

At The WHITE HOUSE Beginning Thursday All Charge Purchases Entered On August Accounts--Payable On September 1 MONTH-END SALE



MID-SEASON merchandise takes another drop in price for the Month-End Sale, which begins Thursday morning at 8:30 and continues through Saturday. Well selected, distinctive goods--some of which has been in the house but a day--marked down to meet the need of Mid-Season purchasers and those returning from their vacations, who want to brighten up their Summer wardrobes for the remaining days of Summer. We know these are the best values available in America today. We want you to know it, too. Buy by comparison. Month-End Sale items cannot be duplicated.



2nd Floor Apparel The Climax In Value

40 Fine Dresses \$75 To \$100 Values \$36.95



25 Wash Dresses \$10 To \$15 Values \$5.00

Regrouping And Repricing Of All Blouses Main Floor

The sale of blouses in the early part of the week broke into our lines to such an extent that it was necessary to take a hurried inventory and regroup all broken lots and again reduce them. This will add interest to value in tomorrow's selling. Reductions effect Tricolette Blouses, Silk Blouses, Imported Blouses, Lingerie Blouses--in fact all remaining blouses.

- \$3.50, \$5.00 Tub Blouses \$2.22
Dainty styles in alger voile and lawn blouses--unbordered, tucked and lace trimmed--short or long sleeves \$2.22
\$5, \$7.50 Silk Blouses, \$3.33
\$6.75, \$10 Silk Blouses, \$4.44
\$8.50, \$12.50 Silk Blouses, \$5.55
\$12.50, \$18 Fine Blouses, \$8.88

Remaining Skirts \$20, \$35 Values \$10.00

Wool Suits \$45 to \$60 Vals. \$27.95

Organ's Dresses \$20, \$30 Values \$10.00

Ready made Silk Sport Skirts for less than the cost of the materials alone, to say nothing of tailoring, buttons, etc. \$10

Trig and smart tailored models of Wool Tricotines, Poplin and Serge in sizes for women and misses--silk lined and well tailored. \$27.95

Becoming styles in fine sheer Organ'die and Voile--so adored for their cool qualities and because one always appears cool in a dainty frock of this character. \$10

Month-End Sale All Day Thurs., Fri. And Sat.



Genuine Economy Represented Here Every Item Will Interest You

- Camisoles, \$1.00
Smocks at \$1.98
Blouses, \$1.98
Of Jap Silk, Georgette and Georgette Crepe, pretty styles, all colors, \$2.98 values \$1.98
Tub Skirts, \$1.00
Undermuslins, \$1.98

EXTRA SPECIAL White Kid Pumps, Ties, & Dark Brown Kid Pumps \$4.98

White Footwear Main Floor

Regrouping and repricing will give you added value at a greatly reduced price during the Month-End Sale on White Footwear. \$24.98

Month-End Reductions On Dark Kid Shoes \$24.98

Little Plaza Betty, The Shopper



Lingerie Shop Main Floor

- \$8.50 Go's \$5.89
\$5 Teddies \$3.79
\$6.50 Bathing Suits \$4.98
\$3 Novelty Silk Hose \$2.49

BOY DROWNS IN SWIMMING POOL

During his first swim, Gerald Durham, 8 year old son of Mr. and Mrs. J. C. Durham, 2345 Huaco street, drowned late Tuesday afternoon in the Sunbelt Heights swimming pool...

A Line O' Cheer Each Day O' The Year

By JOHN KENDRICK RANGE. EQUALITY. I WORRY not if no one else man My Equal is...

14 Years Ago Today

THE headquarters staff and band of the 25th Infantry reached here today from Fort Bliss, N.M., to take station at Fort Bliss.

News Brevities

Train Bulletin. All afternoon and night trains were reported on time Wednesday. E. P. & S. W. To Build Toothbrushes.

White Footwear Main Floor

NOTICE OF MORTUARY. In the United States District Court, in and for the Western District of Texas, El Paso Division.

White Footwear Main Floor. There are fine white washable kid shoes, white buck, linen and canvas medea. They come in a number of styles--Pumps, Oxfords, Loafers and Sport Oxfords.



THE WHITE HOUSE 'The Store of Service'

Visit The Beauty Shop. A visit to the Beauty Parlor, after a day's shopping, will refresh and rest you--phone for appointment. Expert service.

Phone 4580