


## "A SHOP

Progress is a matter of casting ideals-much as a bird molts its feathers each succeeding season. We long ago left behind the illusion that keeping, store is a matter merely of dollars and cents of buying and selling. Actuated by no higher motives than that the store would have gone to dry rot. Success in money getting is a cold and colorless success. Having achieved it we immediately differented our store, not by remaining contented, but setting up a new ideal manly to make our store an ARTISTIC SUCCESS.

Art comes from the heart. We have, figuratively speaking, endowed our shop with a heart, giving it vibrant personality. You feel this personality, do you not, the moment you enter here? It is contagious, you catch it from it from the high spirit of the sales people. It throbs. It cannot be said that Pennington's is cold and indifferent, that your purchases here are mechanical transactions. Do you not feel when you are here that you are visiting a wholesome, hearty and personal friend? February is the.Valentine month. Our Valentine to you is the promise of more heart in the service we give.

## Extra Special V.alues for Monday, Tuesday and Wednesday






LADIES ATTENTION-100 Nice Dust Cans̀ Free Monday-To every lady whose purchase amounts to as much as $\$ 1.00$ or more Monday, we will give absolutely free of charge one nice Dust Can with long wooden handle. Only one to a customer and this offer is good for Monday only.
(1)

## First Showingof New Wash Goods

 At.the DaylightStore
New Ginghams,
Ne w Percales,
Ne w W it e
goods infact many
New Goods have
arrived this week
and being bought
late in the season
gave us the oppor-
tunity of getting
them |very much
under price. See
window display.

One case something more than
Boo yards of Perate in light krounds, bue and red groundsis
32 nehee wide and worth 81.3 c
yer

Special 8 yds for 49e 12 1.2c Ginghams 10 c This lot of Glnghams coasists of
platdos, stipes nad checks In thi
hew ditiny coloris. Thorouphty washable and we suarantee he
qualty as as ood as the beet $12 \%$ he
quality. See Window display 10cyd 5 c Bleached Bath
Towel 10c

 35c Bath Towel for -25 c . Thiose are the very large kind.
ftult bleanched mate of double
telet
 and will wear
isfaction \$1.75 Long Cloth for $\$ 1.35$ 25 pieces of this qualty and we
wont offer any more when thite
is sone at this. price. tits


$\$ 1.35$ a piece. 12 yd 25 c Ladies' Stockings 17 c

 Just to elose the lot 17 cp 10c Chambries for 5 c Just about two hundred yards
tr the whole fot; they are in
shor teegeths bot just the same
 Allat one price 5 c yard Worth 5e, two for 5 c
 known as the "rub dry rak;" hy
body and everybody sells them
be enech:

Our price 2 for 5 S1 Hair Brushes 50c
Thebest pure briste brush hard wood back and will last for
years with proper care.


## The Farmers Supply Co.


Moon BrothersyBuggies and Studebaker Wagons and Buggies

Farmers Supply Co.

## The Wichilia Falls Water \& Light Co.

Offers its patrons the services of a triple plant, guaran teeing at all hours of the day or night a service that no single plant can give-In addition to this, we make prices the same to everyone, charging each one in proportion to the service rendered.

For the Business Section of Wichita Falls We Quote the Following Prices:

For the First 100 K . W. Seven Cents per K. W. For the Second 100 K. W. Six Cents per K. W. In Excess of 200 K. W. Five Cents per K. W.

Special prices to users of large quantities of elec tricity either for light or power purposes.

Prices on electric 'sign advertisements will be re duced fifty per cent, effective February 1st.

The fact that we have a triple plant throughout thus obviating any possibility of a shut down, and guaranteeing light and power at all times should appeal to every user of electricity.

Our Mr. F. P. St. Clair will be glad to give you estimates at any time.

## Wichita Falls Water \& Light Co.



Fowler Bros. \& Co. R'Ual Estato, Loans and Invostmonts Money to Loan on Good Farm Lands



## "VICAR," IHE QUALITY HAVANA CIGAR





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 $\cdots$ $=$ salesman's profit to purchase slow sellers or anti -OUR STOCK IS KEPT CLEAN BY GIVING OUR FRIENDS THE AD. VANTAGE OF GENEROUS PRICE REDUCTIONS.

## The GLOBE

Clothiers and Furnishers 703 Ohio Avenue

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| DR. A. L. LANE Phyician and surgeon <br> Rooms 4 and 5 Moore-Bateman Blds Ottice Phone 586. Restidence Phone 48 |
| :---: |
| DR. R. C. SMITH Physiclan and 3 urgean tice Hours; 10-12 2 , and $1-8$ Ottice Phone $98-$ Reeidence |
| s. DR.' J. L. gABTON <br> Physician and surgeon Diseases of Women a Specialty Otfice-Room 5 Ward Bldg, 8 th Residence- 610 Scott Avenue Phones-Otfice 201; Residdnce 2 |
| DR. J. C. A. QUEST Room 307 Kemp and Kell Bullding Phones: Residence 214: Offlee 28 |
| DUANE MEREDITH. ME D. General Medicine and Burgery Otficea Mooreinateman Buildin |
| Rooms 4 and 5 . <br> ones: Oftice Rso; Ressidence Bacteriological and Chemical Laboratorles |
| DR. J. M. BELL Reaidence: 1H14 Eleventh Btreet Yhones: Otrice 547. Reatidence |
| DR. JOE E, DANIEL <br> Physician and Surgeon Room 307 Kemp and Kell Building. Phones-Office 868; Residence 980 |
| Trists. |
| DR. W. H. FELDER Southweat Corner Seventh 8treet an Ohio Avenae |
| DR. BOGER Dentiat Otfice over First State Bank Hours: From 8 a $m$. to 12 m , anc from 1 p. m. to $5 \mathrm{p} . \mathrm{m}$. |
| DR. PROTHRO $\begin{aligned} & \text { Bulte } \begin{array}{c} \text { No oentart } \\ \text { Phone } 186 \\ \text { Phillatina } \end{array} \end{aligned}$ |
| SPECIALISTS |
|  |
| REA LESTATE AND ABSTRACTE |
| ED B. GORSLINE <br> Real Entate and Auctioneer Property Bought 8old and Exchange: <br>  Corner Seventh street and Indiapa ortice Phone 63. Residence Phowe $18:$ |
|  |
| notaries public |
|  |
| ARCHITECTS |
| JONES \& ORLOPP Arohitecta and superintendente To Kemp \& Kell Bniliding |
| GLENN BROB. $\qquad$ <br> 1 Suite 3, Friberg Ballaing |
| c. J. PATE and superintendent Ottice: Room 6 Moore Bateman Blaz Wichita Fholla, Texes. |
| Oral A. Johes bas mad plans and specifications prepared by C. J. Pate, architect. room ${ }^{6}$ Mopre-Bateman building and will let contract in a building and will let concract in a few days, for a modern five rodm cottage to be erected on Tenth street. |

WAS PRETTY EXHIBTION

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## WHITE SALE

MONOAY AND TUESSAY
LADIES MUSLIN UNDERWEAR-Eight biit tables piled high with Muslin Underwear., on sate Monday and luesday at reduced prices--Ghe chow. ing of these garments will bea revelation, no such values at these prices were
ever offered before. Each is a perfect example of what underweat should Lace, ribbon and embridery are iberally used on the gowns, chemise and sixir. We have not the space to deseribe each garment, but thes.
you to take advantage of this sale Monday and Tuusday.
SALE OF THESE GARMENTS. WILL BE FOUND ON SECOND FLOOR


| FOUR BIG YALUES EMBROIDERY MONDAY AND TUESDAY. COME! |  |
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|  | E No. |
| 2-Everiol benles worth |  |
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CORRUPION IN
PRIMARY DON'T COUNT

## Pure Spun Aluminum.....

See ©ur Window-The lifelong, lasting cooking utensils for sale here. Call and get a pure Aluminum Thimble Free

## Noble Hardware Co.

Seventh and Wall Street

## BATHS

Lawler's Barber Shop
 L. H. Lawlek. Profictet
E. M. WINFREY Ens pia

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## STOCK feEp

For Cons, Horses, Hogs and Chickens
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Wichifa GrainGompany

Times Want Ads Bring Resulis


First State Bank \& Trust Company
$\frac{\text { Capital............................ } \$ 75,000.0 \mathrm{C}}{\text { CARANTY FUND BANK }}$ Capital................. $\$ 75,000.0 \mathrm{C}$
Surplus and Profits $\$ 12,000.00$

OFFICRES ANO DIRECTONE

 OUR

## YOUR SELECTION




WE IN ITE YOUR EUSINEAS

## EXCHANGE LIVERY. STABLE






Searsroebuck Sells Automobiles So do pedders- We can sell you a carr quality
conidered, as cheap as anyone, and know it considerecd, as cheap as anyong and kow it
will pay you to buy throuph your local dealers, will pay you to buy through your local dealeres,
the same as any other vehicle or merchandise the same as any other vehicle or
W 0
Appreciate
Your Business.
The Northwestern Auto \& Supply Company
Wichita Falls, Texas

## FOR SALE


 mamomese 444 № 14

MoFall Transfer and Storage Company

## The Handy Man's Shop

TOM PERKINS, Proprietor


[^0]Phone $544 \quad:-1 \quad$ Wichita Falls, Toxas MEET IN HOUSTON MARCH SEVENTH


Col. R. C. Datf of Houston, chairman tions of the business or industries at. Casualties occurring in course of Em



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given Docember 10, 1910).

JEWELRY FIRM

## mantis purchates MAES CHANGE

SPEAK UP!


Maxwell Hardware 721 Ohio Avenue,

## The Wichita State Bank <br> Wichita Falls, Toxas

Where to Do Your
Banking for 1912
With the Bank where your money will
The Guaranty Fund Bank.
With the Bank which treats all your business as confidential.

With the Bank which looks to the inests of all its customers at-all time:
We endeavor to give perfect service and extend every accomodation consistent with
sound banking. sound banking

Anderson \& Patterson
REAL ESTATE and INSURANCE AGENTS


VAST FORTUNES UNDER SIDEWALKS CROEBUS IN WILDEST DREAMS
COULD NOT HAVE CONCEIV. COULD NOT HAVE CONCEIV.
ED OF IMMMENSE HORDS
SOME NEW YORK VAULIS
Armour Plate Construction Has Now Armour Plate Construetion Has
Reacehed Nighest Perfection,
Finanolial District:




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[^0]:    Professional House Cleaning

