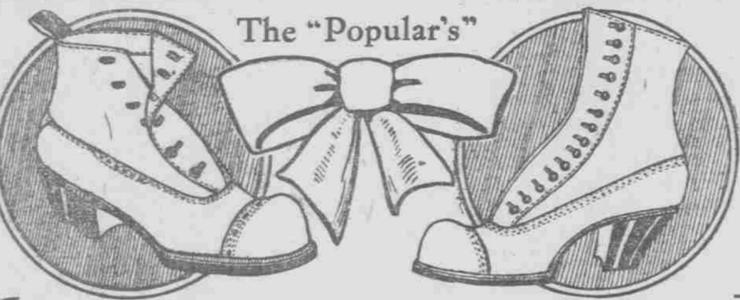


The "Popular's"



Footwear Clearance Continues

OUR BUYER before departing on his pilgrimage to Eastern shoe centers, gave strict orders to CLEAR OUT ALL FALL AND WINTER SHOES, no matter what the sacrifice. We immediately proceeded to use the knife. All prices were cut, and lively selling followed. There's a lot of splendid shoes still to be sold, in fact some of the very choicest styles are in this final offering. But they'll go quick at present prices. There are no restrictions or reservations—all shoes go at these prices.

Any Shoe from Our Regular Stock--No Restrictions
 All women's \$4.50 and \$4 shoes \$3.15 All women's \$2.50 shoes, a pair \$1.95
 All women's \$3.50 shoes, a pair \$2.75 All women's \$2.00 shoes, a pair \$1.65
 All women's \$3.00 shoes, a pair \$2.45 Any and all style leathers.

Broken Lines of Women's and Children's Shoes Sacrificed
HOUSE SLIPPERS—150 pairs, in strap and matron patterns. Values up to \$2.00. Final Clearance Sale, a pair..... **95c**
WOMEN'S HIGH SHOES—300 pairs in button and blucher patterns, hand turn and Goodyear welt soles tipped and plain toes. Made of patent kid, patent colt, vic kid, gun metal calf, tan, Russia calf, etc., with velvet, cravenette and dull kid tops; Cuban and military heels. Values to \$4.00. Final Clearance Sale, a pair..... **\$1.95**
WOMEN'S PARTY SLIPPERS—A number of pairs of party slippers, plain and patent kid and suede, in blue, pink, white, champagne and black; Cuban heels. Values to \$3.50. Final Clearance Sale..... **\$1.00**
WOMEN'S PARTY SLIPPERS—Made of pink and gold satin with embroidered vamps—very new and stylish. Our regular \$4.00 values in the Final Clearance Sale at a pair..... **\$1.50**
MISSSES' AND GROWING GIRLS' LOW HEEL SHOES—300 pairs made in button and blucher styles, with extension soles. They are velvet, suede, patent kid, vic kid and gun metal calf and patent colt with velvet and colored kid tops—some in Jockey Boot patterns with white and kid tops. Values to \$4.00. Final Clearance Sale, a pair..... **\$1.95**
WOMEN'S TAN BUTTON BOOTS—Of tan Russia calf with white calf and brown whipcord tops; Goodyear welt soles. Shoes worth \$4.00 and \$4.50 a pair, for only..... **\$2.85**

Men's and Boys' Shoe Prices Take Another Drop
MEN'S RALSTON AND FELLOW-CRAFT SHOES—In patent colt and patent kid leathers—button and lace styles. Like giving them away at the Final Clearance price of, a pair..... **\$1.95**
BOYS' SCHOOL SHOES—In gun metal, velour and box calf leathers; button and blucher styles. These shoes are made of selected stock, have overweight rock oak soles. Clearance price..... **\$2.15**

See Mesa Avenue Window Display **The Popular DRY GOODS CO., INC.** See Mesa Avenue Window Display

La Vida Corsets



ARE exquisite examples of corset craft, and appeal to women of refined taste. They are made of the highest grade of imported materials, perfectly boned and exquisitely trimmed. The La Vida Corset presents the wearer at her best, in the symmetrical, long lines of present vogue. Madame White will gladly give the benefit of her personal advice in the selection of the best model for your figure. Most authorities will concede that Madame White is the authority on corsets, and her opinion is very highly valued among those who know. She is here direct from New York to give the ladies of El Paso the benefit of her expert knowledge on this vitally interesting topic. A full complement of exquisite La Vida models will be shown. These are positively the daintiest examples of the corset maker's art which have yet been revealed to the feminine eye.

"The World of White"

The Opportunity to Economize Which this White Event Provides Is Being Taken Advantage of By Hundreds of Women

THIS exceptional money-saving opportunity is appealing to the economy seeking instinct of hundreds and hundreds of women who want the utmost value for their money. A brief inspection of the great quantities of white wear involved in this sale, an examination of the superior qualities and extremely attractive prices, immediately convinces each customer of the wisdom and economy of anticipating their white wear requirements for at least six months. It will pay you to come and get your share of the hundreds of notable values NOW, while assortments are still unbroken. You'll be amazed and delighted with the great number of extraordinary values you will find piled on our counters and shelves—of the kind that you will have to wait a year for—and may not get then. Will it be necessary for us to again urge you to visit the store at once in the face of the great savings you can effect by taking advantage of such prices as quoted below. **Be Sure and Read Every Item in this Ad**

Attractive Pricing of Undermuslins of All Qualities

WISE women will select the undergarments needed for summer wear in this sale. The assortments are complete and include garments of every quality. New and better values added to each lot, from our reserve stock.

Special Lots at 25c, 45c, 59c, 95c, \$1.45, \$1.95, \$2.45, \$2.95

13 Grand Lots of Fine Embroideries Are Offered

IMMENSE quantities of high-class Embroideries, purchased especially for this sale. The values are by far the best ever offered. You must see the goods in order to appreciate the nature of the values.

5c, 9c, 14c, 19c, 49c, 59c, 79c, 89c, 98c, \$1.49, \$1.69, \$1.95, \$2.95

Longcloth and Nainsook At Matchless Prices

LONGCLOTH—We purchase our longcloths direct from the weaving establishments and mills, thereby saving a obber's commission. All these materials are put up in 12 yard bolts and sold by the bolt at these World of White prices. We invite comparison of qualities and prices.

- NO. 386 LONGCLOTH—Comes in loom end lengths, but put up into 10 yard bolts. Very special at, a bolt..... **69c**
- No. 500—12 yard bolts..... **95c**
- No. 600—12 yard bolts..... **\$1.19**
- No. 1000—12 yard bolts..... **\$1.40**
- No. 2000—12 yard bolts..... **\$1.65**
- No. 5000—12 yard bolts..... **\$1.89**
- NAINSOOKS—Fine qualities, soft finish, 10 and 12 yards in a piece, put up in a neat box. Sold by the piece.
 - No. 850, 36 inch—10 yard bolts..... **95c**
 - Family Nainsook—12 yard bolts..... **\$1.59**
 - No. 90, 36 inch—10 yard bolts..... **\$1.45**
 - No. 2611 Nainsook—12 yard bolts..... **\$1.89**
 - "Bridal Wreath"—12 yard bolts..... **\$2.45**
 - Shadow Plaid—12 yard bolts..... **\$3.19**
 - No. 158, 36 inch—12 yard bolts..... **\$2.85**

Table Linens Cheap Buy for Future Needs

TABLE DAMASK—Silver bleached and pure white all linen damask. Regular 85c and \$1.00 values. World of White Sale, a yard..... **69c** (No Napkins to Match.)

TABLE DAMASK—All pure linen satin damask, snow white; pretty floral and conventional patterns; 72 inches wide. A good \$1.25 quality. World of White Sale, a yard..... **95c** (22x22 inch Napkins to Match, \$3.29 doz.)

TABLE DAMASK—Extra heavy, double faced satin damask—all pure linen. Attractive designs. An extensive selection—the finest products of the largest mills in Scotland and Ireland. \$1.75, \$2.00 and \$2.25 values at, yard..... **\$1.59** (24x24 inch Napkins to Match, \$5.29 doz.)



After Supper Specials Seven to Nine

COLGATE'S RIBBON DENTAL CREAM—recommended by famous dentists everywhere. "Comes out like a ribbon, lays flat on the brush." Each..... **15c** (Limit two tubes.)

COLGATE'S RAPID SHAVING POWDER—The busy man's friend. After-Supper Sale it goes..... **15c** (Limit one box.)

LA BLACHE FACE POWDER—Levy's famous powder that grows in popularity daily. After-Supper Sale, a box..... **35c** (Limit one box.)

A Sale that Is the Talk of the Town---

Our Clearance of Garments

Regular \$20.00 Suits \$10.00

In all this wonderful suit gathering you will not find a single garment that has not the note of distinction that is given by master designers, expert tailoring and choicest of materials. A style assortment that includes both plain tailored and fancy productions. Many of the fabrics are serges, worsteds and fancy novelty cloth and the range of colors is extensive. Garments that would sell in a regular way for \$20 offered while they last at, your choice \$10.00.

\$19.50 to \$22.50 Coats \$9.50 and \$12.50

A display of high class long coats that rivals in interest the extraordinary low prices. Garments in every wanted style that clearly show irreproachable quality. Classy looking belted models with convertible collars that are dashing and practical for automobiling. Elegant appearing coats in rough mixtures and double faced fabrics in any color or combination of colors you can ask for. Many of these coats are copies of notable foreign models. Coats worth up to \$22.50 at, your choice, \$9.50 and \$12.50.

Skirts Worth to \$7.50 at \$2.95

We believe that we have assembled some of the season's choicest skirt styles for this Final Clearance. Skirts of Broadcloth, Serge, Worsteds, Tweeds and Novelty Cloths. Styles are the season's greatest favorites, and come in black, brown, navy, grey and fancy mixtures. Some are perfectly plain, others show pleats and buttons. You cannot possibly afford to pass up this rare opportunity to purchase a handsome skirt worth up to \$7.50, at the temptingly low sale price of \$2.95.



Plenty of New Spring Suit and Coat Styles

BOTH in design and material the Spring models are altogether new and decidedly interesting. Creators of America and France seem to have united to give us styles that are practical, graceful and becoming in the extreme. Materials include a world of new weaves that will be hailed with delight. Come in and see them.

See the New Spring Millinery.
 See the New Spring Corsets.
 See the New Wash Fabrics.
 See the New Spring Silks.
 See the New Spring Dress Goods.

Let Mrs. Cass Make Your Easter Garments

AND now while we are telling you of the NEW—let us remind you that Easter comes this year on March 23rd. And you should not delay the making of your Easter clothes. Piles and piles of new Spring materials are here and it will be wise to choose now and let Mrs. Cass get started on your garment before the rush begins. Mrs. Cass needs no introduction to the public, her beautiful work and artistic designing has more than pleased her critical customers for years. With increased facilities she is able to turn out more and better garments than ever before. Her parlors are on the 5th floor, Little Caples building, or you may see her here at the "Popular" when you call.

NATIVES ON WARPATH BURN CAPTIVES ALIVE

Lisbon, Portugal, Jan. 17.—An insurrection has broken out in Angola, Portuguese West Africa, and dispatches received today by the minister of the colonies relate that the natives have committed many atrocities. They raided settlements, killing the inhabitants and pillaging property. Several European women were carried off by the insurgents and four men captives were burned alive.

THE COURTS.

54th DISTRICT COURT. Dan M. Jackson, Presiding. Katherine Burgin London vs. Frank J. London, suit for divorce; filed. Jennie Weems Taylor vs. Raymond T. Taylor, suit for divorce; filed.

41st DISTRICT COURT. A. M. Walthall, Presiding. McBride vs. Loomis, trespass to try title suit; on file. Albert Weibben Marble company vs. El Paso Hotel company, suit on contract; filed.

JUSTICES COURTS. E. H. McClintock, Presiding. L. E. Ross vs. V. Snyder, C. P. Pittman, charged with robbery with the use of fire arms, remanded to grand jury without bail. Herald vs. T. W. Ardoin, suit for \$124.77; judgment for plaintiff for \$120.77.

J. J. Murphy, Presiding. Bert Ramey vs. F. E. Paul company, suit for \$80 damages; filed. E. J. Martin vs. Hotel Paso del Norte, suit for \$11.50; filed. P. J. Donnelly vs. Dr. J. H. Morford, suit on \$250 account; judgment for plaintiff. E. Wyatt, charged with forgery; complaint filed. Fortino Padilla, charged with burglary; complaint filed.

CHILD IS FOUND ALMOST FROZEN NEAR SILVER CITY Silver City, N. M., Jan. 17.—During the cold snap here, Samona Pena, a little Mexican girl, was found in the snow, almost frozen to death. She was on her way to school and becoming tired lay down in the snow to rest. She was found by Miss Isabel Eckles, county school superintendent, who revived her by first giving her a cold bath.

WOMAN, 47, GETS DIVORCE; HAS MAIDEN NAME RESTORED. Chillicothe, Mo., Jan. 17.—Mrs. Edna Sibert, aged 47, was granted a divorce from Henry Sibert, aged 76, today on a plea of non-support and a contention that she "did not want his name on her tombstone." Her maiden name, Edna Wiley, was restored. The Siberts had been separated 23 years. Both are of old families, prominent in Livingston county.

CHARLES SHANNON SPENDS FOX WITH EL PASO FRIENDS. Charles Shannon, a pioneer El Pasoan and the man who discovered the Shannon copper mine in Arizona, is here visiting his old time friends before going to Europe. Mr. Shannon is now located on the Pacific coast with an office in Seattle, and his home in Los Angeles.

SMELTER CAR HITS BUGGY. A buggy occupied by Mrs. A. G. Reum was struck by a smelter car on Oregon street Thursday evening, and the rear wheel broken. Mrs. Reum was talking to a friend on the sidewalk, the street car official saw when the smelter car bumped into her buggy. She was not injured, they say.

TAFT TO ATTEND FIVE BANQUETS. Washington, D. C., Jan. 17.—President Taft left at 3 p. m. over the Pennsylvania railroad for Philadelphia on a trip which will take him to five banquets in two days, include a visit to New York and New Haven and bring him back to the white house Tuesday morning.

Use Domestic Coke. Southwestern Fuel Co.

Hart Schaffner & Marx and Rogers Peet Co.'s Suits and Overcoats \$18 worth up to \$32.50



IN ALL the nine years of our business career we've never known of a bargain like this. Just think of buying the very newest suits and overcoats at almost half of their actual value! It's hard to believe, until you've seen the garments with your own eyes. There's a handsome assortment—the special purchase Mr. Weiss made in Chicago and our own regular stock—and if we know El Pasoans there'll not be many left by closing time Saturday night.

No need to dwell on the desirability of the styles and materials, or perfection of workmanship—every suit and overcoat in this sale is the peer of any shown anywhere—and you have choice of garments worth to \$32.50, at

\$18

Clean-Up In Boys' Department

BOYS' KNICKERBOCKER SUITS—in sizes 7 to 17—odds and ends in patterns suitable for Spring wear. Clean up price..... **\$2.85** and a wonderful value at.....
 BOYS' BLOUSES—Sizes 6 to 16, in draw string and "K. & S." blouses—made of silk soisette, linen, madras, etc. Some are attached unlaundered collar styles, \$1.00 values at..... **39c**

Men's \$4 & \$4.50 Pants **\$2.95** **The Popular DRY GOODS CO., INC.** Men's \$4 & \$4.50 Pants **\$2.95**

The Popular DRY GOODS CO., INC.

Read Our Shoe Ad and Men's Ad Elsewhere on this Page