罒


## The Daylight Store ${ }_{\text {mon }}^{\text {Bon }}$

New management since September 1st-J. A. Danielson, Proprietor, is looking for more business and to get what we want in that line, we think a good class of merchandise, courteous treatment and rock-bottom prices should appeal to the buying public as of more value than anything else we can offer, as we are short on fine oratory and sensational stories at this time, anyway.

|  |  |
| :---: | :---: |
| First come, first served. | Ail ladies' corsets in value from 51.00 |
| Colored outing flannel value 10e | Laties, gents and miseses and chile |
|  | price Ladies, kid gloves in all colors, black. Ladies, kid gloves in all colors, black, tan, brown, blue, white and gray, only two pair to a customer. |
| Ladies two-piece underwear, 50 cents | Stankets and comfors, wool liankeit |
|  | (Gray Plaids, wool and cotton mixed |
|  |  |
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| (um powter 250 canks now . 10 C |  |
| hare nssortmentor lidier |  |
| off, the unusual low yrice: | -70x80 -81.50, now .......... $\$ 110$ |

## celche <br> The Store for Young Men and Men Who Stay Young

When You Buy Clothes at This Great Live Store-
 at every point Complete and hasting satisfection must be



 feel we owe a goody share of our strikins suceses in winhita.
to the faect that we make a speciaty of the superb clothing $\underset{\substack{\text { Po } \\ \text { producect by } \\ \text { by }}}{\text { te }}$

The House of
Kuppenheimer When the men of Wichita get to know Kuppenheimer clothes for what they really are, even (his great store, with its modmadequate to care for the great throngs that, will fill our floors. Better fabrics, more desirable patterns and finer
workmanship, these are characteristics of Kuppenheimer chothes, and instead of having a mere hand-off for advertising purposes.

## $\$ 2.50, \$ 17.50,820.00$ and $\$ 25.90$



Corner Eighth St. and Ohio Ave.

CHAMBER OF COMMERCE WANTS 150 NEW MEMBERS

If You Knew Seal Coffee As Well As'I Do You Would Be Enthusi astic Too

PHONES 432, 232 10 NINTH STREET
REESE BUILDING

Some people wonder why I talk so much about
SEAL COFFEE. Let me tell you tically 95 per cent of the homes in Wichit:
as well as evers city in the United states. Once a grocer gets hotd of a real first clas
blend he is entitled to talk about it because people
in seneral are looking for the best that their nion ey eun buy.
Now $I$ have known about SEAL COFFEE for a number of years. I was fortunate enough a
months ako to secare the agency for it in this and if you knew how many high compliments have
been paid to this Hend since I have been selting it been paid to this blend since I have been selling it
I am sure that you too would be as enthusiastic as 1 mm ..

It takes usually only about one pound to make
whole family want it and nothong else in their The price is 45 c per pound in 115 scaled tins 2 pound sealed tins 8oc.

## C. H. Hardeman

710 Ninth Street


-nmesion
MOTOCYCLES FOR-1914s 60,000 brand $n$ new red machines will, go out over the Indian
trails during the coming year-the greatest motorcycle productrails in the history of the industry.
tion ments for 1914 !" Armed with powerful and beautiful Electrica Equibment! Armed with a New Standard of Value which mu
completely overturn all existing ideas of motorcycle worth. All standard Indian models for 1914 come equipped with electri
head light, electric fail light, two sets high amperage storage bat teries, electric signal, Corbin-Brown rear-drive speedometer



617 Ohio Ave,. Wichita Falls

Conkey's Stock Tonic
 A Perfect Conditioner for all Live Stock

 Maracle Coal \& Feed Cón.
Phone 437
809 Indiana
 Errect it cosicomi alemula

##  <br> The Besf Food. Drimk Lumeh af Fowntains <br> Hems mix <br> HAK For 

Avoid Imitations-Take No Subsititute Rich Milk, malted grain, in powder form. More healthtul than tea or coffee.
For infants, invalids and growing children.
Agrees with the weakest digetion For infants, invalids and growing children. Agrees with the weakest digetion.
Purenutrition upbulding the whole body. Keep it on your sideboard at home.
Invigorates nuruing mothers and the aged. A quick lurich prepared in a minute.

Phone 986
Phone 986

Hamilton Dry Cleaning \& Tailoring Co.



FELIABLE HOME TREATMENT
The ORRINE Leatment, for th.
Trink habit (an be used wition auso

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ior
RINfee
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co.


## The Wise Housekeeper Will Tell "BELLE OF WICHITA" You It's Cheaper to Use . . ....

WICHITA DALIY TIMES


## Mince Meat

Made by the H. J Heinz Co., for ex tra good pies; three sizes at

## KING'S GROCERY <br> ar

Want Organizers
for "order of owls". To men of energy a good income is assured.
M. V. RALEY Director, Westland Hotel

House-Moving



## Queen of the Pantry Flour

CLISSIFIED ADS...


## A COZY HOME on Easy Payments

New five-room modern house near 11th and Brook, all modern; beam ceiling in living and dining rooms; lot $521 / 2 \times 160$, south front. Price $\$ 2950.00$.- Terms: $\$ 450$ cash; $\$ 800$ to be paid $\$ 30.00$ per month without interest; and $\$ 1700$ in three and onehalf years at 9 per cent interest.

This is an attractive home at an attractive price and unusual terms. SEE US EARLY

## Bean \& Gohlke

EI7 Eighth Streot
Phone 358

For Sale
W. J. GRISHAM

MONEY


Cravens, Maer \& Walker
Phone 694-K. \& K. Bldg.


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# IO THE CITIZENS OF WICHITA FALLS 

Without wishing to influence how you you vote during the com paying his city and county poll tax, and every young man who has or will become of age before the November election to se The nymber of poll taxes paid is considered a sure criterion of the size of a city, and less than 2,000 poll tax payers wi not do justice to Wichita Fall's claim of population, yet toda
only 214 citizens have paid. There will probably be one bond election; certainly a city
election in April; the Democratic Primary election in election in April; the Democratic Primary election in July
and the general election for. Congressmen, State. County and and the general election for. Congressmen, State. County and
District officers next November, with a probability of other special elections during the year.
Pay your poll tax, get in the game and help advertise the
city's growth

## CHAMBER OF COMMERCE



## Men's and Women's Wool Outer Garments at Lower Prices

$\qquad$ for the incoming season's goods. This week we shall make a tremendous drive in men's and women's wol suits and coats and for convenience in selling have placed them all into special lost, offering them at following prices


Men's Suits $\$ 4.95$
LOT ONE


Men's Suite $\$ 8.95$

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LOT two
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A linin of Michael Sterns anl woot suits, ineluding blacks and


Men's Suits $\$ 12.50$

## LOT THREE

 rasis sind brownse and novevetys. yoods, values up $\mathbf{1 2 . 2 0}$

Ladies' Long Coats, all of the Bischof make, values, $\$ 12.50, \$ 15.00 \$ 9.75$
and $\$ 17.50$, reduced to

Ladie's Suits $\$ 8.95$
 only
Ladies Suits $\$ 14.98$

```
                                    LOT TWO
```

The Bischof line made to sell a 182.50 to 83.50 , ill of this
seasons thest styles, choice of this lot tor
$\mathbf{S 1 4 . 9 8}$
Ladies Suits \$22.50

## LOT THREE

A timited lime of Bischor highest priced suits yalues from


Ladies' extra fine coats, the very choic est of the Bischof output, $\$ 1675$
values $\$ 20$ to $\$ 35$ reduced to $\$ 150$


We will gladly carry your account if you care to establish credit with us.

## W. B. McCLURKAN \& CO. <br> Seventh Street and Ohio Ave.

| Persolul Mevition | lyola margaret THEATRE Maudevilie andMoving Ploturess |
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|  | $\begin{aligned} & \text { MR8, J. O. M'DOWELL } \\ & \text { Phone } 1821 . \end{aligned}$ |
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|  | Pipes Pipes |
| $\frac{\text { Dr. Joanna Cambell }}{\text { orneman }}$ |  |
|  | umow convectioner |

We Lead in Prices, Work manship and Service
Sceam mand paristan pry Cleminge, Steam Preseing. Beat


PARISIAN CLEANERS Phone...... 1443

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Kruger Brothers
Jewelers and Brokers



## \$5 TROUSER SALE--\$5

thand-Me-Downs.
ot Mis-Fits and never will be. We make them up irght in our shop to your individual measure just tike you want them.
You make your choice out of our fifty patterns, ranging
in price from $\$ 7.50$ to $\$ 12.00$ for only $\$ 5.00$ each, regardin price from $\$ 7.50$ to $\$ 12.00$ for only $\$ 5.00$ each, regard-
less of value.
Place your order today and get your trousers tomorrow. Place your order today and get your trousers tomorrow.
Mr. J. M. Hooper, Wichita's oldest tailor, is now with us
nd we are prepared to give you first-class service in both and we are prepared to,
Tailoring and Cleaning.

JONES TAILORNG \& CLEANING CO, Joline Building

Save $\$ 6.00$ on a Trunk

 Ony in just wholesale cost. They are both big big strong, and re-inforeed in every place the bagzage smasher can get a crack at them. They are bar

## Mack Taylor's <br> Drug Store

## THE GEM THEATRE

Four New Pictures Monday

C. D. SHAMBURGER Phone
H. J. NAYLOR
ssistant Manager
Wichita Falls College of Music \& Art
Amilated With the cincinnat! conservatory of Musia.
 $\underset{\substack{\text { signing. } \\ \text { man, } \\ \text { echo }}}{\text { scho }}$



Durkee's Salad Dressing is like Lea \& Perrin's Sauce. Everybody tries to imitate it. But that is as far as they get. Durkee's Salad Dressing has been the standard for over a hundred years. We handle the genuine.

604-10 Ohio Avenue

O. W. BEAN \& SON GROCERS and COFFEE ROASTERS

Phones 35 and 604

## Section Two <br> Wicthitu Mailn ©imes

Volume VII
WICHITA FALLS. TEXAS. SUNDAY JANUARY 11. 1914


FIRST M. E. CHURCH SOUTH, (Cor. 10th and Lamar)

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| H.t. RACHMAN Hostess |  |  |
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## Special Engagement

FLORENCE
ROBERTS


SIX REELS
After the Famous Master piece by Alphonse
Daudet
"SAPHO"
Wichita Theatre -
One Day Only-Matinee and Night Tuesday, January Thirteenth
The story of our Florence Roberts "Sapho" is clean all through. Prices for this magnificent production
Any Seat 15c No Hogor Children 10c

## SAVE YOUR PRESSING BILLS

OUR Advertising is done for two reasons
$\Gamma^{\mathrm{O}}$ sell more Clothing.
TO keep in touch with our 1 consumer in order to be able to judge his wants, for only by supplying his needs are we able to do any business at all. $T$ HE better we are acquainted 1 with your needs the better we can serve you.
BECAUSE you do not buy B clothing every week, in fact only three or four suits a year, we do not see you often enough in a business way to keep in touch with you.
For this reason we make this proposition:
W ${ }^{\text {E have been running our }}$ Tailor Shop principally as an alteration department for our Clothing Store, but from now on, we will do anything to clothes for you, and incidentally make our shop sell clothing.

## THE PLAN

 Any pressing you have done in our shop will be credited to you on any purchase you may make in our store. Here is the way it sounds in figures: If you have $\$ 5.00$ worth of pressing done inour shop you are entitled to $\$ 5.00$ worth our shop you are entitled to $\$ .0 .00$ worth
of clothing. If you have $\$ 2.00$ worth of of clothing. If you have $\$ 2.00$ worth of
pressing you are eniitled to $\$ 2.00$ worth pressing you are eniitled to $\$ 2.00$ worth ${ }^{\circ}$ merchandise, etc.
We keep account of your credits until you make your purchase. Then you be-
in over again on the same plan sin over again on the same plan.

## MARK THE COUPON NOW




## RIGGS MISFIT PARLOR <br> 805 OHIO AVENUE

## Sociely fyporarer's Ppone 1671


 Nawimen win ank inm nix ane




## "GOOD MORNING!"

MR. AND MRS. SPOT CASH, You are Cordially Invited to Attend a Bonafide Red Hot Clearing Sale High Grade Furniture and Rug sat Brin-Dolman's Store Tomorrow
In order to make this a Galla Event we offer you for JUST SIX DAYS any article in our store at just Half Price that the Article is Marked. Here is your opportunity to Save Money. To further explain it, one of our Dressers is marked $\$ 10.00$. You get it for $\$ 5.00$, and so on with everything in our store. This is not a Below Cost, at Cost or an Auction Sale, it's just a Sale where you Get Twice the Value for your Dollar than you can obtain anywhere else. Seeing is believing.

Remember---Those that Come Early always get First Piek. See this Wonderful Mattress Bargain

## A 40-POUND

 High-Grade Full Size Roll Edge All Cotton MATTRESS(Just like Cut)
Art Tick-our own make $\$ 7.50$ Value
Half Price Sale
 $($

Come in and Get These

## Red Hot

BARGAINS
AT JUST WHAT THEY ARE
MARKED

Ladies' Waists
We offer you your choice of everything that we have in ladies' silk, messaline or fancy net waists in values up to $\$ 6.00$, for $\$ 4.35$
only

# P.B.M.C0. 

P. H. Pennington C. J. Barnard Due Millsaps Reopen vour Account wish ve 817-819 Ohio Avenue Reopen Your Accoumt with vol

Ladies' Opera Coats
We offer for quick clearance opera coats, values up to $\$ 25.00$, your choice for
$\$ 13.20$
All opera coats worth up to
$\$ 35.00$, your choice for . $\$ 19.80$
$\$ 50.00$ opera coats for
$\$ 27.50$

## Revelations From the Inventory

In totaling up the inventory of the three big stocks of P. H. Pennington, C. J. Barnard and McGrattan-Millsaps $\$ 3.50$ Silk Messaline Petticoats for $\$ 1.98$ Co., which have just been taken over by

## Over One Hundred and Seventy-Five Thousånd Dollar' Worthof Merchandise

Accepted by Us at Enough Less Than Actual Factory Cost to Enable Us to Make These Reductions
(And Right Here Allow Us to Make the Following Explanation)
In forming the new company, each member entered into the agreement that all "PERISHA BLE MERCHANDISE" which means
of course, all lines that are affected by either sizes, seasons or styles, should be invoiced by the new company at enough less than actual
cost to enable us to make a quick disposal of all such merchandise in time to make room for our new spring goods which are arriving daily.

BEGINNING MONDAY MORNING, JAN. 12, WE WILL MAKE THE FOLLOWING REDUCTIONS

SHOES
This consolidation too Many SHOES Which causes us to make the Men's Shoes
 Hanan shoes, $\$ 6.00$ and $\$ 6.50$
values values
All Florsheim $\$ 5.0$

for .... | Barry and Bates $\$ 4.50$ sh |
| :--- |
| now |
| Also all $\$ 4 . . . . .$. | now

Also all $\$ 4.00$ grades
for
$\$ 0$ $\$ 3.50$ shoes

Ladies' Shoes All styles of Hanan $\$ 6.00$ and
$\$ 6.50$ shoes $/ \ldots . . . \quad \$ 540$ $\$ 6.50$ shoes
Griffin \&
85.50 shoes Griffin \& W
85.50 shoes. $\$ 4.00$ Selby Shoes $\ldots \$ 360$
$\$ 3.50$ Selly Shoes Shoes...$\$ 3.30$
$\$ 3.00$ Selby Sho
$\$ 3.05$
$\$ 230$


Ladies' Coats, Suits and Dresses



All BLANKETS and COMFORTS at Almost YOUR OWN PRICE

Ladies'Sweat'rs
 Ladies flannelette Gowns

Men's Suits We now have the C. J. Bar-
nard stck of menns high grade-
clothing, we offer at the fol-lowing-
All men's suits worth up to
$\$ 20.00$ for
$\$ 12$. 75 All men's suits worth up to
$\$ 25.00$ for $\ldots \ldots . . \$ 1645$
Boys' Suits On account of the fact that

- we wili make change in our line of boys' clothing we make
you these prices-
Boys $\$ 4.00$ suits
Boys' $\$ 4.50$ suits Boys' \$4.50 suits
Boys', $\$ 5.00$ suits Boys, $\$ 7.50$ suits
Roys
$\$ 8.50$ suits
suits




Tuesday Matinee and Night--Jan. 13th
The Mutual Film Corporation Presents

## Robin Hood

A Stupendous and Stirring Story of the Life of the Great English Adventurer, shown here for the first time in Motion Pictures in Three Parts
A Beautiful Production, Historically Correct TUESDAY MATINEE AND NIGHT Victoria Theatre NO ADVANCE IN PRICE-5 and 10 Cents

Monday, Jan. 12th. One Day Only

|  |  | THE PLAY THE COUNTRY IS TALKING ABOUI <br> The Most Pronounced Dramatis Success of the Season <br> The Trail <br> of the <br> Lonesome Pine <br> By EUGENE WALTER <br> From the Book of the Same Name by JOHN FOX, JK, with <br> ISABELLE LOWE AS JUNE AND NEW YORK CAST $\square$ <br> THE PLAYYOU'RE WAITINGFOR <br> Prices: Night <br> $50 \mathrm{c}, 75 \mathrm{c}, \$ 1.00, \$ 1.50$ Matinee |
| :---: | :---: | :---: |

## Daniel Frohman 

 Carlotta Nillson IN THE NOTABLE DRAMATIC SUCCESS
## LEAH KLESCHNA

This triumph of a woman's soul is one of the greatest Motion
Picture successes ever illustrated in the United States produced by the famous players film co.
MAJESTIC THEATRE Tues. Jan. 13th
Prices-Children 5c, Adults 15c; Loge Seats 250

## "SAPH0"

The only Version authorized by this great writer, taken from his masterpiece, by the same name. An absolute clean and refined production, with an undying moral lesson.

## New Majestic Theatre

Lonesome Pine

## WICHITA THEATRE

Wed., Jan. 14th
the play the country is talking aboul
swace. orthe sceann


## \$200 LOT <br> GIVEN AWAY <br> ABSOLUTELY FREE!

## NO LOTTERY! NO RAFFLE!

## No Violation of the Law. It Costs you Nothing.

The proposition is simply this: On the 11th, 18th and 19 th of this month the Scotland Realty Company will give free tickets to every man, woman and child who visits the Scotland Addition. On Monday the 19th, we will give away absolutely free one choice lot. The party receiving this lot must be on the ground on this date at the time the lot is given away or be represented by some immediate member of their family.

The Scotland Addition is a beautiful plat of ground, lying North of the river, just eight blocks from_court house. The company guarantees to build a bridge across the river, connecting the property with the main part of town, or refund every purchaser their money. The lots are all staked, the streets graded and the ground sown in wheat, so you will have no trouble in locating the Addition. This addition must be seen to be appreciated and we desire to make it worth your time to look it over. Seotland lers are selling rapidly. The price is $\$ 200.00$ for inside lots $\$ 250.00$ for corners, $\$ 20.00$ down and $\$ 10.00$ per month. No taxes until lot is paid out.

For further information regarding this free lot call at our office, $604 \frac{1}{2} 8$ th St., ground floor Kemp \& Kell Building, or Phone 1478.

No Interest and No Taxes Until Lots Are Paid For

## SCOTLAND REALTY C0 <br> Incorporated Company with Thirty-two Prominent Gitizens as Stockholders) <br> Office $6041 / 2$ Eighth Street <br> Phone 1478

## DEVELOPS BREE OF SHEEPTHAT PRODUCES WOOL LIKE ASTRACHAN

 Expermentrs on мивввен F FRM

First State Bank \& Trust Co. 7 th and ohio

Foreign Exchange issucd on all parts of the world.
Self-Identifying TRA VELERS CHECKS issued.

A Guaranty Fund Bank.
Four per cent COMPOUND INTEREST paid on Savings Deposits.

We espectally invite the small accounts.
T. J. TA YLOR, Cashier

The Time For New Resolutions




 A Our offcers audt directors have hivent in this county for

The Wichita State Bank

Anderson \& Patterson Insurance, Real Estate
Loans and Invostments

AutomobileSupplies, Tiresand Vutcanizing

EVERYTIIING FOR THE AUTOMOBILE
hone 219 Western Auto Supply Co. $604 \mathrm{7i} \mathrm{st}$

T11 haiem Amau LOEB-IIEPOLD CLOTHING COMPY Big Semi-Annual Clearing Sale

## Important Announcement

We desire to inform the public of Wichita Falls that we have leased the beautiful store next door to Miller Drug Co., 8th and Ohio Ave. We shall occupy same February 1st with a complete Stock of Diamonds, Jewelry and Silverware. In the meantime, we offer you-sure enough bargains at our present lo cation-bargains that are bargains, at prices that will astonish you. Come and see us-it will pay you.

BEECH NUT GOODS

Isley Grocery Company
611 Iddana Ave. Phone 56

## SPECIAL

-FOR--
THIS WEEK

We have just finished taking inventory and find we have
tou many goods, and in order to reduce our stock before mov-
1000 yards silk, short lengths, 50 c to 75 c values $\ldots \mathbf{3 7} 1-2 \mathrm{e}$ 10 dozen window shades, 55 c c. values now
100 feather pillows, $\$ 1.00$ values now

All men's and ladies underwear at cost. Oúr entire stock of wool dress, yoods at cost and les
Al boys' clothing and ladies' skirts at cos Our 85.000 .00 stock of me
be sold regardless of cost.

Our entire stock of
want to mote them
20 角s sugar
100
High Pautar
Hiod bacent Flour, sack
(ion
Good bacon
Cobobs. pure cane syrup by the barrel., per galion
Good coffee 162.3 ck to
The rest of the stock to be closed out at the same reduction.
C.E.MCCarty

THE BIG CASH STORE
724 Indiana

Times Want Ads For Results


The Latest For LaVallier
Pendants and Scarf Pins
We have them in the genuine coral carved in the beautiful
rose shapes, mountol in soltdi gold. Ask to see them. We aiso have, replenished our stock in many lines, and will
give you the latest there is in in the Jeweiry Line at all times
B. T. BURGESS

JEWELER
613 Eighth Streot

## Why Not Let us Install

ATHEY METAL WEATHER STRIPS
In your Home? It affords Comfort and Economy J. I. GRAY ROOFIIGG COMPAMY, aundores

## Wichita Southern Life Insurance Company

WICHITA FALLS, TEXAS

| Capital Stock | \$146,600.00 |
| :---: | :---: |
| Admitted Assets | 284,921.00 |
| Mortage Loans | 222,523,00 |
| Surplus to Policy Holders | 224,720.00 |

Comparative Gains
 $\begin{array}{llll}\begin{array}{llll}\text { Surplus to Po-- } \\ \text { icy Holders . . }\end{array} & 162,502.00 & 196,193,00 & 224,720.00\end{array}$ $\begin{array}{rrrrr}\text { icy Holders } \ldots & 162,502.00 & 196,193,00 & 224,720.00 \\ \text { Reserve } & 3,513.00 & 21,869.00 & 60,195.00 \\ \text { Insurance in force } 557,140.00 & 2,422,140.00 & 3,897,100,00\end{array}$

When the Officers and Sto When the Officers and Stock Holders of The WICHITA S OUTHERN LIFE INSURANCE COMPANX need a lawyer, they
hire a Wichita Falls attorney; when they need a physicia n, they use a Wichita Falls doctor; when they need merchandise. hire a ichita Fanls attorney; when they need a physicir n, they ase a
they buy from local merchants. In fact, they spend their money at home.
WHERE DO YOU BUY YOUR LIFE INSURANCE?
The above statement shows that the Wichita Southern Life Insurance Company is not an experiment. buta a successful grow-
ing institution. We have met every requirement of the T exas laws, both as to Standard provision of policies and as to set ing institution. Full have met every requirement of the Toxas laws, eth as to Standard provision of policies and as to setCompany to protect it's Policy Holders is exactly the same amount carried by the largest companies in the world, in propor tion to the business in force.
We issue Non-Participating Policies. therefore, our rates are from $\$ 6$ to $\$ 10$ per thousand lower than those Companies which pay dividends to Policy Holders.
We let you keep your dividend in your

OFFICERS

```
J. A. KEMP, President
E. P. GREENWOOD,Vice President
R.E. HUFF, Vice President 
W. T. CAMPBELL, Viee President 
w. P. PONDER, Vice President
```

JAMES DUFFY, Vice President
A. B, HUFF, Secretar
J. E. DANIEL, Medical Director
J. T. MONTGOMERY, General Attorney


[^0]:    $=$ Furniture
    
    
     Palace Drug Store

