

All Telephone Lines Lead to the "Popular"—Call 3300

# Beginning Monday, May 17th, at the "Popular"



A Sale that parents and children have learned to look forward to with a great deal of interest. An annual event with the "Popular"—an event coming just before the closing days of school—an event coming at the beginning of the summer, just when new wearing apparel is required. An event broad in scope and wide in proportions, embracing as it does, thousands of dollars' worth of the newest summertime merchandise at prices that actually mean money savings of the

most vivid character. Practically every department of the store enters into this event with something special. It is the one really notable opportunity of the season for parents to supply all summer needs for the children. Only by a visit to the store itself will you be able to realize to what extent we have prepared for this occasion. Our Windows are full of juvenile goods and a trip around them will be of interest.

## Better Looking—Greater Service and Longer Wear In Boys' Summer Suits

The appearance of the boys is important. You can dress them in "Popular" suits at no more cost than if it was a cheaper make of clothing. The coat and trousers are made as carefully in the manufacturer's sanitary shops as clothing for men and the style is of particularly attractive quality. We recommend these because they hold their shape and form—do not become slouchy looking—tailor made coat and trousers—and the service you get is double that of just any other kind of boys' clothing. This comes from the good making—the careful and painstaking care used in the manufacturing. We have a variety of models and splendid assortment in all of the fashionable fabrics—large plaids, small checks, neat plain cloths, blues, grays and browns—in whatever price you determine should purchase a suit for your boy. Boys' Wool Suits in Norfolk style with patch pockets—plain weaves and fancy mixtures; no blue serges in this lot.

\$5.95 Suits	.....\$4.95	\$8.50 Suits	.....\$6.95
\$4.50 Suits	.....\$3.75	\$11.00 Suits	.....\$8.45
\$7.50 Suits	.....\$5.95	\$12.50 Suits	.....\$9.95

### 25 Suits to Be Sold at \$1.95 Each

Boys' double breasted suits in summer weight; sizes 12 to 17 years; knickerbocker trousers; values to \$8.50—Special at.....\$1.95

### Sale of Boys' Cool Wash Suits

Oliver Twist, Middy styles, "Little Billie" and Vestee Suits—sizes 1 to 9 years.

\$2.00 Suits	.....\$1.65	\$4.50 Suits	.....\$3.85
\$2.50 Suits	.....\$1.95	\$5.95 Suits	.....\$4.95
\$3.00 Suits	.....\$2.35	\$9.50 Suits	.....\$5.95

### Extra Special In Boys' Wash Suits

Sailor Blouse and Buster Brown white or colored wash suits in 3 to 9 years; values to \$5—Special at 75c

#### \$5 SUITS \$4.25.

Boys' Palm Beach Norfolk Suits in checks, stripes and solid colors; sizes 6 to 17 years—Suit.....\$4.25

#### Boys' Suits 89c.

Military Style Play Suits with gilt buttons; tan, blue or white; sizes 2 to 7 years; special at.....89c

#### 50c BLOUSES 35c.

Boys' Bell Blouses with disappearing string and soft collar attached; in white and plain colors and figured effects.....35c  
Boys' 25c Wash Ties 3 for.....25c  
Boys' 50c and 75c Shirts special 3 for \$1.00.

#### 50c SLEEPERS 39c.

Boys' Muslin Sleeping Garments in sizes from 2 to 8 years; worth 50c regularly, for.....39c

#### KNICKERBOCKERS 69c.

Boys' Wool Knickerbockers—samples and short lots, in sizes 6 to 17 years; values \$1.50; special now only.....95c

#### BOYS' HEADWEAR.

Sample Straw Hats, in sizes 2 to 10 years—white or black—  
Up to \$2.00 Hats.....79c  
Up to \$4.00 Hats.....\$1.19  
Boys' 50c Poros Knit Union Suits 39c  
Boys' Unlined Golf Caps for.....19c  
Boys' 50c Skull Caps for.....10c

## Basement Specials

**CHILDREN'S ROMPERS**—Made of gingham, cheviot, madras and linen in solid colors, small checks and plain white, Monday extra special.....\$1.00  
35c each, 3 for.....\$1.00  
**CHILDREN'S DRESSES**—Made of standard quality gingham and percale in a world of pretty models. Basement special, each.....45c  
**BOYS' BLOUSES**—Made of good wearing quality gingham and cheviot ages 3 to 12 years, each.....25c  
**BOYS' WASH SUITS** in the Oliver Twist and also sailor styles, made of linen of a suitable summer weight, Suit.....45c  
**MISSES AND CHILDREN'S MIDDIES**—Made of white percale, some trimmed with collar, cuffs and pocket, in blue, others plain white, each.....45c  
**MIDDY SKIRTS**, of same material as the blouses, full pleated styles, each.....45c

## Women's Wash Dresses

Matchless Values at \$4.95, \$7.50 and \$10  
With warm weather here in earnest the thoughts of women naturally turn to cool apparel. These splendid Dresses are so dainty in material, so clever in style and faultless in making that they are sure to appeal to most every woman. Plain and novelty voiles, light tissues and linens, organdie lawn, cotton beach cloth. White and plain colors as well as beautiful combinations. Styles that are unsurpassed in many dresses of a much higher price. \$4.95, \$7.50 and \$10.

### White Wash Skirts

Splendid Values from \$1.45 to \$8.50  
Cordelines and Piques, Cotton Gaberdines, Poplins, Repps, Bermuda Cloth and other cool fabrics, including British, French and Belgium Linens and Gollines—the season's best styles.....\$1.45 up to \$8.50  
Palm Beach Skirts, \$1.95 and Up

### Blouses 95c to \$4.95

New Handkerchief Linen Blouses, new Crepe de Chine and Lace Blouses. Cool summer garments that possess all the daintiness you can imagine. Many the best models.....95c to \$4.95



## Juvenile Specials In Shoe Department

Offering special inducements to buy enough Children's Footwear for the summer. Stocks are full and complete and styles are abundant and varied—sizes are everything to be desired and qualities are unsurpassed.

### EXTRA SPECIAL!

Misses shoes, pumps and oxfords in broken lines and sales accumulations—assorted leathers and styles. All grouped into one big lot ready for Monday morning—sizes 11-1-2 to 2; pair.....\$1.45

**For Infants and Children.**  
Shoes, pumps and oxfords in odds and ends, all styles and leathers; sizes from 2 to 8; pair.....95c

### Play Shoes.

Just the thing for the vacation trip. Barefoot sandals, scufflers, plamate and Scout shoes.

### Barefoot Sandals.

Tan Willow Calf Barefoot Sandals for children; full of service and comfort. Sizes 8-1-2 to 11, pair.....\$1.00  
Sizes 11-1-2 to 2, pair.....\$1.25

**Tan Barefoot Sandals.**  
Made with welt soles and attractively priced at this time:

Infants' Size 5 to 8.....\$1.25  
Child's size 8-1-2 to 11.....\$1.50  
Misses Size 11-1-2 to 2.....\$1.75  
Growing Girls, 2-1-2 to 6.....\$2.00

**Elks Hide Sandals.**  
Barefoot Sandals in white or grey Elk-skin with Elkhide soles.

Infants' 5 to 8.....\$1.50  
Child's 8-1-2 to 11.....\$1.75  
Misses 11-1-2 to 2.....\$2.00  
Growing Girls 2-1-2 to 6.....\$2.25

Baby Doll Pumps for growing girls  
Of White Canvas.....\$2.00  
Of Patent Leather.....\$2.50

White Canvas Baby Doll Pumps for Misses and Children \$1.00 to \$2.00  
Little Boys' Scout Shoes.....\$2.00

### Women's

## Palm Beach Suits

Ideal for summer wear. New models in snappy Norfolk styles. Suits that are trimmed with large pearl buttons and finished with patch pockets—light and cool, yet shape retaining—they launder perfectly—special values at \$7.50, \$10, \$12.50 and \$15.00.

### Silk and Wool Suits

Values to \$29.50	Values to \$39.50
<b>\$19.95</b>	<b>\$29.95</b>
Values to \$49.50	Values to \$69.50
<b>\$37.95</b>	<b>\$47.95</b>

**The Popular**  
DRY GOODS CO. INC.

## Dresses for Girls, Children and Juniors

Every woman in El Paso who has at one time or another purchased dresses from the "Popular" know the value of the garments we offer. At this time our great lines are ready for your choosing at prices that mean remarkable savings. Dresses of gingham, madras, percale, chambray, colored lawns, crepes and linens. Sizes from 2 to 14 years and priced as follows.

95c Dresses	.....79c	\$2.45 Dresses	.....\$1.89
\$1.45 Dresses	.....\$1.29	\$2.95 Dresses	.....\$2.29
\$2.45 Dresses	.....\$1.59	\$3.95 Dresses	.....\$3.19

## Girls' Dresses Priced Very Special

All our tailored and fine Ramey and French finished linen, Jap Crepe, Pique, Poplin and Imported Gingham, in sizes 6 to 14 years reduced as follows: \$5 dresses \$3.95; \$6 to \$7 dresses \$4.95; \$8 to \$10.50 dresses \$6.95.

### White Dresses

Sizes to 5 Years

Beautiful White Dresses for Infants and Little Tots. Of lingerie cloth, lawn and organdie—trimmed with embroidery and lace:

\$3 to \$4 Dresses	.....\$2.48
\$5 to \$6 Dresses	.....\$3.95

### White Waists

Girls' White Waists in sizes 8 to 14 years. Of fine Lawn, Organdie and Pique with Embroidery Collar and Cuffs; may be worn middy style or with the new Suspender Effect Skirt—

\$1.50 Waists	.....\$1.19
\$2.50 Waists	.....\$1.95

### Middy Blouses 25c

Broken lots and sizes. Some are slightly soiled; formerly priced up as high as \$1.45—extra special.....25c

—No Approvals; no C. O. D.'s—

### White Dresses

Sizes 6 to 14

White Lawn, Organdie, Voile, Lace Cloth and other sheer materials. The newest models for summertime wear.

\$5 to \$7 Dresses	.....\$4.95
\$3.50 to \$4.50 Dresses	.....\$2.95

### Middy Blouses

Our regular lines of Jack Tar and Bob Evans Middies in all white or white with the new colored trimmings; sizes 6 to 14 years; priced special for this sale—

\$1.45 Middies	.....\$1.29
95c Middies	.....79c

### Children's Hats

Colored Hats for Children up to 7 years of age; priced as follows:

\$3.00 to \$4.50 Hats	.....\$2.69
\$5.50 to \$7.50 Hats	.....\$4.69

**SIZES 2 to 14 Years** { **All New Spring Coats** } **1/3 Off**  
For Children, Girls and Juniors

### Infants' Dresses

Extra Special

Dainty little hand made Dresses in sizes from 6 months to 1 year.....75c and \$1.00

Girls H. & W. Waists worth 50c for.....39c  
Infants' 25c Long Dresses Special at.....18c

### Parasols 50c and 25c

New Ones

Japanese Silk and Cotton Parasols with Japanese designs. Just the thing for little tots 50c & 25c

## Women's Hats \$1.00

Values Up to \$12.50

Odds and ends of Milan Hems and hand made Straws—smart tailored trimmed and semidress Hats; as an extra special for.....\$1.00

50 Model Hats, Values to \$25, for \$10

50 New Large White Trimmed Hats, \$3.95

Children's to \$6 Trimmed Panamas, \$2.95

Children's Dress Hats at 1-3 Off

## Hand Embroidery Lessons Free

By PROF. H. VANCE SHAW

Expert in Art Needle Work

We have secured the services of Prof. H. Vance Shaw, the world renowned Lace and Embroidery Expert. Prof. Shaw, beginning MONDAY MORNING, will be located in our Drapery Department on second floor, where he will be glad to meet the ladies who are interested in Art Needle Work or Desirous of becoming artists in this line.

FREE LESSONS

## Children's Hose 25c

We are exclusive El Paso agents for children's Cadet hose—guaranteed to give satisfaction; all sizes, pair.....25c

**CHILDREN'S SOCKS**—2 pairs 25c—of silk hosiery; plain white, pink or blue; also solid grounds with fancy tops—2 pairs.....25c

**CHILDREN'S SOCKS** 25c—Imported silk hosiery—full fashioned with roll tops; entirely new designs, sizes 4 to 9-1-2, pair.....25c

### Extra Special.

**CHILDREN'S SCHOOL HOSE**—Fast black; light or heavy weight; for either boys or girls; splendid quality hose in all sizes, pair.....9c

**UNION SUITS** 50c—Globe Union Suits for children; either tight or loose knee; drop seat; suit.....50c

**KNIT PANTS** 15c—Children's garments in sizes 10 to 15 years; regular 25c value.....15c

Children's 50c three in one union suits for.....39c