# Whichita Mailn ©imes 

## BIG

 Millinery Special TomorrowYour unrestricted choice of any trimmed hat on display in our millinery section tomorrow, values up to $\$ 12.50$, at only


EYTRA SPEGIAL
25 trimmed hats, values up to $\$ 4$, your choice

## $\$ 1.45$

EXIRA SPECIAL
On silk and wash dresses, tomor-
row only at $\$ 10$ row only. at \$10
Palm Beach suits tomorrow $\$ 875$
Panama shapes, tomorrow \$395
White Wash skirts tomorrow
for ..... $\$ 100$
$\$ 2.00$ Petticoat for ..... \$100
Notice - Thése specials for tomorrow strictly cash

## Gildhouse

Fashion Store

818 Indiana Avenue

IN THE SPHERE OF WOMANKIND

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# DRESS VALUES 

## That Eclipse AH Records

Special For Monday Only
One Lot of Ladies' Lingerie Dresses, Values up to $\$ 15$,
For \$3.98
Voiles, Organdies, Lawns and Linens; Allover Embroidery and Lace Trimmed all sizes

## For The Sweet Girl Graduate

"Quaint," "Charming, "Delightful"
are the words partially expressing our beautiful assortment of Dresses....

## Imported Voiles Marquisettes,

 French Organdies, combined with net or exquisite net creations, made to delight the hearts of the most critical and artistic

Graduating GiftsParasols A"great array of plain colors as well as color combinations; dishandles $\$ 1.50$ to $\ldots . . . . \mathbf{S 1 5 0 0}^{2}$

## FANS!

Beautiful assortment, all that is new and dainty.

50c to $\$ 2.50$
Silk Underwear and Hosiery Italian and Crepe de Chine underwear, vests and Teddys, plain and embroidered yokes, white and colOnyx and Italian Silk Hose Plain and fancy colors.

Splendid Opportunity to ChooseSummer Millineryat Insignsficant Prices The season's best styles, including large
transparent sailors; medium size and flower
trimmed hats. trimmed hats.

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& \text { Hats formerly priced up to } \$ 7.00 \\
& \text { Wonderful values to select from.- }
\end{aligned}
$$

Our high grade pattern hats, from the best houses of the east. For dress or 1.2 Price

New selection of Panamas and dressy hats for mid-summer wear $\$ 710 \$ 10$


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We Do
Y AND LOCK WORK Of all kinds. We are prepared to do your work in any part of the city.
D. W. JAMES

809 9th Phone 1942

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SILK KIMONOS A special purchase nos．．Two bargain offers． $\$ 7.50$ values $\$ 495$ Also one lot of long crepe kimonos spe－

Our Buyers Only a Step Toward Prosperity for our Patrons T more＇s no thrift in idleness．These values are here representing some of the While we admit we areoverly proud of these we pledge you our word we are $\mathbf{9 8 c}$ underrating rather than doing real justice to these specials

> Yes Prosperity！A Condition Making Maya M Month of Magnitude in Buisiness
> The volume of business contiuues to grow at the Big Busy Store And There＇s a Reason－．．．Will You Read It？


Ladies
Dresses
Another big lucky buy of silk poplins， sik taffetas and slik crepe de chine， representing the season＇s very new－ est creations，${ }^{-}$val－ ues up to $\$ 25.00$ for only $\ldots . . \$ 1250$


Kaysers＇Silk Gloves Recent shipments．give us now quite a com． plete assortment of these high srade sloves in bll high grade gloves in blk．
white，blue，gray and tan

MISSES＇WHITE DRESSES Just he re by Friday＇s express and are surely LADIES＇PALM BEACH SUITS－Regu－ the newest mid－summer creations．Just the dress you will want for that sweet girl graduate，and while these dresses are worth one－half more we of－
fwe them at $\$ 12.50$ and fer them at $\$ 12.50$ and ar $\$ 12.50$ values bought at a price that enables us to sell them at only ．． $\mathbf{5 7 5 0}$

Children＇s Dresses
No where could you expect to find such a comprehensive showing of ab－ solutely new 1915 models．Every gar－ ment guaranteed to be made after the in linines，repps，poplins and summer woolens．


## Ladies＇Skits

While we have received many very in teresting values in children＇s wash dresses we call your particular atten－ tion to a lucky purchase that we own at a price that enables us to offer you very special at
 towels，Monday，per day special，limited in blues，tans and
pair

quantities 14 yrds for browns，per yard | pair | $\mathbf{1 0} \mathbf{c}$ | quantities 14 yrds for | browns，per y |
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A Word From Our


MILLINERY This week＇s express has brought us many new and tive mit and attractive mid－summer
styles．Some of these were bought at savings that＇allow us to offer you these at interesting savings．
We call your special attention to our big line of genuine Pan－ ama Hats，the large shapes，trim－ med in the very newest styles a

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New－Hand Bags
About 3 dozen of these in the very datest styles picked up at a price，values range from $\$ 1.50$


LAOS TINE LEAD III
THE TWULGHT LEAGUL

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IMME FOR DINER


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New Emb＇d Voiles
Our buyer happened to be at the right place at the right time and saved on these．They are in the new Palm Beach color， 40 inches wide，offered Monday yard $75 c$

The Beautiful In

## Millinery

Including the newest creations in mid-summer sailors and the new patterns in Ostrich Pon Pons can be seen here in an attractive variety. We always have the newest novelties, as well, as we are constantly receiving new shipments. Don't buy until sou have seen our display. We have just what you want and our prices are lower than you will find elsewhere.

## Olive A. Child <br> sos sot Aveme <br> Phone 193

## To Chicago via Kansas crity <br> Rak

## City National Bank


Capital and Surplus $\$ 400,000.00$
The first element of practical wisdom on your part is the establishing of good credit. In no better way can this be accomplished than by opening an account with the City National Bank, and paying all bills promptly by check.
We pay $4 \%$ quarterly on savings account.
———

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## AT THE THEATERS



Alice Joyce Three Part Feature at Gem Monday
"The White Goddess"

## $29 \left\lvert\, \begin{gathered}\text { ton } \\ \text { rev } \\ \text { rev } \\ \text { dat } \\ \text { eride }\end{gathered}\right.$



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## Butter-Nut Gosts No More

Though Butter-Nut is so pure, so healthful and among breads, it costs no more a class of its own kinds. There's a smaller profit per loaf, true But there are many more loaves sold.
The NEW

## Butter-Nut Bread <br> 渔So go to your grocer today and insist Which appears on the gene liknine.

CREAM BAKERY \& CONFECTIONERY 617 Seventh Street $\quad$ Telephone 29



## 

# Like Putting Money in the Bank 

Beginning Saturday, May 15th, we place ON SALE
Our entire line of fine hand-tailored, uncalled for Suits

## One Week Only

Your unrestricted Choice

## S15

COVERNOO FEPGUSOU


Space is limited in which to explain why we do this, but we are under contract with the
largest merchant tailors of Chicago largest merchant tailors of Chicago and Cin-
cinnati to take all unclaimed clothing strenuous times throughout the country have strenuous times throughout the country have caused hundreds. The suals we must sell them Our stock is to and Hence this wonderful sacrifick is too large

They'fe the finest the tailors can make, and every suit guaranteed to-give satisfaction as long as
DONTSTOP and wonder, but eome alongONE WEEK ONLY, ANY SUIT -IN THE HOUSE ........................... \$15 00 We also have an elegant line of hand-tailored
uncalled for pants at $\$ 3.50$ to $\ldots \ldots . \$ 500$
RIGGS
Misfit Parlor
805 Ohio Avenue


## Special Shoe Bargain <br> See Our Center Show Window

Tuesday, 10 a. m. to 11 a. m., May 18th



| To still further advertise our popular price shoe department we are going to place in |
| :--- |
| our cener show window about 75 pairs of hadies' and children's pumps and oxfords |
| that were sold from $\$ 1.50$ to $\$ 5.00$ within the past two seasons, on sale.for one hour only. |
| Tuesday |
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812.814

Avenue Telehone 257


This is surely the Keep Kool Store
Men's and Boy's Palm Beach .Clothing...



Palm Beach

| $\begin{array}{c}\text { Sox } \\ 25 \mathrm{c} \text { pair }\end{array}$ | $\mathbf{\$ 7 . 5 0}$ |
| :---: | :---: |

Palm Beach
25 c and 50 c

Special Values in Ladies' Purses
$\qquad$
Pennington Values 39c 50c and $\$ 1.00$
SAMPLE TOW'EL SPECIAL
 at AbOUT HALF PRICE

## Pennington

 value$\$ 1.95$
Several. dififerent styles in ladies' footwear, including strap pumps \& plain pumps



## New Arrivals

Summer Dress Fabrics

They are new this week. 36 -ineh Printed Silk Chiffon-Cloth, a beáutiful silky mate rial, minted in the most pleasing patterns, yard.
Black and white stripes, yery pleasing materials, yard $25 \mathrm{c}, 35 \mathrm{c}$ and

50c <br> \section*{\section*{Verlame Voiles <br> \section*{\section*{Verlame Voiles <br> <br> <br> 36-inch material in matny very pretty floral <br> <br> <br> 36-inch material in matny very pretty floral patterns as well as all colors in tape stripes,
Pennington price, yard $\ldots .$. .......25c patterns as well as all colors in tape stripes,
Pennington price, yard $\ldots .$. .......25c <br> <br> Special... <br> <br> Special... <br> <br> Hundreds and hundreds of yards of
very prett lawns, batistes, crepes or <br> <br> Hundreds and hundreds of yards of
very prett lawns, batistes, crepes or gañies, all in pretty summer patterns. gañies, all in pretty summer patterns. Pennington values, per
yard $, \ldots, \ldots, \ldots$} Pennington values, per
yard $, \ldots, \ldots, \ldots$}

Curtain Scrims and Curtain Nets one big collection of 20c, 21c \& 25 c values On Special Sale $\left\{\begin{array}{l}\text { Your choice at } \\ \text { per yard only }\end{array}\right.$


# Maxwell Wins Test Over 40 Cars 

Result of the great Yale University Sheffield Scientific School Teet. Of the forty automobiles tested at the famous Sheffield Scientific School laboratory the Maxwell stands first in economy of Gasoline consumption.


The table furnished by the Yale Sheffield Scientific Sthool

Power and Fuel test made on high gear of Maxwell stock Touring Car on comparitively level roads by Profcssora E. H. Lockwood and T. Q. Boyer, Sheffield Scientific
School, Yale University


Come in and see and ride in one of these Record Breaking Maxwell Wonder Cars.
Foull.Pancenger

Call, write or telephone, and we will put one of our demonstrating , cars at your disposal.

## IMPERIALMOTOR SALES CO. <br> 615 Tenth. Phone 934

Four Per Cent. Interest per annum, compounded quarterly, paid on THE Fiop NATINA. BANY OF WMANTA FALS


FEDDERS

## RADIATOR

Fedders radiators made of $90 \%$ copper and $10 \%$ zinc, the gen uine honey comb type, have been recognized for years as
good as could be bought for an automobile, absolutely standard automobile, absolutely standard and used by such cars as the
Pierce Arrow, the Packard and Pierce Arrow, the Packard ans
the Cadillac. There is no ques tion of the ability of the radiator to give the highest possible cooling service. This car sells for $\$ 1085$ yet it carries a genuine Fedders.

## To Oklahoma City <br> Sleeping Cars Dally <br>  <br> Rook Island Lines <br> Island Tyekets and reservations Q. s. PENTECOST, Q. $\mathbf{P}$. Fort Worth, Texas

## Yes, We Are Selling More Ice Now

First, because the weather is growing warmer and warmer, and people are using ice more generally and freely than they have been doing. Second, because OUR ICE is good ice-pure ice -and people "just naturally" like it and the way we have of getting it to them. It won't be long before this ice ma nof yours is the most popular ma nin the community-eevrybody will
want to have him call.
Now, here's the point of all this: If you have any complaint to make, if there is anything in derstand, LET US HEAR ABOUT IT NOW. Give us a chance to get it out of the way, if it is something that can be removed or explained. Then when the real hot days come you will not allow yourself to fret or worry over some misunderstanding or some happening over which we had no control you will know thet we are
doing all we can to serve you.
Remember, "a stitch in time saves nine." Give us that opportunity to take that stitch NOWus that opportunity to take
if it is needed
Let us send our delivery Co's wagen to your home.
People's Ice Co., Telephone Number 81.
Wichita Falls College of Music and Art

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Phone 219 Western Auto Supply Co. 604 7th

ATTENTION LADIES-Serve our delicious Ice Cream for your dessert today: - It is absolutely pure and sanitary. It saves you labor, money and worry. Our cream is always fresh, well packed and ready to serve. Specials for Sunday: Caramel Nut, Strawberry and Vanilla.. Phone 830.

HOLLIDAY CREAMERY D. J. Carithers, Mgr.
607. Austin

602: Austin


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LADIES CAPDDINE
TAKE FOCHESAND RANS
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For Monday

## APPLEBUTTER

## \&oogurs 250

With each can sold we give you a smal
can. Use the free can and if not the fin est apple butter you have ever eaten, re turn the other can and get your money.


1 Doz. 2 Doz. 3 Doz.
20c 35c 50c ORANGES
Per Dozen.... 20c

## Hungarian Plums

We are anxious to get you started on
these plums and for tomorrow we offer them at

## Per Gallon Can.... 40

Have Sold more than 200 cans.

## Trevathan

Phones 64 and 67

## "The Bargain"

PARAMOUNT PICTURES CORPORATION

Thomas H. Ince

## 

Chester Conklin

## The EMPRESS

Home Grown Strawberries
For Tomorrow 15 c per box


Phone 15 and 62. J. E. Bond
D. Anderoon ANDERSON \& PATTIERSON.
nis Eighth Sth Street

Phone 87

WICHITA FALLS, TEXAS, SUNDAY, MAY 16, 1915-PART ONE

## AMERCAN NOTE delluereid To Gerruan forelicin offlce

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| BPBIRATION SUGGESTEL <br> Ileved Germany Will. Propose Step That will Be Acceptable United States- $\qquad$ AMERICAN NOTE IS DELIVERED. Berlin, May M,-James-W, Gerard, the American ambasthe foreign office here this morning the American note with reference'to the sinking of the Cunard line steamship. Lusitania. |  |
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## Free Pictures <br> *




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Solid Oak Porch Swings Porch'Swings-Solid oak, $\$ 3.75$ value, cut \$pecial at $\$ 1.95$


45-pound, all cotton mattresses, rolled
edge, art tick, $\$ 6.50$ value ......... $\$ 2.95$
45-pound, all cotton mattresses, rolled
'edge, art tick, $\$ 6.50$ value ......... $\$ 2.95$


Telephone Stand and Stool, upholstered Boston leather top, $\$ 3.75$ value … $\$ 1.95$


Porch Rockers, made in solid oak, strong and rigid, reg-
ular $\$ 3.75$ values, eut to special price ............ $\$ 1.95$


Foding Sewing Ttable, value for ......... 950


Lineoleum, just re 65 c quality, special . . 356


Floor Lineoleum, just re


| W. X. Shull amd Exeatife Commit. teeman Van zand tion adoted reads as follows: |  |
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| Hotels- E. A. Brandt of Houston. Raliroad-C. H. Green of Waco. |  |
| Employment-J. M. Shelton of Abilene. |  |
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| Auding -M. J. Martin of Houston, P. W. Hudson of Sherman and C . W. |  |
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1270-8. W. Murthy, Ford
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## WICHITH DALL TIMES Serve Your Guests With

 (Ezrooet Returray)
 MEMSER THE ASSOCIATED PRES
 Ruthoee ompo Wiohta Fatifer Toxas. May 18,1915 4

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## Cherry Smas̊h

 The delicious and cooling home drink, Sparkling and appetizing. We have it in 25 c and 50 c Bottles
## C. H. Hardeman

232-PHONES-432
Delicious Meats and Fine Groceries




$\$ 950.00$ F. O. B. Flint, Mich., fully equipped except speedometer

$\$ 1185.00$ F. O. B. Flint, Mich., fully equipped including speedometer.

$\$ 1235,00$ F. O. B. Flint, Mich., fully equipped including speedometer:

$\$ 1650.00$ F. O. B. Flint, Mich., fully equipped including speedometer.

## 6 0 ?

Buick Motor Truck

## Wichita Buick Sales Agency

Dr. H. M. Kearby announces the removal

Dental Office
from Seven Ten-Half Indiana to Suite 212
First National Bank Building Telephone No. 354

## Majestic Theatre

A Yilliam Fox-Production Extraordinay William
Farnum
thè
celebrated
${ }^{\text {star }}$

## Tuestay

GIIDED FOOL
a BroadThis magnificent Five part drama deals with a subject of interest to all classes. You saw "a Fool There Was." See this.
Children 5 c $\qquad$ Adults 10c


B. Flint, Mich., fully equippe

## NOTICE!

We have leased the building formerly occupied by tha Cagle Auto Co. at 610 Scott Avenue. W are now prepared to do all kinds of repair work and best storage for your car. We solicit you business.

RILEY AUTO CO.

## Keep Cool

We can furnish you with a fan, either ceiling or desk, at a low price, installed in your office, place of business, or home. See us before making your purchases, will make it to your interest to buy here.

## Stokes Eleatic Co: <br> 816. Indiana <br> Phone 837

## THE TALK OF THE TO OF THE FONVILLE STOCK

IS SURELY THE TALK OF THE TOWN Hundred of Satisfied customers attended the sale Saturday.

## Diamonds, Watches, Jewelery, Silverware, Cut Glass, Etc., are going at next to nothing prices

## Nothing Reserved

 SALES DAILY AT 2:30 and 7:30 P. M.| Comfortable |
| :---: |
| Chairs for |
| the Ladies |

A. S. FONVILLE JEWELRY STOCK By Ari Loan \&o Jewelry Company
At the Fonville Store - $\quad 706$ Ohio Avenue - Wichita Falls. Texas
Free Presents for the Ladies at Every Sale

## The Art Loan \& Jewelry Co. Guarantees Every Article Sold at This Sale


The LESSON

## Write 341 and 340

Cross the front coyer of your phone book.
USE-

These numbers when you wan anything trom a DRUG sTome some
thmes youb
with reterence yount will mave thime. WE $=$
Have apto-ate eervice. We are on the Job fromm 6:30 a, m. until 12 ocloek
at night, and we arg anx
you.

## PALACE DRUG STORE

Phones 341 is40 Only the Boost
lotorcycle Dellivery

## Prize Fishing Contest

See our window for prizes and conditions of contest

## Wilfonge Woods.

## Cem Theatre

 MONDAYThe White Goddess-Three act Kalem, featuring Alice Joyce, Guy Coombs.

Hearst-Selig News Pictorial-Around the world in 20 minutes for 10 c .

## 

Retribution Sollig twopert spechal with
sidelia Razeta

Hearst-Selig News
Brings the news to you.
The Animated Grouch Killer
ation Comasy:

Mack Taylor Drug Store
Phones 88siter

You Don't Have to wait until th 15th until the 1st. Every day is
the Pay Day at the
Palace Drug Store
"Only the Best"

## GIFTEOOKS <br> Commencement 1915

Our stock of memory and record together with various other handsomely bound books very suitable for the above occasion never. was more extensive and attractive than this season.

## BESIDES

We have all the latest novels by the best writers, nice leather stationery and tablet traveling sets, initial stationery and card correspondence, self filler fountain pens and many other very useful articles. See us before buying.

## Martin's Book Store

FREE DELIVERY
609 Eighth st. Phono No. 96


 Phone............. 732
Collier Tailoring Co. Cleaning and Repairing

## Both Are Farrar

The Victor record of Farrar's Voice is Just as truly Farrar as
Farrar herself
The same singularly beautiful voice, with all the personal charm and individuality of the artist. To hear the new Carmen records by Farrar is to be stirred with enthusiasm, just as were the vast audiences-the largest ever assembled at the Metropolitan Opera House - which greeted her performance of Carmen, and proclaimed it the supreme triumph of this great artist's career. The proof is in the hearing. Come in and we will gladly play for you Farrar records, or Victor records by any other of the world's greatest artists.


Victrolas $\$ 1.00$ down and $\$ 1.00$ a week

## Mack Taylor’s Drug Store Phones 184-882 <br> 820 Ohio Avenue <br> Wichita Falls, Texas


 ghip, and the nearness of death.
Thide is no greater proot of these virtues among the living exem.
pilifides.as the erecetion of a suiltable memiorial. A visit to the cemetery
Will convince you of these facts.
WICAITA MARBLE \& GRANITE WORKS
Phone 40
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It's the Purest
It's the best-Alta
Vista Ice Cream
Always at the
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## PHONE 630

Morris Cab and Transfer 1 Office 601 Ohio for handling passen gers, baggage, freight
Furniture and Pianos Quick service and best of cins
 and and by putting them together in right proportions, correct mixing and careful baking produce as good batch of biscuit, loaf of bread or cake as any one Can you not. It's the the big package tea people use at EXACTLY THE SAME PRICE and blend them by the same formula. (It's no
more of a secret than your bread or cake recipe). As the teas are already processed when they arrive in this more of a secret than your bread or cake recipe
country, you can see it's a very simple process.
Now here's OUR ADVANTAGE, no expensive lithographed cans or national advertising or salesman's bills to pay. Just one profit between the importer and you-that's ourselves. Can't you see the advantage? It costs at least one-half the retail price of an advertised brand of tea to get it into your hands. We are packing teas under our WHO CAN BEAT IT BRAND, the very best money will buy. Have India and Ceylon, Formosa Oolong, Young Hyson, Imperial, Gunpowder and Basket Fired Japan, at a uniform price of 65 cents per pound, $1-2 \mathrm{lb} .35$ cents, $1-4 \mathrm{lb} 20$ cents. Try one package, we guarantee satisfaction

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Bert Bean Coffee House
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