


The Store Ahead For Young Men and Men who StayYoung


Used and Prescribed by Physicians
Some oi-our best customers are doctors. They work under the same conditions as you business men -in and out, from heated office to. icy street. They


Improved
uofolo
as the ounce of chill-prevention that saves many pounds of cure.
Its fine wool outer fabric defies the cold. Its soft inner cotton fabric soothes the most sensitive skin. Its perfect ventilation Take the doctor's advice - follow his example. Get your
$\$ 3.00$ and $\$ 3.50$ grade at $\$ 2.50$ per suit


Ohio Ave, and Eighth St.

## That February Account

If you are from Missouri, we can show you that we can serve your pantry as geod as any grocery and meat-market in Wichita Falls. Let us have that February business. Our appreciation expressed in service.
Isley Grocery Company
611 Indana Avc. Phonc 56

Jewel Tailoring Co. SUITS CLEANED AND PRESSED $\$ 1.00$
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| 碞 GILDHOUSE'S |  |
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## GILDHOUSE'S <br> Fashion Store <br> 818 Indiana $\Lambda$ ventic <br> Exclusive Outfitters for Mother and Daughters <br> 18

Beautiful Hair


The Miller Drug Store
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C. G. Storm \& Co
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SHOT A THIRD LAST
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CONTRACTORS EOUPMENT

## J.I. GRay ROOFING COM'Y

The Man Who Wants
To Borrow Money

## ace where the cain leave it with the certainty of geting

We do a seneral commerctal banking busiaess-we
Werate with and assist our customers in the upbuildalog
are constantly gainng new patrons and shall be
ed $1 t$ number YoU among them.

We Want Your Business...
The Wichita State Bank
A Guaranty Fund Bank

## We Show the Newest First

We announce the arrival of New Spring Models in Coat Suits; also, light weight coats and Skirts. SEE the New Rompoer Chuddah


The Busy Corner-Most of |the Best For the Least
 E invite you to call and take a look at our line of AUTOMOBILES. We can suit you, no matter what price you want to pay. We carry the best lines on the market today.

Cadillac, Imperial and Maxwell
See the "Mexwell 25", the center of attraction at the New York Show-the incomparable $\$ 750$ car
Imperial Motor Sales Co.


GET MORE WILK





## Stop--Look-Listen

Isn't Pour life, heanth and your happineses of sifficiecoer yaliue to warrant


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Whohita Falls Traction Co.


You Have Read Abbut "Sani-Flush." I Sell It

Phones 432 and 232 and 1318 Reese Bulding, 710 Ninth Street

You have seen SANI-FLUSH ads in your favorite magazine.

You know 1
for al long time
There is nothius than the torect bawl. The only other method to
do it sait isfectoritis is she dankerous acid method. SANIFLUSH does it perfectly withont any


The price is 35 c Get it here

## HARDEMAN

Everything That's Good

Do You Know What Money Will Do For You at 4 Per Cent Interest If Saved Systematically

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POUR PER CENT PAID ON SAVINGS
First State Bank and
Trust Company
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## Dk. F. E. THORNBURGH

DENTIST
Charges Reasonable. Examination free. All operations


## Anderson \& Patterson

Insurance, Real Estate
Loans and Investments
Suits Cleaned and Pressed \$1.00 Your Ties Cleaned Free
Roberson Tailoring Co.
As near you as your phone-Clothes called for and delivered-All work guaranteed
509 Seventh St.
Phone 1656

One thing you know always "RELLE DF MSHTA"
gives satisfaction . . . . . . . .

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"THE BEST IS CHEAPEST" With its inviting fragrance, its tasty zest which appeals to
the most critical, and its wholesome nourshing aftereffect


THE CITY MARKET
A. B. Kirschbaum $\&$ Company and Stein-Bloch All Wool Clothes

Fancy Suits and Overcoats at HALF PRICE

Why not trade with a Store that is Clean and Sanitary? It costs no more.
We invite comparison.
Phones 64 and 67 TREVATHANEROS.

\$10 Down and \$10 Per Month


FOWLER BROS. \& CO. GENERAL AGENTS
211-212 K. \& K. Bldg.
Phone 325

## Buy a Lot in

## Highland Heights

Others on terms of One-third cash, balance in one and two years.

All of this desirable property is close to street cars, has five cent fare to any part of the city. Has gas, city water, electric lights, good schools, churches, and right in the heart of the GREATEST Industrial and Commercial Center of the entire city.

## Prices $\$ 200$ to $\$ 325$

It is the Mecca of the home builder and the center of valuation for speculation. Look over the plat, then go out and look over the land, and you will be pleased

## The Greatest Selling Proposition Ever Put on the Market! <br> <br> WEST <br> <br> WEST SIDE SIDE ADDITION

 ADDITION}E VERYONE who sees it is carried away with the wonderful values offered. Overlooking the city from the highest point, and right up against Floral Heights, where lots are selling at nearly twice the price, a person looking for a home or an investment cannot fail to realize the advantage of buying here.

A special car with FREE TRANSPORTATION will leave Postoffice Corner at $2 \mathrm{p} . \mathrm{m}$. . February 3d. Get off car at corner Tenth and Kemp Boulevard where autos will be ready to take you to the Ad. dition which is only four block west of Car Line. Be an "isser" and go with the crowd.


In four selling days since this addition was put on the market more thān forty lots have been sold. Here is a partial list of the buyers. Ask any of them what they think of West Side Addition-


## Prices: $\$ 125$ to $\$ 300$. Terms, $\$ 10$ down and $\$ 5$ per month.

 No restrictions, no interest, nor taxes until lots are paid for.Competent Salesmen, with Automobiles will be glad to show you over this beautiful Addition at any time. COME BEFORE ALL THE BEST LOTS ARE SOLD.

# WEST <br> SIDE <br> ADDITION 

J. 31 arlow ? Co. Monroe Bros., Hard Butler, Tom Kemp, General Agents



[^0]Eighth and Indiana


Eighth and Indiana YOUR LAST CHANCE!

TO

## Buy Clothing at Half Price!

In order to make room for our Spring Stock we will sell all Fancy Suits and Overcoats this week at half price, and all Blue Serges and Blacks at 25 per cent. discount Remember this sale positively closes next Saturday night. You should not miss this opportunity! Think of such prices as these

All \$12.50 Fancy Suits and Overcoats, \$ 6.25 All \$15.00 Fancy Suits and Overcoats, \$ 7.50 All $\$ 18.00$ Fancy Suits and Overcoats, $\$ 9.00$
All $\$ 20.00$ Fancy Suits and Overcoats, $\$ 10.00$
All \$22.50 Fancy Suits and Overcoats, \$11.25 All $\$ 25.00$ Fancy Suits and Overcoats, $\$ 12.50$
All \$27.50 Fancy Suits and Overcoats, \$13.75
All $\$ 30.00$ Fancy Suits and Overcoats, $\$ 15.00$ All Blue Serges and Blacks 25 per cent. Discount

## VERY SPECIAL

One line of Men's Hats consisting of all colors, in real good styles, plains and telescope. Just a few left. Regular $\$ 1.95$ $\$ 3.00$ grades. Your choice this week

IN THE SPHERE
OF WOMANKIND


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## AN OPPORTUNITY OF A LIEE-TIME!

 OWN A HOOSIER FOR $\$ 25.00$

By Special Concession We Are Allowed to Offer to the ladies of Wichita Falls 25 plain Hoosiers at the rediculously low price of \$25. We are allowed to do this to make room for another solid car that will be placed here in the near future. Don't overlook this opportunity as it will not be offered again. This offer will be open from Monday, February 2 at 9 a. m., until Monday, February 9th at 6 p . m., when the sale will be closed. Who will be the fortunate ones.

## Cash or <br> H. A. PREFMP PBM <br> At the Big Store

818-819 Ohio Ave
FOLLOW THE ARROW
Phone 136


Scene from "The Sheppard of the Hills" Wichita Theatre, Friday Fehuary 6


## Wichita Theatre, Friday, Feb. 6

Gaskill and MacVitty (Inc.) Present
The Original Cast and Production $T \mathrm{HE}$ The Season's Big Dramatic Success SHEPHERD of the HHLLS

Presented by an unusually excellent cast. A gripping story of love, mystery and heroism. The most popular American book made into a great play. Prieesi 50c, 75c and \$1.00. Seat Sale Opens. Thuriday Morning at the Rexall Drug Co,

# SOUTHLAND ADDITION 

 $\square$ IS THE HOMEBUILDERS' ADDITIONYOU PAY FOR THE LOT IN CASH AND SOUTHLAND ADDITION WILL FURNISH the MONEY TO BUILD THE HOUSE; Loan Payable in Monthly Installments has Every modern convenience and is close to schools LET US TALK IT OVER WITH YOU and SHOW YOU the PROPERTY BEAN \& GOHLKE manacers

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|  |  | WHERE DO YOU BUY YOUR LIFE INSURANCE? |  |
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| J. A. Kavanagh <br> Plumbing, Heating and Gas |  |  |  |
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|  |  | OFFICERS <br> JAMES DUFFY, Vice President |  |
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# THE BRIDGE MEN ARE HERE The Contract To Be Let This Week 

Scotland Addition Is the fastest selling property ever offered in Wichita Falls. Here is your chance to save money and make your money double itself. This property is high and beautiful and in walking distance of the business district. This is destined to be the prettiest residence section of Wichita Falls ONLY \$200 PER LOT--Easy Monthly Payments, No Interest,-No Taxes Buy Now While You Can Get A Choice Lot

# There is no doube but this property will more than double in value long before you have it paid for. Re member there is scarcely a vacant lot between this addition and the postoffice. The bridge will put this property "Right In Town." You pay for the lot on easy Scotland Realty Co. 

 monthly payments-and it comes back to you in a big wad - a bunch of money you can do something with. SADLER \& HUEY, Agents
## HOW

## You make your old Clothes Pay for New

And how we economize on one Item that must be figurct when counting cost

## -time.

You know that it isn't good business judgment for you to buy any thing that you don't need, and whil we are in the clothing business to sell all the clothing we can, it isn't good policy for us to try to create an unnecessary demand for clothing.
You are more liable to always come back to us when in need of clothing if we help you to make your clothes last as long as possible.
Because clothing that we sell sometimes requires slight changes in order to satisfy individual tastes. We are compelled to keep a good tailor in our employ all the time, and a great many times be has spare time because the alterations do not keep him busy.
You know that salesmen and workmen's time is a factor in counting costs whether the item be large or small.
The profits in a business pay for running the business.

The consumer pays the profits.
Hence he pays for the salesmen's or workmen's time.
If the business is badly managed and the people in the business waste time, they are wasting the consumers's money.

Their product comes too high.
Here is our Economy in the Item
Men's Clothing
We keep our tailor busy
Make our tailor shop a sales medium.
Keep our customers clothes looking better.
And make them last longer
By giving you credit for your pres:ing bill.
Each time you have a pressing job done in our shop we give you a coupon for the amount of the job, good for that amount on anything you may wish to purchase in our store.

## RIGGS MISFIT PARLOR



DEVELOPMENT IN TAX COLLECTOR IOWA PARK FIELD IS MANDAMUSED PRESENT PRODUCTION THERE IS
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For You or Money Eack






## WICHITA THEATRE

 Saturday, February 7JONES and CRANE, Inc. Offer
The Supremely Successful Stage Version of Owen Wister's Famous Novel

## "THE VIRGINIAN"

Dramatized by Kirke La Shell and Owen Wister


Prices: 25c, 50c, 75c, $\$ 1.00$
Seats on Sale at Rexall Drug Store


Is Your Office Equipped to Meet Modern REQUIREMENTS?

Be Progressive -i. Meet Modion Needs With MODEFN MAEHODS:
Telephone
No. 96 ThTIT S EMOM STMDE 906 Eighth
High-Grade Stationery, Office Supplies and Equipment

## 1st NATIONAL BANK

CLLASSIFIED ADS...

A. W. High Tinerationanal Investman CO .
 Contractor and Builer
 esimate Phone is or 97


Don't Stand For It
$\qquad$
Cravens, Maer \& Walker
Phone $694-\mathrm{K} . \& \mathrm{~K}$. Bldg.

## CLOSE IN BUNGALOWS ON INSTALLMENT PLAN

Several four room bungalows on Burnett Street, between 4th and 6th streets, having concrete foundation, electrie lights, gas water, sewerage connection. On continuous sidewalk to town These houses are well built and worth every dollar asked. Only a few left.
Prices $\$ 1400$ and $\$ 1500$ on terms of \$100 Cash and monthly payments Bean \& Gohlke
el7 Eighth stroet
Phone 358


## SPECIAL


$\qquad$

## $\$ 2,500$

W. J. GRISHAM

Phones 1588 and 748
Room 209 K. and K. Bldg.

## WICHITA FALLS

Is rapidly becoming the greatest manufacturing center in Texas, AVOID SPECULATION
Invest where your money is safe and sure to bring profitable re turns. Buying FLORAL HEIGHTS lots is not a speculation, but a solid investment which cannot fail to bring good substan tial profits.
will astonish you. Let us choice, beautiful, lots left at prices tha

## Floral Heights Realty Co.

A. L. HUEY, General Agent

Suite 311 Kemp \& Kell Building
Phone 1478


Modern twostory residence on large corner lot in best part of Foral
Heigbts. Furrished or unfurnished. Owner leaving city and will make
very attractive price for quick sale. Phone 1202 or apply 2509 gth

When you get ready to buy, eitpd resident or business property or lots in any of the new additions, just phone and let us come by and take you out. Some exceptional bargains.

Wichita Falls Realty Co. Room 6 Friberg Building Pbone 1640

## VAN WILLIAMS GETS S200 FINE

- OTHERS PLEAD GUILTY







A. . Steel plead yuilty to a cha
of burglary ant the Jury assessed
punisment at tow years and then
dered sentence subpended.
punishment at two years and then
dered sentence suypended.
shag Abright entered a plea





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## MADE IN WICHITA FALLS PRODUCTS



WICHTTA FALLS WINDOW GLASS CO.

Wichita Falls Window Glass Co.

Manufacturers of
Wichita Brand of Window Glass $\stackrel{\rightharpoonup}{\text { Wratita }}$ Falls, Texas


RAYS SHEET
METALWORKS


TAYLOR BROTHLRS CONTRECTORS SBHILDERS

Ray's Sheet Metal Works
Wholesale and Retetil Metal Sup.


All Wotk Guaranteed



WICHTA FALL, BRICK TILE CO

Southern Electric Company
Doss all kinde of Eleetric Contracting. We build electric signs Estimates glatly furnistsed on
any kind of clectricic work. Wichita Falls, Toxas

## The Ideal Building Material Perfected Fire Proof, Moisture Proof, Ver

 st:ongest, wall, warmest in win ter. coolest in summer, most dur painting, no repairing, no plaster acks. iet us explain it to you WICHITA FALLLS RRIEK TILECOMPANY


WICHITA FALLS SASH\& DOOR CO.

Wichita Falls Sash and Door Co.

$\qquad$ | Sash hand dors and all |
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| mill work | Tri. Wichita Falls, Texas

##  <br> Taylor Brothers Contractors and BUILDERS Mill and Repair Work a Specialty un inob iniouc

Use the Belle of Wichita Flour Whathite in Pults
 $\underset{\text { Wictita Muia \& Elerator Co }}{ }$


Wichita Cotton Oil Co .
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Fresh Roaste, rof fee, from Plantation to cup. Carefully selected, well aged, scientifically blended, correctly roasted and good to drink.
O. W. BEAN \& SON, Wichita Falls, Texas.


## Wichita Falls Motor Co.



## Ball Bros. Glass Co.

Ball's Mason Fruit Jars

Wichita Fall, Texas

LONE STAR TOOL CO.


## MACHINISTS AND FORGERS

Oil and Gas Well Tools, Pipe Cutling and Threadiog, FISHING TOOLS A SPECIALTY

Monday's Matchless Offer
We have about 10 dozen Ladies' Crepe and Nainsook Gowns. Neatly trimmed and all pretty styles; worth $\$ 1.00$ and $\$ 1.25$ each; we will sell Mon-88c
day only at day only at
 817-819 Ohio Avenue

## Monday's Lace Special

We are going to offer for Monday only about 2,000 yards of fine 10c-Valencienne Laces and Insertions to match. Not over 20 yards to a customer and 5C 20 yards to a customer and 5 C

The Store That Sells "Wooltex" Wichita's Greatest Store The Store That Sells "Wooltex"

## Announce the Arrival of New Spring Merchandise

In Fact Most Every Train That Comes to Town Brings Us Something New

## Many Advance Spring Styles are Here

Yes, there are New Spring Styles in Ladies' Suits ( $\left.\begin{array}{c}\left.\text { Right } \begin{array}{c}\text { From the } \\ \text { of } " \text { Wooltex" }\end{array}\right)\end{array}\right)$ New Silks, Silk Crepes, Bengalines, Printed Marquisettes, Silk and Cotton Ratine, New Linen Suitings, White Lawns, Linens, Linenweaves and Linines, White Crepes Nainsooks and Cambrics for Underwear --In fact, there's something new every day


> Some Good News of Some Good Values In addition to our showing of new spring merchandise we are mak-
ing some very interesting special offers on the following lines:-
$\qquad$
New line of Ladies' Pumps and Colonials the newest French and Kidney
JUST HERE THIS WEEK

## MEN'S CLOTHING SPECIALS

We are going to give you unrestricted choice of our entire stock of Men's Fancy Suits at the following big reductions: All fancy suits that formerly sold at $\$ 15.00$,
your choice. $\$ \mathbf{8 . 5 0}$
All fancy suits that formerly sold at $\$ 17.50, \$ 9.95$
now only $\ldots$
Altfancy suits that formerly sold at $\$ 18.50$, now only
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All fancy suits that were sold \begin{tabular}{l}

| at $\$ 20.00$, now |
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| only $\ldots . .$. | $\mathbf{1 2 . 5 0}$ <br>

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\end{tabular} All staple suits including Blue Serges One-Third Off



## Ladies' Suits

Every garment in our entire stock offered
at a great reduction Ladies' suits, values up to $\$ 27.50$, Lour choice for suits, values up to $\$ 27.50, \$ 7.95$ Ladies suits, values up to $\$ 27.50, \$ 12,35$
your choice for ............... $\$ 125$ Ladies' suits, values up to $\$ 40.00, \$ 21,65$
your choice for....................$~$ Ladies' Serge and Woolen Dresses Any serge or wool dress in
our stock, values up to $\$ 17.50$,
your choice for your choice for Any serge or wool dress in
our house, values op to $\$ 35.00$,
your choice for . \&..........


Men's Dress Shirts We orfer for quick clearance Monday
and Tuesalay Men's Dress Shirts. Sizes and Tuesday Men's Dress. Shirts. Sizes
14. to 17 to thit lot and mome worth up to $\$ 1.75$. Your choice...........


[^0]:    (Volume VII
    WICHITA FALLS. TEXAS. SUNDAY FEBRUARY 1, 1914.

