

**A Greater Sale of Girls Headwear**  
Reduction of 50% and More.

Hundreds of beaver sallets, also those of velvet, velvet and felt. Picture hats of Lyon's velvet for the larger girl as well as smart tailored effects of broadcloth, velvet and other rich fabrics for "little sister."

Such well known makers as "Madge Evans" and "Heid" have shipped us their sample lines at great price concessions, this together with every hat in our regular stock, makes this sale possible for Greater Popular Day.

Values to \$12.50 at.....\$6.25  
Values to \$ 8.50 at.....\$4.25  
Values to \$ 4.50 at.....\$2.25

These are arranged in four large tables to make selection easy—be early and choose the best.

Buy the girl a bath robe for Christmas at special pre-holiday prices.

—Fourth Floor

**Skates**

Skates are \$2.95 as a Greater Popular Day Special in the Toy Annex.

We offer 600 pairs of ball bearing steel frame skates. These are the well known Kokomo brand—extra heavy rubber cushion with pressed steel wheels, extension frame. Special for Greater Popular Day.....**\$2.95**

Toy Annex—2d Floor

**Women's Boots at \$5.00**

Our special purchase of women's high grade boots will be continued for Greater Popular Day.

We have added this lot 200 pairs of boots with low walking heels, very much desired for girls' school wear. These boots are from \$7.50 to \$10.00 values. A Greater Popular Day Special.....**\$5.00**

Downstairs Shoe Section

**Men's Shoes \$5**

We offer men's fine Goodyear welt shoes in golden brown kid, blucher lace style, a dressy last with medium round low toe. These are most fitting dressy shoes that will give splendid service. Extra Special for Greater Popular Day.....**\$5.00**

—2d Floor

**Cumfy Slippers \$2.50**

Greater Popular Day Only. Men's felt cumfy slippers in brown, blue, gray and wine. Price.....**\$2.50**

—2d Floor

**Sewing Lamps**

Sewing lamps equipped with scissors, farming cotton and thread—mahogany finish, each.....**\$6.95**

—6th Floor

**Candlesticks**

Birch and mahogany candlesticks—two popular specials in Colonial style.

Small sizes, per pair.....95c  
Large sizes, per pair.....\$1.25

—6th Floor and Street Floor

**Women's Cumfy Slippers \$1.25**

200 pairs of women's cumfy slippers in sizes 2 to 8—Colors in red, blue, gray and brown. Slippers that make an appropriate gift. Special.....**\$1.25**

—2d Floor

**Santa Claus**



**BEGINNING** tomorrow, Santa will welcome every little friend daily—in the Toy Annex—from 10:30 to 11:30 a. m.

Come and bring your children.

**SPECIAL NOTE**—On Saturday Santa Claus will be in the Toy Annex both morning and afternoon, receiving his little friends from 10:30 to 11:30 A. M. and from 2:30 to 4:30 P. M.

—2d Floor Toy Annex

**The STORE of a THOUSAND GIFTS**

**The POPULAR EL PASO'S**  
Dry Goods Company, Inc. Beautiful Christmas Store

**Only 14 More Days to Shop**  
Use Time to The Best Advantage at The Popular

**Fancy Pillows Half Price**

Here is a Wonderful Greater Popular Day Opportunity. We secured at an underprice a sample line comprising 250 handsome pillows and cushions. They come in a variety of shapes and colors.



THEY are covered with changeable taffeta and solid colored taffetas and superior quality of Venetian cloth—many are ornamented with dainty rosettes. Regular prices range \$9.50 to \$25.00. You have choice at a reduction of

**One-Half The Window Display**

We call your attention to the window display of these beautiful pillows. We know of nothing that would make a more appreciated Christmas present. Shop early Thursday, as the prettiest ones will sell quickly.

—3rd Floor Art Department.

**Kid Gloves \$1**

A CLEARANCE of broken lots of kid gloves—finest of kid leather in black, white and colors—all are perfectly made and represent the most expert French workmanship. While there are not all sizes, those who are fortunate enough to find their size will get a rare bargain. Values range to \$4.00—**\$1** a grand chance at.....

—Street Floor

**Ivory Mirrors**

French ivory hand mirrors in both round and oval shapes. Exceptionally heavy weight French bevel mirrors.

In some instances you will find slight defects, but in most cases the mirrors are perfect. While a limited quantity.....**\$1.59**

—Street Floor

**An Exceptional Value**

Women's Fleece Lined Union Suits—Made of long staple yarns, slightly fleeced—in high neck and long sleeves—also Dutch neck, half sleeve, ankle length style. A superior made garment that is ideal for El Paso winters. Sizes 34 to 44. Extra Special for Greater Popular Day.....**\$1.25**

—3rd Floor

**Knit Petticoats \$1**

Knitted of selected yarns in black, white and gray grounds, with contrasting borders. Specially priced for Greater Popular Day at, each.....**\$1**

—3rd Floor

**Christmas Trees**

Saturday morning we will place Christmas trees on sale in the Texas Street Annex. These are Oregon pine and are perfectly formed. Prices range from 75 cents to \$6.00.

**Bungalow Aprons \$1.45**

Bungalow aprons made of standard quality percale, in light, dark and solid colors—braided trimmed, round and square necks, front and side openings, finished with belts and pockets. Greater Popular Day Price.....**\$1.45**

at.....

—Downstairs Store

**Silk Top Vests**

Kayser made vests with sheer silk lisle bottom—substantial weight, glove silk tops. Two styles to select from. Pink only. Sizes 34 to 42. Special Greater Popular Day Price.....**\$1.95**

—3rd Floor

**Shawls \$5.95**

New arrivals of the finest brushed wool shawls, finished with fringe—two pockets, patent leather belts. Colors, black and white, taupe and peacock, buff and brown, brown and Roman, brown and heather, navy and buff and Oxford and Roman. Greater Popular Day.....**\$5.95**

Special at.....

—Downstairs Store

**Choice \$3.85**

**Extra Special Serge Dresses At \$7.95**

A GAIN an overstocked manufacturer contributes to your Christmas saving. Just in time for our Greater Popular Day we received a shipment of Amoskeag serge dresses, in navy, blue and black. These are trimmed in colored yarn, metallic and silk braids, in the favored loose fitted models. Even before the war, we can't remember of having found a more attractive value than these. As long as the 100 dresses last they will be sold at

**\$7.95**

—Downstairs Store



THE second Thursday in every month throughout the year is set aside for values entirely out of the ordinary.

The one tomorrow has been planned with special reference to provide holiday gifts. Every department, even though not represented here, contributes some one item of special interest to Greater Popular Day.

**A Request**

We ask the cooperation of Popular customers in facilitating Christmas shopping. Two important items are:

Please carry your small packages.  
Please shop during morning hours.

THE POPULAR DRY GOODS CO.  
El Paso's Beautiful Christmas Store.



SANTA CLAUS has provided us with 3000 balloons to help celebrate Greater Popular Day. These will be given free to all boys and girls accompanied by an older person, or they will be given to parents of the boys and girls who are in school and cannot come to help celebrate Greater Popular Day.

**BALLOONS WILL BE GIVEN AWAY IN THE JUVENILE DEPARTMENT ON TH 4TH FLOOR.**

**A Merry Christmas Sale of Men's Shirts**

IN THIS sale you will find Manhattan and Emery Shirts in high grade madras, fibers and madras with fiber stripes that will be appreciated by the man who likes to be well dressed. A complete assortment of sizes and patterns that are the newest combinations in fancy colored stripes, checks and neat patterns that will appeal to the conservative dresser.

The Merry Christmas Sale Prices Are:  
**\$3.50, \$3.85, \$4.60, \$4.90, \$5.95 And \$7.00**

—Street Floor.



**Merry Christmas Sale of Boys' Shirts & Blouses**

THERE are only fourteen days to do your Christmas buying for the boys who can use them to the best advantage—in the Popular Boys' Store.

Here you will find everything that the boy will appreciate in the way of sensible gifts.

\$1.50 Shirts and Blouses for Greater Popular Day at.....	<b>95c</b>	\$3.00 Shirts and Blouses for Greater Popular Day at.....	<b>\$2.25</b>
\$2.00 Shirts and Blouses for Greater Popular Day at.....	<b>\$1.50</b>	\$3.50 Shirts and Blouses for Greater Popular Day at.....	<b>\$2.75</b>
\$2.50 Shirts and Blouses for Greater Popular Day at.....	<b>\$1.85</b>	\$5.00 Shirts and Blouses for Greater Popular Day at.....	<b>\$3.50</b>

**Cut Glass At 50c**

A Striking Feature for Greater Popular Day.

THOSE who attended our \$1.00 sale of cut glass last Thursday will certainly be here bright and early tomorrow morning, because the values this time are equally attractive.

In this sale we offer light weight crystal clear glass in genuine light cut, artistic designs. In the offer you will find:

**SUGAR AND CREAMERS, VASES, BASKETS, ICE TUBS, MARMALADE JARS, SYRUP PITCHERS, PICKLE DISHES, COMPARTS, HORSE RADISH BOTTLES and many other useful articles. You have choice as 50c**

Sale starts promptly at 9:00 o'clock. We make no reservations, none can be delivered—all sales final. Sale takes place in the Jewelry Section on the Street Floor.

**Trousers \$5.50**

We offer an Extra Special on all wool trousers. These sell regularly at \$10.00 and \$12.00. Extra Special for Greater Popular Day.....**\$5.50**

—2d Floor

**Comforts \$3.75**

Floral silkoline covered comforts—both sides alike—filled with pure white cotton—scroll stitched. Former value \$4.50. Greater Popular Day.....**\$3.75**

Special at.....

—Downstairs Store

**Cotton Blankets \$2.75**

Size 60x76—in tan and gray, with fancy striped blue and pink borders, shell stitched edge. Greater Popular Day Offer.....**\$2.75**

—Downstairs Store

**Plaid Blankets \$3.95**

Wool nap quality—size 64x76—in tan and gray, blue and gray, block checks, with fancy striped borders. Whipped edge. Greater Popular Day.....**\$3.95**

—Downstairs Store

**Sweaters \$4.95**

Pure wool sweaters of high grade zephyr yarn—coat, tuxedo and slip-over models. Colors black, navy, copen, peacock, turquoise, salmon, rose and white. For Greater Popular Day.....**\$4.95**

**A Greater Sale of Coats at \$39.50**  
Reductions Are Radical

FOR Greater Popular Day we have selected 60 high grade coats and marked them at a phenomenally low price. In the assortment you will find both cloth and plush coats. Some are plain tailored while others are fur trimmed models—all are lined with silk. Extra Special at \$39.50.

—5th Floor

**Blanket Robes**

For personal satisfaction or for Christmas gifts, we offer an Extra Special in Beacon Blanket Robes. These come in floral and Indian designs. Values to \$10.00. Extra Special for Greater Popular Day.....**\$5.95**

—5th Floor

**Plaid Skirts**

100 wool plaid skirts have been grouped for Greater Popular Day. These skirts sold regularly up to \$20.00. Extra Special for Greater Popular Day.....**\$9.75**

—5th Floor

**Silk Petticoats**

Two great values await you tomorrow in silk petticoats. Prices are as follows:

\$10.50 petticoats at.....\$6.25  
\$17.50 petticoats at.....\$9.75

—5th Floor

Half Price Sale of Furs and Evening Dresses are again a feature for Greater Popular Day.

**Table Cloths**

One lot of Jap printed table cloths in sizes 48, 60, 72. No napkins to match. Less than half price. \$1.50 to \$1.85 values. One day only.....**\$1.25**

—3rd Floor

**Table Cloths**

64x84 hemmed and round scalloped table cloths, beautiful patterns, worth up to \$2.75. Thursday only (Limit two to a customer).....**\$1.59**

—3rd Floor

**Lace Scarfs**

Beautiful filet scarfs—36, 48, 54 inches long. Values up to \$3.00. Thursday Special.....**\$1.69**

—3rd Floor

Christmas Gifts galore will be found in our Third Floor Lingerie Section.

**Bed Spreads**

Fine satin finished bed spreads of substantial weight and even texture—sizes 60x90 inches—all new patterns designed since the war. The prices will remind you of your war sales. For Greater Popular Day only.....**\$6.45**

—3rd Floor

Mail Orders will be filled until December 11th. Not prepaid.

**Blouses \$3.00**

For Greater Popular Day we have increased the special lot of georgette blouses in the Pre-Holiday Sale.

IN THE offer you will find a full range of sizes of georgette blouses in flesh and white as well as suit shades. Some are beautifully trimmed in Val lace, others are in pretty designs in silk embroidery, while some combine embroidery and beading in harmonizing effects. There are both the tie-on and regulation waist line. Greater Popular Day Special.....**\$3.00**

at.....

—5th Floor Blouse Shop

**Doll Bonnets Free**

TO advertise the opening of our sewing machine department on the 6th floor we are distributing free doll bonnets.

These are made of good quality material in contrasting colors. These will be given free to little girls accompanied by their mothers, or to mothers who have little girls who stay at home while mother shops.

—6th Floor

**Downstairs Store**

**Hats at \$3.85**

100 hats just transferred from the Upstairs Millinery Section, comprising values to \$20.00, will be sold as a Greater Popular Day Special at

**Choice \$3.85**

**Extra Special Serge Dresses At \$7.95**

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**\$7.95**

—Downstairs Store

**Dresses \$15**

ALL dresses which were previously sold at the special price of \$23.00, have been reduced still more. In the lot you can find beautiful tricotone and serge dresses in navy and black. Included in these will be found tricotone dresses in a full range of sizes.....**\$15**

**Coats \$15**

New arrivals in coats that offer you a complete range of colors, sizes and materials to select from at this nominal price. In the offer you will find velours and coatings in blue, brown, grey, green and black. Some of these show large shawl collars, others have kit cooney collars—both plain tailored and belted models are offered on Greater Popular Day.....**\$15**

**Sweaters \$4.95**

Pure wool sweaters of high grade zephyr yarn—coat, tuxedo and slip-over models. Colors black, navy, copen, peacock, turquoise, salmon, rose and white. For Greater Popular Day.....**\$4.95**