

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, OCTOBER 21, 1916.

TEXAS' MOST PROGRESSIVE STORE.



Welcome Exposition Visitors

Make This Store Your Headquarters

## Table And Fancy Linens

WE are proud to show you our beautiful Merchandise in this Department. Madeira Hand Embroidered pieces, from the finest doily to the most elaborate dinner set. All of them exquisitely embroidered. Dainty Handkerchief and Glove Cases, Pillow Cases, Boudoir Pillows, Dresser and Buffet Scarfs, Asbestos Mat Covers, Tea Napkins, and Luncheon Sets.

Novelty Japanese Embroidery and Drawn Work, Lace Trimmed Scarfs in all sizes, beautiful Cluny and Filet pieces of all kinds.

Pattern Table Cloths and Napkins to match, Table Damask by the yard in all qualities—Mercerized, Cotton, Half Linen, and All Linen.

Tea Cloths, Tea Napkins, Table Tops, Linen Huck Towels, Scalloped and Hemstitched Table Cloths.

(It will be a pleasure for you to visit this department, and we assure you it will be a pleasure for us to show you. —(Third Floor.)

## Miscellaneous New Fabrics

BEACON BATH ROBING—To keep you comfy and warm these cold evenings and mornings. Indian Blanket Patterns; light or dark floral patterns; double faced and reversible. The best robing on the market. Same 35c old price, a yard, at

HALF SILK SHIRTINGS & WAISTINGS—Very pretty stripes, in all colors. Strictly a washable fabric. The yard, at 50c

WHITE BABY FLANNELS—Half wool, all wool, linen and wool, or silk and wool. Priced from 1.25 a yard, to

SILK EMBROIDERED EDGE SKIRTING FLANNEL—An extensive assortment of scalloped and hemstitched edges. Priced 2.50 a yard, down to 65c

45 Inch Colored Dress Linen, all colors, yard 75c

36 Inch Plain Shades of Poplin, yard 35c

36 Inch Half Silk Crepe De Chine, yard 50c

32 Inch Kindergarten Cloth, fast colors, yard 25c

32 and 36 Inch Striped Madras Shirting, yard 25c to 50c

Japanese Kimono or Dress Crepes, very quaint, yard 25c

—(Third Floor)



See Our Ads In Sunday Morning's Times

## Attractive Little Party Dresses

WOMEN'S and Misses' dainty frocks made of Nets, Taffetas, Georgette, Gros de Londre, Cloth of Gold and Silver, etc. Many stunning effects in electric light shades. Dainty and refined modes. Prices range—

\$25 Up To \$79.50

## High Art Tailored Suits Priced \$59.50 To \$295

THIS fashion store presents more different styles of high-grade tailored Suits than has ever been our privilege to show heretofore. Never before have styles been so becoming to all figures. Whether you are stout or slender short or tall, we have a smart fashionable suit for you. Developed of broadcloths, velours, bolivia cloths, velvets, etc., \$59.50 to \$295.00.

## The Cheaper Tailored Suits Priced At \$15 To \$49.50

FASHIONABLY correct in every detail are the new Suits now being shown that will be acceptable to every woman whatever may be her needs. The selection includes every style tendency of note, and embraces suits ideally suitable for business, office, shopping and general wear, in charming Burgundy, plum, taupe, navy, black and mixtures. Great values at \$15.00, \$25.00, \$29.50, \$34.50, \$39.50 to \$49.50.

## Perfectly Beautiful Models In Women's Separate Coats

EVERY Autumn color, every new fabric in a great variety of styles, Duvetynes, Broadcloths, Vicuna, Velour, Bolivia, Velour de Laine, Wool and Silk Plush and Velvets, beautifully lined with flowered pussy willow or shimmering guaranteed satins. Coats with a decided flare from the shoulders, belted and semi-belted. Fancy pockets and the large convertible sailor and cape collars, beautifully trimmed in rich furs, such as kolinsky, mole, Hudson seal, opossum, skunk and raccoon. Women's and misses' sizes. Prices \$49.50 to \$225.00.

## Motor, Travel Or Street Coats, At \$8.50 To \$49.50

OUR Coat Department has been a veritable bee-hive for the past few weeks. Never have we had such wonderful materials, colorings and styles as shown this season. You may shop elsewhere for Coats, but you are bound to come back to get your Coat here if you want the best in something new and different. Velours, Broadcloths, Venetian, Army Cloth, Serge, Gabardine, Zibelines, Chevots, Mixtures and Plaids. Clever new ideas in belts and pockets; large, warm collars, fur and velvet trimmed. Women's and misses' sizes. Prices \$8.50 to \$49.50.

## Apparel For Young Girls

SIMPLICITY marks the showing of girls' things to wear. Whether they be for "best" or school purposes the new dresses, coats and suits are most simple! Coats show a decided tendency for large collars and in some instances they fasten so high at the neck as to all but conceal the tip of one's nose. The pleated skirt, the loose waistline, the straight-line models seem to be Dame Fashion's idea of what the girls' dresses should be—While large patch pockets and large collars are what she insists on having on the coats of the girls' suits! —(Fourth Floor)

# Ultra Smart Apparel For Women & Misses

EXQUISITE evening gowns—stunning new suits—new dresses of serge and dresses of silk—new coats—new blouses—On down to the outer wearables for little, little children—which by the way bear the same surpassing style as the things for grown-ups.

There are garments for every purse and no matter what the price, you will find faultless tailoring and superb style—Perhaps it was the stories of impending strikes—dye shortages, advancing prices and other alarms that made us go out earlier, work harder and do better than our best had ever been before—but whatever the cause, we are sure of the results.

Every day women come here and look—go elsewhere and look and come back here and buy.

You'll understand the reasons when you see this array of things to wear.

We are not egotistical of what we have done, but there was never an honest craftsman that did not feel pride in work well done.

And We know that our search and preparation has been done wisely and well. We KNOW what your verdict will be.

Stocks are absolutely complete in this showing—THERE WILL BE NO FORMAL OPENING.

## Exquisite Costumes For Evening Wear

A GRAND assortment of exclusive Gowns for social functions, for the theater and opera; copies of imported models which embody all of the important features, but which brings them to you at a saving of more than half. Fashioned of crepe, satin, taffeta, charmeuse, silver brocades, tinsel net, gold cloth, tinsel cloth, etc. Prices range from—

\$25.00 Up To \$295

## Stunning Blouses, At \$2.95 to \$29.50

BLOUSES are none the less important in milady's wardrobe than costumes and must be chosen with quite as much care. Realizing this, we have spared no efforts to provide a comprehensive assortment for Monday's display.

With every new shade in evidence—Burgundy, plum, myrtle, purple, bright green, maize, American Beauty, light gray, etc., and styles too numerous to mention, you will experience no difficulty in making a selection.

Notable features of the new models are the fancy sleeves, large, effective collars of newest cut—those to be worn low predominating—while gold and silver embroidery, beaded and hand-embroidered effects add distinctive touches.

To be seen are many attractive creations of navy blue tulle over white satin. The advantage of early buying will be appreciated the minute you see these garments—their beauty impels admiration and a desire for possession.

## All The Newest Skirts Await You

GREAT is the selection of separate skirts. They are the serviceable black skirts of serge, and serge combined with satin. Black and navy blue serge, mohair serge, also colored wool jerseys, wool plaids, fancy stripes and dull checks. Also black taffeta and satin dress skirts, plaits, shirred tops and belts, fancy gathered, shirred and billiard ball pockets. Novelty skirts of satin with bottom of wool fringe or skunk fur. Prices \$4.95 to \$39.50.

## Silk Petticoats

ALL the new styles, all the new colorings from the pastel tints for evening wear to the new vivid tones for street wear. Unusual variety in temptingly different styles. Prices range from \$2.95 to \$25.

## The Madame Lyra Corsets

YOU are cordially invited to attend our special showing of Madame Lyra Corsets. All careful dressers are interested in the smart styles in modish models for all types of figures. Our stock is most complete and never have the Madame Lyra Corsets been more beautiful; the materials of dainty Brocades in pink and white, artistically trimmed; also good quality of French Coutil for shorter figures. Why not take this opportunity of securing a perfect-fitting Corset and obtain the correct foundation for your new Fall gown. Prices range from \$3.50 to \$15.00.

## Bridge and Calling Gowns, New & Chic

BEAUTIFUL costumes made of Georgettes, crepes, satins, silks, broadcloths, velvets, etc., in rich and exquisite colorings. Styles that only high art dressmakers can produce. Colors to suit your inclination. Prices range, \$19.50 to \$125.

## Lovely New Gowns For Many Purposes

NOVEL and beautiful effects in fancy dresses—entirely different from past seasons. Suitable for calling, bridge, matinee and daylight functions. Fashioned of chiffon broadcloth and luxurious velvets. Prices range, \$39.50 to \$97.50.

## Taste And Grace In Dependable Furs

THE joy of creating was the true inspiration of the furrier from whom we secured these smart new examples in shoulder collarettes, capes, coats, sets, muffs, and scarfs. And back of the inspiration is his reputation for high quality and fine workmanship, which has remained unscathed for over twenty years.

It is not audacious, we think, to predict a popularity for Fine Furs this season which will overshadow the demand of any previous year. And novelty will be featured as never before. This store is ready with fine, smart furs of taste and grace.

## The New Millinery \$5, \$7.50 To \$125

YOU'LL like the styles embodied in this special display of Autumn hats. Briefly, the new millinery is enchanting. We are not sure, but it is the most enchanting we have ever shown at similar prices.

And the collection is so varied as to include every style—large hats on sailor lines, small irregular effects such as Russian Turbans, Continentals, Colonial and "flare-off-the-face" effects; also drooping styles that are decidedly smart.

Selection includes new hats of Satin Antique, Lyon's Velvet and Hatter's Plush, in black, brown, navy, taupe, green and Burgundy.

Ask To See



## Silks And Woolen Fabrics Vie For First Place

WE cordially invite the women of El Paso and the feminine strangers within the city's gates to visit our Large Daylight Silk and Dress Goods Department on the Third Floor, and inspect the most wonderful assortment of style approved fabrics ever shown in El Paso.

The showing comprises all leading designs, colors and weaves for the Fall and Winter season, from both European and American Fashion Centers.

Visit this interesting section often—keep step with Dame Fashion by seeing our style approved merchandise. Study our Style Magazines and Fashion Plates—we have the leading ones at your disposal. And our exclusive European Fashion Service direct from our Paris office No. 2 Rue des Italiens.

This service is most interesting and instructive, showing actual plates and "swatches," of novel and new merchandise. It gives you a peep into future styles and fashions. We invite our patrons to make use of these books.

In connection with our piece goods department, we offer a TAILORING AND DRESSMAKING DEPARTMENT, operated under the direct supervision of Mme. Allan and M. Lazeres. Both are artists in their work, and have made many friends for this popular department. All work positively guaranteed to be satisfactory.

This is a busy place and we urge you to make reservation in time, should you contemplate having work done in the next few weeks. At the beginning of the Winter Social Season will fill this shop to its capacity. —(Third Floor)

AMONG THE FASHIONABLE FABRICS FOR FALL AND WINTER ARE THE FOLLOWING—Chiffon Taffeta Silk, Poulte de Soie, Gros de Londres, Faille Matinee, Armure Rousseau, Satin Francaise, Satin de Luxe, Soiree Glace Taffetas and Satins, Charmeuse, Cashmere de Soie, Messaline, Poplin, Failles, Crepe de Chine, Crepe Meteors, Georgette Crepe, many novel Tinsel Broche effects on Chiffon, Georgette, Damask, Crepe and Taffeta and thousands of beautiful novel plaids, checks, stripes, floral and figured effects in Satin and Taffeta. See these novelties!

PILE FABRICS—Never in the history of women's dress have pile fabrics been so much in demand, and likewise never have we been so well prepared to meet the demand. We are showing unlimited quantities of beautiful imported Chiffon Velours, Costume Velvets, Plushes, Velveteens, Corded Velvets, and novel Coating Plushes. Ask to see Butifur, Racemeet, Snakeskin, Waterfall, Rencontre, and many other novel pile fabrics, priced, a yard, \$1.00 to \$15.00.

WOOLEN FABRICS—We have them in all the new and popular weaves, and at prices that you will not duplicate, quality considered. The wanted weaves are Serges, Gabardines, Broadcloths and Velours. These you will find in profusion. Also a splendid assortment of fancy checks, plaids, and novelty colorings. Visit us Monday! —(Third Floor)

