

JULY CLEARANCE SALE

The POPULAR

Corner Mesa Ave. and San Antonio St.

Private Branch Exchange 3300.

Mail and Phone Orders Promptly Filled.

JULY CLEARANCE SALE

Third Floor

FURTHER Clearance and Sale details will appear tomorrow and the principal items will be taken from the third floor.

Wash Goods, Table Linens, Towels and Bedspreads are in for liberal Clearance Sale reductions.

Be On Time Tomorrow--

IF you will recall July Clearance Sales of other years, you will remember that there have always been items at almost unbelievably low prices the first day of the sale.

OUR July Clearance Sale means a wonderful opportunity to the woman who knows good merchandise, to save many dollars on purchases of all needed goods, whether for use now or later.

For the Men

IT is impossible, with present market conditions, to offer sweeping reductions on Men's Clothing.

Clearance Sale offers on the Street floor in the way of furnishings are most attractive.

On shoes for men and boys we have arranged five big lots and the July Clearance Sale reductions are most attractive.

Clearance of Ready-to-Wear

NO detailed descriptions are necessary on Ready to Wear items. You need only recall the beautiful wear we have been showing all season to know that this last selling of all our suits, dresses, capes and wraps means the very finest of material and workmanship.

Five Groups Of Suits

In considering these reductions remember that our regular prices were most attractive.

Capes-Dolmans

Capes, coats and dolmans made of tricotine, velour, satin, tricolette and silvelone are featured in this July Clearance Sale at Half Price.

Seven Groups Of Dresses

These are beaded and silk embroidered gowns, crepe de chine, crepe meteor, in colors of white, flesh, maize, gold, copan, rose, pearl gray, tan and brown.

At Half Price

A limited number of soft taffeta, foulard and printed georgette dresses will be on sale at half price.

Millinery Clearance

Already advance Fall millinery is arriving, so present Summer stocks must be cleared quickly. Not a hat in stock has escaped radical price cutting.

Sheer Summer Dresses

Among these you will find the prettiest models of the season in printed voiles, organdies and nets.

Blouse Specials

\$1.00 BLOUSES—For Saturday only, we offer 20 dozen cotton blouses in regular \$1.95 values at \$1.00.

JULY CLEARANCE SALE

Unheard of Hose Values

The Greatest Hose Values We Have Ever Offered In Any Sale

SPECIAL purchases were made with the sole object in mind of having this the greatest Mid-Summer Hose Sale ever held in El Paso.

Women's Silk Hose \$1.29

This lot is factory rejects of the famous Onyx make, yet the imperfections are so slight they in no way impair the wearing qualities.

Women's Sample Hose

Women's sample hose, traveler's samples of Onyx hose that offer extraordinary values in women's hose—every pair carries the Onyx trade-mark—perfect as to fit, fabric and finish—shown in black, white, corvado, pink, gray—cotton lises, silk lises and fibre silk arranged in three great lots for easy choosing.

VALUES TO 65c FOR 39c. VALUES TO 85c FOR 49c. VALUES TO \$1.00 FOR 59c.

Misses' Silk Hose 98c

Misses' pure silk hose, full fashioned thread silk with lisle garter welt, shown in black, white and colors, the pair

Children's 50c Sox 29c

We feature silk lisle and fibre silk sox, with novelty colored tops and fashioned cuffs in the season's smartest colorings, a complete color assortment in sizes 4 to 9-12.

Children's Hose 29c

These hose are positively selling at wholesale cost—the best values in children's hose that we have been enabled to offer this season.

Undergarment Shop

ONE of the most promising features of the July Clearance Sale is the sample line of Silk Underwear at actual cost price.

\$1.50 Camisole \$1.00

A large number of attractive silk camisoles are attractively priced as a July Clearance Sale Special at—

Silk Gowns \$5.00

One item of interest is a display of silk gowns, of good quality, roomy cut and pretty styles—

FOURTH FLOOR.



Downstairs Store Clearance Footwear

THE following Summer Footwear values are typical of what you may expect in the July Clearance Sale values in the Downstairs Store.

LOT NO. 1—Women's sample shoes, in sizes 2 1/2 to 4 1/2 B. There are many stylish pumps and oxfords in black and tan; welt soles; high and low walking heel.

LOT NO. 2—Women's high grade low shoes in straight, colonial, and oxfords; welt and turned soles; high, Louis, Cuban and the new walking heel; black and tan; patent, kid and gun metal.

LOT NO. 3—Women's high grade low shoes in straight, colonial, and oxfords; welt and turned soles; high, Louis, Cuban and the new walking heel; black and tan; patent, kid and gun metal.

LOT NO. 4—Women's high grade low shoes in straight, colonial, and oxfords; welt and turned soles; high, Louis, Cuban and the new walking heel; black and tan; patent, kid and gun metal.

Clearance Sale--Street Floor

THE very biggest item of the entire sale is the special values on hose. Besides these the following specials are timely and save you much money.

Leather Pocket Books \$1.19

We offer extraordinary values in pocket books, shown in top and back strap styles, all are made of real leather in plain and novelty grains, in black, gray, brown and navy.

Stationery 15c

A choice box of writing paper, in white, pink, blue, buff, gray and lavender with envelopes to match, has a perfect writing surface and makes an ideal paper for ordinary correspondence.

Silk Bags \$1.95

You will find some of the season's choicest shapes in this lot of silk moire and satin striped bags in black, nigger, taupe and midnight.

Children's Knit Garments 25c

Fine gauge cotton vests, pants and unders—regulation summer styles—are cut simply large, without a surplus, allowing the greatest amount of freedom to the growing child.

Women's, Misses, Children's Shoes

WE have gone through our stocks, taken out all odds and ends and short lines and marked them down to a low price.

\$13.50 Colored Oxfords \$6.95

J. A. T. Cousins bench made colored oxfords—newest styles in field mouse, champagne and pearl gray kid; covered Louis heel; hand turned soles.

Pumps and Oxfords \$4.45

Odds and ends in pumps and oxfords, in all leather, tan and black. Some white kid are included; French Louis Cuban and military heels; welt and turn soles.

Evening Slippers \$1.85

Cloth of silver and gold evening slippers, sizes 5 to 7 only, are a special, \$1.85.

In The "Girls' Own Shop"

EVERY item here advertised in girls' wearing apparel is priced at actual cost price and many at even less. Clearance to us means the thorough disposal of all reasonable merchandise regardless of present worth.

FINAL REDUCTIONS OF GIRLS' STRAW HATS

Of the many attractive showings we have made this season, none has met with more enthusiastic approval than our display of girls' straw headwear.

All hats at the following reductions, including "Heids": \$5.50 values \$1.75, \$4.50 values \$2.25, \$6.50 values \$3.25, \$8.50 values \$4.25.

PASTEL COLORED ORGAN-DY AND VOILE FROCKS.

They are truly the most favored dress of the season. At regular prices, we find it hard to keep up with the demand. So you know what will happen when we feature the following reductions. The colors are Golden Rod, Rosetta, Rose, Pink, Copenhagen, Light Blue and White. Sizes 12, 14 and 16 years.

\$12.50 values \$7.50, \$15.00 values \$10.00, \$19.50 values \$12.50.

GIRLS' TAFFETA DRESSES

There are not many left, but each and every one is a remarkable frock at the price. Many have collars and cuffs of Georgette.

\$10.95 values \$6.00, \$15.00 values \$7.50, \$19.50 values \$10.00, \$25.00 values \$12.50.

BOYS' SUITS \$5.95

These are smart new suits in bright youthful patterns and dependable material. Not all sizes are to be had in every style, but all sizes are in the group, 7 to 18 years.

PALM BEACH SUITS, \$4.95

These are odds and ends of Palm Beach and Kool Kloth Suits, in various colorings and models. There are all sizes in the lot but not in all models.

WASHABLE SUITS \$1.35

These suits, of Kaymo and other standard makes, some slightly soiled from handling—come in smart styles and attractive patterns. Sizes 2 to 8 years.

Neckwear 39c

A final clearance of women's neckwear, including collars, collar and cuff sets, vesters and other neckwear in satin, georgette, pique, lawn and organdie shapes that are new this season, both practical and perfect fitting, shown in white and reasonable colors, values to \$1.00, July Clearance Sale, each 39c.

Beads 50c

A clearance of the remainder of our Big Bead Sale is this showing of necklaces—coral, red, old ivory, onyx, robin's egg blue, in a host of styles and shapes and values to \$1.50, Clearance Sale Price 50c.

Women's Union Suits 85c

These garments are fine gowns, made on scientific lines, allowing the minimum of friction with the maximum of wear; tight and loose knazy closed styles. July Clearance Sale, each 85c.

Handkerchiefs 4c

A clearance which offers the greatest saving in women's handkerchiefs that we have ever known. Shown lawn handkerchiefs with neat hemstitched ends and dainty designs embroidered in white and colored corners. These are the ideal kind for every day use—well worth 15c each; July Clearance Sale Price, each 4c.

Women's, Misses, Children's Shoes

WE have gone through our stocks, taken out all odds and ends and short lines and marked them down to a low price.

\$10.00 Oxfords \$5.95

J. J. Crover's tamps, gray kid oxfords, hand turned soles; both Louis and military heels. Former \$8.00; Clearance Sale, \$4.65.

Canvas Boots \$4.65

Wright & Peter's white canvas boots; lace, Louis and military heel; welt soles. Former price \$7.00 to \$8.00; Clearance Sale, \$4.65.

Misses' White Canvas Boots

Grown girls' white canvas lace boots are a splendid value, selling earlier in the season at \$3.50 to \$7.00; Clearance Sale prices, \$2.95, \$2.95, \$4.95.

Odds and Ends \$1.25

Odds and ends of grown girls', misses' and children's shoes, pumps and oxfords, many different styles in all leathers; Clearance Sale Special, \$1.25.

LINGERIE AND WASHABLE HEADWEAR.

This is an extensive showing of lady hats, pique hats, and chambray hats at greatly reduced prices:

75c values 50c, \$1.25 values 75c, \$1.50 values \$1.00, \$2.00 values \$1.25, \$2.50 values \$1.50, \$3.00 values \$1.75, \$3.50 values \$2.25, \$4.00 values \$2.50.

All girls' light weight suits, coats and sweaters are all being offered at remarkable reductions.

25% Discount On All Infant's Coats and Caps

Every baby coat and cap in stock from the lowest priced to the very finest. Long or short coats, hand-made and machine made caps, 1-4 off.

In The Boys' Department

BOYS' SUMMER CAPS 85c

Boys' Caps of silk, Palm Beach and Kool Kloth are made in the popular golf and novelty styles, light and dark colors; all sizes. \$1.25 and \$1.50 values, Clearance Sale Price, 85c.

BOYS' PAJAMAS \$1.25

Odds and ends of boys' one and two piece pajamas made of good quality materials, in neat stripes and solid colors. Not all sizes are to be had. Values up to \$2.00, Clearance Sale Price, \$1.25.

BOYS' SPORT SHIRTS 39c

A most attractive lot of boys' sport shirts, made of fast colored material in neat stripes, plain white and white with fancy collars; short sleeves; low neck; sizes 12 1/2 to 14 1/2 are \$1.00 values, Clearance Sale Price, 39c.

BOYS' UNION SUITS 65c

Chalmers' summer union suits for boys; fine ribbed or porous knit; long and short sleeves; some sleeveless; ankle and knee length. All sizes, from 6 to 14 years, regular \$1.00 value, Clearance Sale Price, 65c.

BOYS' BLOUSES 35c

Boys' neckband blouses made of white madras and blue chambray, some are slightly soiled from handling. All sizes, \$1.00 values, Clearance Sale Price, 35c.

BOYS' STRAW HAT CLEARANCE

We offer you unrestrained choice of all straw hats at a discount of one-third an one-half off the regular price.

EXTRA SPECIAL FOR SATURDAY ONLY. These are hangover aprons and blouse dresses that are broken sizes. Values are up to \$2.50. Limit one to a customer. They will not last longer than Saturday morning. Special at (Down stairs store)

\$1.00

Clearance in Downstairs Store

READY TO WEAR SUN HATS CHILDREN'S SOX 19c

At all times the Downstairs Ready to Wear Section supplies the best styles and lowest prices on ready to wear.

Sun Hats for women and children, for beach and outing wear, are specially priced at about half their original values.

White sox with fancy rolled tops, mercerized lisle, slightly imperfect, 19c.

Handsome Silk Dresses, worth to \$18.50, July Clearance Sale, \$10.75.

2 APRON SPECIALS Red Cross Aprons are made of cambie finished muslin, with square neck, long sleeves and belt. \$2.25 value; Clearance Sale, \$1.45.

BOYS' HOSE 25c These are heavy ribbed quality hose in a full range of sizes from 5 to 11, July Clearance Sale, 25c.

Taffeta, Satin, Georget and Crepe de Chine Dresses, \$12.75.

PERALS and gingham sewing aprons are the remnants of our Big Apron Sale, values to 95c, while they last, 25c.

MIDDIES 85c Middies of fine quality twilled muslin, some lined fronts, others regular naval collar and black tie. July Clearance Sale, 85c.

\$25 Suits, July Clearance Sale, \$12.75.

LAWN KIMONA SPECIALS Lot No. 1 are light colored, fancy figured lawn kimonas, in stripes and floral designs, smalloped collars and sleeves, \$1.95 values, Clearance Sale, \$1.45.

THREE SPECIALS IN WOMEN'S VESTS Women's vests, sizes 36 and 38 only, V necks, are well cut garments with only slight imperfections, 15c.

\$17.50 Suits, July Clearance Sale, \$8.75.

PETICOATS \$2.25 Petticoats of Heather Bloom with taffeta ruffles, also of Irish mill and changeable effects, are a Clearance Sale value, \$2.25.

FOULARD HAND BAGS 79c A novelty foulard bag in attractive designs, good frames; mirror and coin purses, 79c.

\$11.50 Georget Dresses, July Clearance Sale, \$8.75.

FOUR HOSE SPECIALS Women's Fibre Silk Hose in white, black, gray and brown, sizes 8 1/2 to 10, are 29c.

SALE OF WASH GOODS Fancy flavons and Swiss in pin stripes, checks and figures in plain white only, the yard 27c.

\$7.50 Voile and Poplin Dresses, \$3.75.

WOMEN'S LILE HOSE, Onyx sample hose in black, white, gray and brown, 29c.

White skirting in fancy stripe gabardine, 38 inches wide, are a regular 50c value, 39c.

\$15 Taffeta Dresses, July Clearance Sale, \$7.75.

WOMEN'S UNION SUITS SPECIALS Women's Union Suits of lisle; tight and loose knees, lace trimmed, tape finished neck, each 69c.

Fancy white voile has a satin stripe and checked effect for waists and dresses, the yard 23c.

\$12.50 Georget Dresses, July Clearance Sale, \$8.95.

WOMEN'S COTTON LILE HOSE, Onyx sample hose in black, white, gray and brown, are 29c.

Woven tissue in colored striped material in tropical weight, fast colors, is a special, the yard 35c.

\$12.50 Georget Dresses, July Clearance Sale, \$8.95.

WOMEN'S COTTON LILE HOSE in black and white only are 19c.

Silk mull in a good range of wanted shades, is a good value, the yard 25c.

\$12.50 Georget Dresses, July Clearance Sale, \$8.95.

WOMEN'S COTTON LILE HOSE in black and white only are 19c.

Solid color voiles, 40 inches wide, in the most popular shades are, the yard, 25c.

\$12.50 Georget Dresses, July Clearance Sale, \$8.95.

WOMEN'S COTTON LILE HOSE in black and white only are 19c.

Shirting madras, 34 inches wide in a wide range of stripes for men's and boys' shirts, are a Clearance Sale special, 25c.

\$12.50 Georget Dresses, July Clearance Sale, \$8.95.

WOMEN'S COTTON LILE HOSE in black and white only are 19c.

These (voile) in white, pink and flesh, is a most desirable cloth for serviceable, dainty underwear, the yard 32c.

\$12.50 Georget Dresses, July Clearance Sale, \$8.95.

WOMEN'S COTTON LILE HOSE in black and white only are 19c.

These (voile) in white, pink and flesh, is a most desirable cloth for serviceable, dainty underwear, the yard 32c.

Toilet Shop. Repway Bath Soap, 10c. Shaving Mug Soap, 5c. Satusine Toilet Soap, 3 bars for 50c. White Flyer Laundry Soap, 5 bars for 25c. Gemma Pure Glycerin Soap, 4 bars for 35c. Fine Art Toilet Soap, 3 bars for 25c. Violet Butterilk Soap, 2c. Mazanie Iobelle Face Powder, 2c value, 5c. Cloth Brushes, 25c value, 15c. Tooth Brushes, 10c. Nail Brushes, 10c.