

ADVERTISING
AND SNAPS

1902 - 1952

WE ARE STARTING ANOTHER

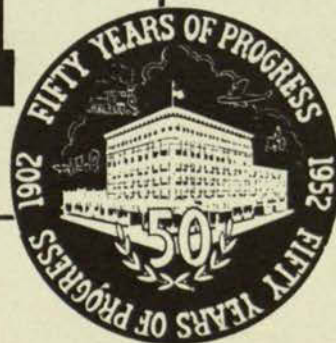
Half Century

OF FRIENDLY SERVICE

TO EL PASO AND THE SOUTHWEST!

During the past fifty years, the Popular has built a proud reputation for offering the utmost in value, quality, selection and customer service. This storewide policy will be the keystone of our customer relationship in the years to come, too. Every day of every year, you will find the greatest selections of the finest merchandise at the Popular!

popular
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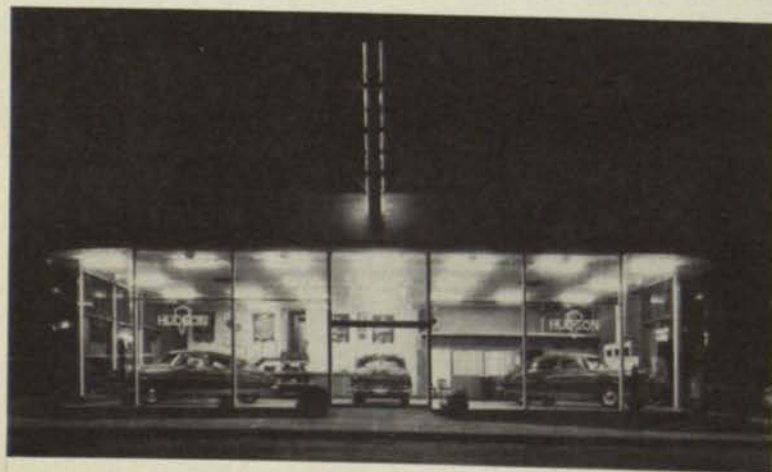
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208 North Stanton Street

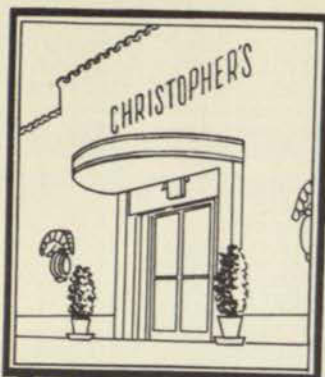
El Paso, Texas

EVERYTHING FOR THE SPORTSMAN



Better get home with the sheets, girls...
Father would like to go to bed!





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*unusual gifts,
fine furniture,
lamps, china, silver*

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"I Can Can-Can Better Than You can can-can!"

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THE McLENDON STATION

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KEY STATION
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by

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"BEST IN THE WEST"

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EL PASO, TEXAS

Percy McGhee, A. I. A.

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El Paso's "Home" For
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Cars and Trucks

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"Should We Charge For Advertising?"
P.S. An Angel At T. W.?

The
GUARANTEE
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COLLEGE FASHIONS THE YEAR ROUND

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Five Points
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Alta Vista
Town Pump
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STOP FOR A SNACK . . . . OR A MEAL
AT ANY ONE OF

The
OASIS
RESTAURANTS - DRIVE-INS



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... known throughout the West!

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always, is a friend and
servant to everyone.

He believes in the
American way of Life
because he is the result
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Stalwart citizens of tomorrow are those who walk the final steps in their college days to receive their diplomas. We salute you . . . we are proud that we can pass our heritage into hands that are so deserving. You have worked hard and the honors of graduation are now yours. Graduates all, take stock of your cap, gown, and diploma. They are symbols of greatness. Let the cap stand at the crown for achievements; let the gown stand as a robe to cloak you in knowledge to carry you through life; and let the diploma serve as the transportation upon which you will ride through life continually gathering more knowledge as you go. The State National Bank invites you to come in anytime that we can be of service to you.



THE STATE NATIONAL BANK OF EL PASO

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A BUILDING IN A TROWEL . . .



EL TORO

**RICHMORTAR
PORTLAND CEMENT
SPECIAL CEMENT**

When you watch a workman with a trowel of El Toro Richmortar, it doesn't look as if it would ever become a building . . . but persistence, coupled with the high quality of El Toro, eventually wins, and there's a completed building. El Toro Richmortar is the ideal masonry cement—a product worthy of the efforts of the finest craftsmen.



**Southwestern
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MAKERS OF EL TORO CEMENTS
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Courtesy **KTSM**

EL PASO'S PIONEER STATION

PONSFORD BROTHERS

GENERAL CONTRACTORS

Congratulations



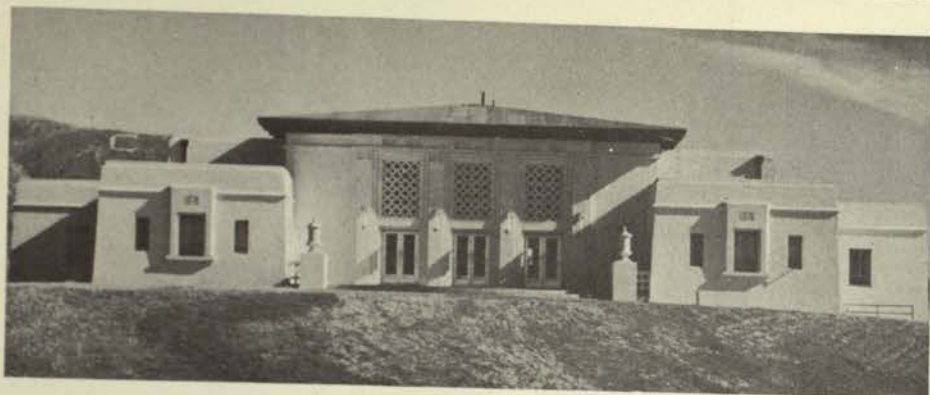
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Nature's Perfect Fuel is proven clean by many thousands of regular users in the El Paso southwest. In the home, Natural Gas does a clean job in the cooking range and in the heating plant. And now, more than ever, industries in this Southwest area are utilizing Natural Gas for their greater efforts in building our own community for the national welfare.

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*The Pipe Line Company
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"Queenie!"

**Del Norte
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Headquarters for TW cowboys and cow-girls. Complete line of Western Clothing and Accessories.

Best selection of handmade Boots in town.

110 W. San Antonio St.

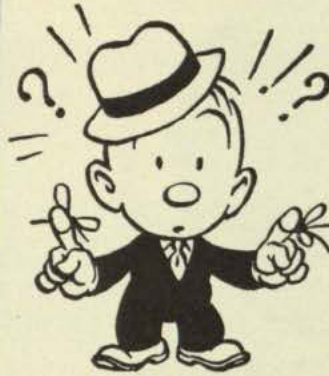
Across from side entrance Del Norte Hotel

Price's
American Hostess
Ice Cream

NOW available
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*For Gifts that you
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Let Sheldon's be
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You like it... 7up ...it likes You



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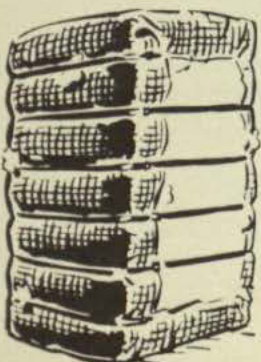
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and bear

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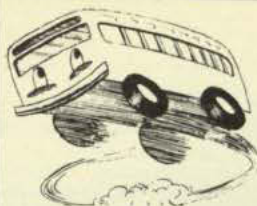


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MADE-TO-MEASURE SHOP

SCHOOL AWARD SWEATERS

CHENILLE SWEATERS





*Ten reams of paper,
A gallon of glue,
Lots of ideas,
Some old and some new.*

*A gross of pencils,
A battered T square,
Pictures to be taken,
And copy to prepare.*

*A broken ankle,
A deadline to meet
And then the measles,
It looked like defeat.*

*An untiring staff,
Scissors in hand,
Helped with the burden;
We finished as planned.*

*So, here is my thanks,
To one and to all,
For a wonderful year,
We will often recall.*

MARJORIE ZABRISKIE

