

The Promptest Mail and
Phone Order Departments
In The Southwest

"THE POPULAR"

Charge Purchases Made
Thursday & Friday Entered
On April Accounts

13TH YEAR

EL PASO, TEXAS, WEDNESDAY, MARCH 29, 1916.

EL PASO'S MOST PROGRESSIVE STORE

Monday's Express Brought Additional Sample Garments, Swelling the Lot to a Total of 480

Sample Spring Suits, In a Sale

Newest Styles For Spring, In The Greatest Campaign of Suit Selling In This Store's History

Thursday Is Skirt Day

WE will have on hand everything that is stylish and up-to-date in separate skirts, including the draped, new circular and cascade effects. A special showing of taffetas in blacks, navys, novelty plaids and stripes—also sport skirts in all the desired fabrics.

We have not forgotten the stout figure and have garments that are stylish as well as sensible. They will be specially priced for tomorrow and range from

\$4.95 to \$25



Silk Dresses, Showroom Samples \$15

190 in Lot, Newest Spring Styles

DRESSES for street, afternoon and demi-evening wear. Various of crepe de chine, messaline, taffeta, charmeuse, silk faille, etc., many of them in combination with Georgette crepe and chiffon. Shown in every wanted color and the newest of striking combinations of novelty weaves and colors. Splendidly constructed dresses. Samples, and, therefore, better than the average run of regular stock dresses. We consider these the most unusual dress values we've seen in many a day.

A Store Needs Nourishment

TO thrive, a store must absorb what is best for it and give the best it is capable of giving. Anemic stocks of goods that are not good, and crabbied treatment of those who come to buy are not the diet of a healthy, progressive store. Size is no more a sign of progress than obesity is of health. Bigger stores than this can thank bigger capitalization for their bigness. We prefer to grow a little at a time, and to have each added inch represent a healthy, natural growth, resulting from what we take in in return for what we give out.

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

Middy Blouses,
Worth to \$1.95,
Choice, 79c



OUR very good reason for offering such remarkable values—these Middys were specially purchased—bought heavier than we should in order to get the price down—we give you the advantage of our extensive buy.

Delightful styles in white galatea, trimmed in white, plain colors or stripes; also white and natural pongee middys trimmed in contrasting colors. Values up to \$1.95. Sizes for women and misses. On sale in waist section on third floor, at each,

79c

The Popular
DRY GOODS CO., INC.

For Thursday Only We Shall Offer

A Pink or White Regis Corset, For Only 89c



A CORSET that will make an old dress look like new, for it will comfortably mold the figure in the new, correct style, giving the waist a little more incurve and holding the hips firmly but gently in place. In models that are suitable for the medium, the stout and the small figures, in sizes from 19 to 26.

Made of a good grade of white or pink batiste, trimmed with silk embroidery. A well boned corset, with four hose supporters. You'll wonder how we can sell them even for

89c

The New "Chavet" Satin Undergarments For Stylish Women

THE very newest fabric for women's undergarments—"Chavet" Satin. It is self striped and washable, and is the most beautiful of all materials for undergarments.

ENVELOPE CHEMISE OF "CHAVET" SATIN—White or pink, trimmed with Filet lace. Camisole tops, also plain styles. "Popular Special," at

\$4.95

at GOWNS OF "CHAVET" SATIN—Pink or white. The yokes and sleeves are trimmed in a novel way with fine Filet lace. "Popular Special," at

\$7.50

Girls' Waists & Princess Slips

SHIRTTWAISTS FOR GIRLS, Juniors and Misses. Washable silks with satin stripes; also pongee. Made in becoming styles. Sizes 10 to 17 years. "Popular Special," at

\$2.95

PRINCESS SLIPS FOR GIRLS—Made of Eolene Silk, in white or pink. Daintily trimmed with pretty Val lace. These slips have the new "Fan Flare." Skirt sizes, 8 to 15, at

\$1.95;

sizes 2 to 6, at

\$1.45

\$1.95 Shoe Sale

Continues Thursday



WOMEN'S "Sample" high and low Shoes—Pumps, Oxfords, Slippers, as well as foot-wear for growing girls.

All wanted leathers, including colored kids and combinations of cloth and leather. Such fashionable styles as Colonial Pumps, One, Two and Three-Strap Slippers, Button and Lace Oxfords, Plain Pumps, Button and Lace High Shoes, and numerous other lasts.

Sizes 2 1/2 to 4 1/2 with a few larger ones taken from our regular stock, on sale in Basement.

Special Sale of House Dresses in The Busy Basement Store



A SPECIAL purchase of 25 dozen sample House Dresses thus giving a tremendous range of styles and materials. No garment in this purchase would under ordinary conditions sell for less than \$1.95. They have been divided into two lots as follows:

Lot No. 1 will be sold at, each, **95c**

Lot No. 2 will be sold at, each, **\$1.45**

See Mesa Avenue window display. These House Dresses go on sale Thursday morning at 8:30 o'clock. None sold earlier. No reservations, no phone orders—all sales final.

Four Specials From The Art Goods Department

PRUDENT women will be here early Thursday and take advantage of these exceptional values.

LINE 1—36-inch stamped art crash center pieces and 54-inch table scarfs, in white only. Floral or conventional designs. Special, each, at **25c**

LINE 2—Stamped, made-up Nainsook gowns, in a variety of dainty designs from which to choose. While they last Thursday, your choice, at **59c**

LINE 3—Stamped, made-up crepe gowns, in white, pink or light blue. A variety of new designs that will please. Extra special, at each, **\$1.25**

LINE 4—Stamped, crash, linen and art crash pillow tops, in floral and conventional designs. See these here Thursday, at the special price of each, **19c**

Have You Seen the New Sport Hats?

THEY are charming—the most becoming shapes of finest woven straws as well as natural and striped pongees. Here in all the new colors and two-tone effects (to match sweaters and sport coats), trimmed in unique and individual ways, but always tailored. Prices start at \$1.95 and go downward by easy stages to

\$1.95

Women's Hats, \$10

FIFTY of these hats, all told—and each is different, yet Fashion's newest whims have been cleverly introduced in every one of them. Small, drooping-brimmed models with high crowns are trimmed with flowers and ribbon. Sailor effects, large and moderate, are very smart for Spring, trimmed with ribbon, and flowers.

Spring Clothes with Character

Suits For The Young Man and His Elder, At \$16.50--In "The Popular's" Men's Store Across Street

THE designs for the new Spring Clothes are snappier than ever. Master designers have produced for "The Popular" an array of garments that it would be difficult to equal, much less surpass. The tendencies this spring are toward the English Soft Roll Sack, with one, two, three or four buttons. Narrow shoulders and high waist contribute to a graceful appearance.

Then there are more conservative models for the professional man. These are cut along dignified lines, with ease and comfort, a prime consideration. The materials in which the new Spring Clothes are shown are Flannels, Cheviots, Cassimeres, Fancy Mixed Worsteds, Homespuns, Serges and Vicuna. In the way of colors you can get various tones of brown, gray, green, blue and Oxford. Ask to see the

\$16.50

"Popular" Special Suits, now selling, at

Mansco Underwear For Men--- It's Cool As a Breeze--Try It

The Popular
DRY GOODS CO., INC.

HERE is not merely a UNION SUIT, but rather the goal of all union suits. It unites the highest degree of comfort with the Manhattan standard of quality, for it's made by the makers of Manhattan Shirts. MANSCO FABRICS are specially woven in the inimitable Manhattan way. So MANSCO MATERIALS and patterns are exclusively MANHATTAN. Union Suits or Two Piece Garments are made in such skin, soft materials as Nainsook, Silky Mulls, Linens, Solway Silk, etc. UNION SUITS, \$1.00 UP; ATHLETIC SHIRTS, 65c UP; KNEE DRAWERS, 65c UP.



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