hemmed edges. A matchless offering—10-4 size, a pair **\$3.95**; 11-4 size, **\$4.95**; 12-4 size, pair at **\$6.45**
- "SCARLET"—Full size double blanket, California wool in scarlet with black border, medium weight; black ribbon bound; 11-4 size, at a pair, **\$7.45**
- "ALASKA"—11-4 size California wool blankets. Dark grey color, with striped borders. Whipped edges. These blankets have no equal, at a pair, **\$7.45**
- "XX MOTTLED"—Heavy weight, full size blankets of California wool in dark mottled with fancy color border and black ribbon bound. Made by the Oregon City Woollen Mills. 12-4 size, a pair, **\$9.50**, and 14-4 size, a pair, **\$12.50**

"Beacon" Blankets

- "X. L. BEACON" BLANKETS—White, grey and tan, with pink or light blue borders. 64x78 inch size. Double stitched ribbon bound edge. Pair, at **\$2.19**
- "X. C. BEACON"—66x80 inches; fine, soft wool finish, double cotton blankets in white and grey with pink and blue borders; double sewed, ribbon bound edges. A pair, at **\$2.45**
- "X. G. BEACON"—64x84 inch wool finish cotton blankets in white and grey with pink and blue borders; one inch doubled stitched ribbon bound edges. A pair, at **\$2.95**
- "X. F. BEACON"—Fine soft wool finish cotton blankets in grey and tan with pink and blue borders; size 72x84 inches; double sewed ribbon bound edges. A pair, at **\$2.95**
- "BEACON PLAID"—66x80 inch cotton blankets in a big variety of plaids; pink and white, blue and white, yellow and white, grey and white; some cut singly; ribbon bound edges. A splendid value, at a pair, **\$2.95**
- "BEACON JACQUARD COMFORTABLE"—70x84 inches. Plain colored and fancy checked cotton blanket, with novelty borders. Double stitched, hemmed edges. A good value, at each, **\$2.95**
- "BEACON ARMY" BLANKETS—Heavy felted cotton, single blanket. Size 60x84 inches. Khaki and military blue shades. Blanket stitched edges. Extra value, at each, **\$3.19**
- "X. H. BEACON"—White, grey or tan twill blankets with pink or light blue borders. 72x84 inch size. A most exceptionally cheap blanket, at a pair, **\$3.45**
- "BEACON PLAID" BLANKETS—In black and white, pink and white, tan and white, grey and white, green and white, yellow and white, and red and white. 66x80 inches. Extra heavy blankets; ribbon bound edges. Pair, at **\$3.95**
- "BEACON BATH ROBE" BLANKETS—Extra heavy cotton, 79x90 inches. Exact size needed to cut out bathrobe for men and women. Indian, Floral or Conventional designs. Complete with neck and waist cord and frog fasteners, at **\$3.95**
- (Same as above, in lighter weight, **\$2.95**)
- "XXA BEACON"—70x84 inches; fine white cotton, wool finished blankets. Double stitched, ribbon bound edges. Extra special, at a pair, **\$3.95**

Wool Plaid Blankets

- "DAYTON PLAID"—High grade, all pure wool plaid blankets, in blue and white; pink and white; tan and white and grey and white. Size 70x80 inches. Double stitched, mohair ribbon bound edges. Extraordinary value, at a pair, **\$5.95**
- "WOOL PLAID"—70x80 inch size. Blue and white, tan and white, grey and white, and pink and white. Novelty colored borders. A matchless value, at a pair, **\$7.45**
- "ALAMEDA PLAID"—Wool plaid blankets. 72x88 inches. Blue and white, grey and white, pink and white, lavender and white, and tan and white; double stitched, ribbon bound edges. An unequalled value, at a pair, **\$9.50**
- "GLENCOE PLAID"—72x84 inch size. Blue and white and pink and white plaids. Double stitched, ribbon bound edges. These will hurry away, at a pair, **\$11.50**
- "FALCONER PLAID"—Extra quality all pure wool double blankets, made of California selected lambs' wool, in pink and white, blue and white plaids, French grey and white, and rose and white plaids; ribbon bound. Medium weight in 72x84 inch size. A pair, at **\$12.50**

Colo'd Wool Blankets

- "NO. 261"—Silver grey, wool blankets. 70x80 inch size. Pink or blue borders. Double stitched ribbon bound edge. One of the best values in the sale, at **\$5.95**
- "NO. 510"—70x80 inch silver grey wool blankets with pink, blue or white border. The best value in the sale, at a pair, **\$6.95**
- "NO. 271"—Buffed grey colored wool blankets. Size 72x84 inches. Double stitched, mohair ribbon bound edges. Shown with tan, grey, blue, or pink striped borders. A sensational value, at a pair, **\$9.50**
- "NO. 471"—Mode or biscuit shade wool blankets. Very high grade article; size 72x84 inches. Here with pink or blue borders. A lifetime wearer, at a pair, **\$10.00**

"Safe Blanket Buying"

—says the New York Herald, "consists in going to some merchant whose reputation for square dealing is nationwide, whose word and statements you know you can trust. Walk up to that clear-eyed young man behind the blanket counter and say, 'Please show me the best blanket you have for \$8, or whatever you wish to pay!' You see, Madam, this young man knows blankets, and when you buy in this way, when you begin the transaction by showing your confidence in him you may rest assured that you will get all the blanket wear and comfort that your money can buy."

That's as good advice as we have read in a long time. Blankets are pretty scarce and high priced this season. Going direct to the mills last winter and ordering all we could get at the old prices, however, resulted in large stocks of fine standard qualities here at no advances in cost. Some assortments are incomplete—perhaps only one color of border, and there may be only single bed size in one quality and double bed size in another—but the wool and the weave, the length and the price are right.

Advantages Of This Sale

- CHARGE CUSTOMERS** can buy their winter supplies of Blankets during this sale at these special prices. They will be charged now and the bill will be payable in the month of November.
 - PART PAYMENTS**—Those who desire to take advantage of this sale can buy all the blankets they require, pay one-fourth cash, and the balance when blankets are delivered.
 - MAIL ORDERS FILLED**—Out-of-town people can buy at these prices and all bills amounting to \$10.00 or over will be sent express prepaid.
 - ABOUT STORAGE**—All blankets bought during this sale will be carefully stored free and delivered in perfect condition any day you require them.
- See Windows**

High Class Vaudeville

THE EIGHTH MASSACHUSETTS INFANTRY, Colonel Graves commanding, will give a high class Vaudeville Entertainment at 8:15 Friday night at Camp Cotton.

A feature of the programme will be a series of modern dances, executed by Miss Bess Webber, Miss Marie Hamilton and Miss Alicia Sato—all charming young lady employees of The Popular Dry Goods Company.

Its for the amusement of the lonely soldier boys on the border—go out and help a good cause along.

Read The Special Advantages Of This Sale In The Lower Left Hand Corner of This Ad.

The Popular DRY GOODS CO. INC.