# PURSUED AND FIRED UPPN BY Gerkwar stbubrine 

BRITISH STEAMER ORUUM AND PASSENEIERS NARROWIY ESCAPE THE LUSTANIA'S FATE


British Steamer Bound For New York With Americans Aboard Attacked Without Warning

Fellow convic cuts
LEO N. FRAN'S THROT

 NO HENS FROM EIST FPOHT

50,000 ENaLISH WOMEN

Hews Has a shock


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ASK TO DE ENLISTED
 FRENCH, HOWEVER, CLAIM GER-
MAN ATMCKS ARE BEIME
SUCCESFFUS

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SVISS WILL PROHBIII
EXPPORTITION OF 6010




FOR MONDAY
Floating Bath Soap, Colgates Per Box ( 1 doz. cakes) 50c The best on the market

## CREAM CHEESE

Per Pound 20c
Wisconsin's best product
RICHELIEU PEAS
2 cans for 25 c
One order will convince you.
PREMIUM LARD
10 pound pails -5 pound pails.
\$140 $\quad 75 \mathrm{c}$

## GRAPE JUICE

50 c bottles 40 c
The famous "Red Wing" brand.
KRUMBLES
Per package 10 c
The new breakfast food.

## PLUMS

Per gallon basket 25 c
Fine for preserving.
KIICHEN MOPS

## $\underset{30 c}{ }$

Hotel size
THE WIZARD LINE


This is a Sectional View
 Mounting

MRS. SLAETONTON
BRICGAFR GHEHRM SMTHHEEE FOR IISPECTTON


## Spacial on Iadies Trimmed hals

98 c


## SUMMER DRESSES $\$ 398$

At the price we are offering choice of our entire stock of voile and organdie dresses in.white and colors, all new mid-summer styles and include values up to $\$ 15: 00$ FANCY SIL KPARASOLS $1 / 2$ PRICE Stripes, checks and solid colors with new directoire handles, all new shapes.
$1 / 2$ PRICE-FANS - $1 / 2$ PRICE Beautiful collection of celluotd silk and paper fans, with colorings to match each

Remember-every department in our tore is making almost unbelieveable sac ifices to force summer goods to quic evacuation. The greatest savings Kahn's Companys have ever offered so early in the season. List your needs and supply them now

## The Greatest Clothing Sale Wichita Falls Has Ever Seen Haif Schaffinor \& Marx, Clothcraft \& Sampeck Wool Sults ONE - HALF PRICE

Depleted sizes in many styles have made it necessary to reduce these splendid suits. This extraordinary offering represents our surplus stocks of these prominent manufacturers. For this week only you will be given unrestricted choice of these garments at $1 / 2$ Price. Don't miss this oportunity to save big money. Everything in clothing that men, young DEEP REDUCTIONS IN FURNISHINGS, SHOES AND HATS

LET US BE FAIR
YOUTH GNE SSO BOHO
To 1 Falke Offler


Art Joan \& Jewelry Co.

men and boys wear

$\qquad$



The Wichita State Bank. The Guaranty Fund Bank.

The only State Bank in Wichita Falls, Texas, wants your business.
Safety First is our principle and the Guaranty Fund Law your protection.
We treat all of our customers' business confidentially
We study the needs of our customers and prepare to meet them.
We can, do as much for you as any good conservative bank, and remember-Safety First.
No depositor in a State Bank in Texas has ever lost a dollar

Wichita Falls College of Music and Ait



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Fall


## Sandwiches <br> That Are Deliclous

Cold lunches, pichic lunches, work lunches, party lunches, all demand something nice in sandwiches. Whether you use home made bread or my special sandwish bread, you will enjoy and appreciate Underwood's Deviled Ham for the meat part of all the sandwiches that you make. It's being used more and more by discriminating people-people who want the best.
One trial can usually make a- -egular customer.
20 c per small tin or 2 for 35 c

## C. H. Hardeman

Phones 232 and 432
710 Ninth Street

William Fox presents William Farnum, the $\$ 100,000$ screen star in a stupendous film drama

## "The Plunderer"

## By ROY NORTON

Thriling, sensational Wiliam Farn _ial against twenty in the most trilling fist fight ever screened. A picture you wil not forget. Fox Features are guaranteed.

# Majestic Theatre 

TUESDAY, JULY 20th
10 c and 15 c
Fox Quality

## Donge Brothers motor Lar

It was our expectation from the first, that this car would play a large part in determining motor car values.
We said as much in our advertisements almost a year ago.
We expected it to set up in the public mind a model and a pattern of what a car of moderate
price should be.
We expected that it would encourage buyers to judge motor cars by the standard of qualitynot by price
Surely the results have more than realized our expectations.
Surely you can see that the car is considered a criterion of what constitutes real worth.
Once a man has driven the car, even for a few miles, nothing can distract his mind from its performance and its quality.
He thinks of the price only in relation to the re markable value it buys.
That is why the first 20,000 fell so far short of supplying the demand.
That is why the second 20,000 are being absorbed
with equal eagerness

## DODGE BROTHERS, DETROIT




## Is This Car Too Good to Sell For. $\$ 1550$



1 HIS is a strange story but a true one. Last winter we were ence to purchasing the Chalmers Six-48 chasses for ambulance use abroad.

Knowing that we could not build all the motors in our own shops and take care of our regular production in addition, we went to one of the largest builders of motors in this country and asked them for a bid on these motors.

In submitting the fbid their representative said, "We want it distinctly undèstood that this is not for the same quality of motor because we do not work to suchiclose standards or limits as youdo."

Quality Not Only a Slogan This gentleman went on to say "The
motor you delivered to us to bid on surmotor you delivered to us to bid on sur-
prises us. It is good enough to go into any 84000 or $\$ 5000$ car. "Tetrothe finest motor in material and workmanship we have ever seen, "We are frank to say that we have
never turned out a better motor ever
for higher priced cars, and we know of never turned out a better motor even
for higher priced cars, and we know of
no company in your price class that is no company in your price class that is
turning out a motor with such high-
class workmanship." "The wonder to "The wonder to us is that you can
sell the car dat your price (then $\$ 1725$
and now ondy $\$ 1550$ for and nowtonly 81550 for exactly the
same car) and spend so much money
on making it"

## Quality a Business Principle

 Understand this concern is a thor-oughly reliable concern and builds good
motors. They upheld their own workmanship and material against,
builder-us included. But they were honest and stated to
us at once that our standards were us at once that our standards wer Without the slightest refection on story to illustrate what we have always
contended, and that is that "Chalmers contended, and thatis that Chalmers
Ouality is not only an Advertising
Slogan; it isa Business. Principle"t Slogan; it is a Business Principlen"
We believe that it will pay to keep it

## We Sell All Who See

And that is also probably the reason
why we can proudy boast that we have never- ariled to sell a.prospective pur Chaser who went through the Chalmer
factory and saw our cars made. Examining the surface of a motor car or even the
the expert.
But when he goes through the factory
and watches the proceses and watches the processes of making,
even the layman can see the differenger even the layman can see the difference
which this motor manufacturer refer-
red to. red to.
Ask. yourself, prospective buyer, in
these are not considerations worthy to these are not considerations worthy to
be carefully weighed in buying your
car?

Why Not Beauty Too? Then the Chalmers Motor Car has
as distinct a reputation for "Beauty First" as if it had not surpassed all
others in "Quality First". No car at any price has more beautiful lines or finish. Its molded ova
fendersare car and the only ones like them.
There is nothing more beautifut,
Madam, than a Chalmers in dark blue Madam, than a Chal mers in dark blue
body with red wheels and its distinctive
body lines Add To. Add to this the Performance the hus-
band demado and there's nothing leit
to desire in in a-motor car. Let dis show it toder
Special Features-Chalmers Six-48
$\begin{aligned} & \text { Full } 48 \mathrm{~h} \text {. p. motot-Big } 7 \text {-passenger Body } \\ & 124 \text { wheel base- } 34 \times 41 / \mathrm{t} \text { tires. Nobby tread }\end{aligned}$
$\begin{aligned} & \text { or rear wheels. Entz non-stallable starter } \\ & \text { 48' vanadium steel res }\end{aligned}$
$\begin{aligned} & \text { 48" Vainadium steel rear springs- extra strong } \\ & \text { torque tube. Equipment very complete even. }\end{aligned}$
to Yale lock to prevent theft of car.
M. H. CARPENTER

Phone 458

## Beautiful Floor Coverings at Nill Prices

Our Mr. Brin who is in the Eastern Markets buying furniture and rugs has shlpped us a large quantity of rugs and linoleunt that he bought 50 c on the dollar and requested that we place the entire stock on sale Monday and Tuesday at prices that car't be duplicated anywhere in Texas.

$9 \times 12$ All-wool, genuine Axminister. Art Squares, all colors-and the prettiest, daintest patterns you ever saw. Private designs. Sells elsewhere for $\$ 23.50$. Our mill price
$\$ 1245$
$9 \times 12$ All-wool Velvets. Beautiful nut brown in small neat designs, a regular $\$ 20$ value elsewhere, will be sold for
$\$ 1195$
The best $9 \times 12$ high grade Japanese Rug, the $\$ 4.50$ kind, on sale Monday and Tuesday at
$\$ 195$
Linoleum Rugs, all sizes, clean, sanitary, durable, the best all around rug made, can be used in any room of the house, dandy for a sleeping porch, water won't hurt them, the $6 \times 9$ size, special
$\$ 275$


We have in this shipment 12 large Art Squar es, size 11-3x12. We announce this due to the fact this size rug is, as a rale, only found in large cities and we have several customers waiting for them. The discount is on these rugs too.



## Every Refrigerator

 in stock at half price. We cut all prices half in two.

All-steel, sanitary Couch, $\$ 4.50$ all over Texas, special.
Large size Bed Spreads Best grade 65c Linoleum laid on your floor 98 c
yard ........................................ 39c

## BRIN-DOLMAN

Quality Furniture and Floor Coverings
815 Ohio Avenue

## Another Tremendous Window Drive Monday

Come Monday and make a selection from the finest assortment of low priced, high-grade cut glass and Diamond Jewelry even offered in the state of Texas.

Solid gold rings, set with diamonds
8 -inch cut glass bowls
12-inch cut glass vases Cut glass nappies
Cut glass bud vases.


86 c
516 Solid gold tie clasp, diamond set
5116 Solid gold, diamond set cuff links.
67 c Solid gold, diamond set tie pins ...
5187 Six 8-day Cathedral gong clocks, worth \$7. 3380
$\$ 165$ Monday for .................................. 5280

# Art Loan \& Jewelry Co., 705 onio 



SHiótihano trin OLDEN Times














年1103


PLANNED ESPECIALIIY FOR THE INTEREST OF THE PEOPLE OF WICHITA FALLS AND SU RROUNDING COUNTRY
A first-elass entertainment for your family. A place where you can take your wives, your daughters, and your sweethearts and enjoy a pleasant eyening where it is cool.
The new bill for Monday comes righl y recommended and contisists of "i" clever Vaudeville acts, and the follow ing picture program: "A Life in the
Balance" an Imp two-part drama featuring one of the most popular actors,

Good music of the popular kind by one of the best Orchestras in thestate. Two full shows. Admission 10 c and 15 c. Don't forget the Baby Show begins Monday. LAMAR AIRDO :

## 50 Gallons Gasonine for $\$ 1.50$

## WOULD YOU

Pay $\$ 1.50$ for one quart of MOTOR TONIC
It it was guaranteed to save you from 50 to 75 gallons of gasoline while using it, in addition to cleaning all the carbon from the valves, cylinders, spark plugs, and keeping them in the best of condition at all times? MOTOR TONIC
Is guaranteed to do this or your money will be refunded if used according to directions and found not satisfactory. No acid in it to effect the metal parts of your machine and cause deterioration. Your motor will develop the highest efficiency, produce more power, and save repair bills from the beginning. It's a revelation to the automobile owner. Give it a trial. You will never be without it again. It is a liquid preparation to pour in your gasoline tank-one ounce to each five gallons. Call and get a trial can.
Nothing like it-once used, always used.
Phone 304
Phone 359

## FOR SALE BY

INGE \& VAN VOY
-WICHITA FALLS, TEXAS

## Supply Station at

STOKES ELECTRIC CO
816 INDIANA AVENUE
DR. J. W. DuVAL
EVo, Evr, Noone, Throat
Dr. Monte R. Garrison


## 0 YOU CARRY INSURANCET   ,on wint the $k$ ind of thauran writo ill Kinds orchman

PHONE 1067

## LOOK YOUNG BE-YOUNG WETIC Mish

Take care of your complexion-that's the secret of looking young and beautiful.


Look to us for the relief of your complexion troubles.



##  <br> $=$ ■ $\square$ ■ Insist on the

"TRAVELER" CIGAR 5 c A Texas smoke for Texas people, distribut
concern that is strictly for Texas. Coilfong Firoooods: GEM THEATRE MONDAY
"Her Proper Place"-A three-reel Edison drama, featuring Miriam Sesbit and Marc. MacDermott Hearst Weekly News, No. 42-Will be extra good
Chaplin Wednesday-a new one

## Velma Whitman

 "H. twateel bublin speent.

## STOP AT MARTINS



609 Elghth St. PhonO Nd. 96


## THE VICTroLA HAS NO PeEr

If all the people could hear all of the substitutes for Vic-
trolas, there would not be any music machines except trolas, there would not be any music machines except
Victrolas. Rather a contradictory statement, but a fact Victrolas. Rather a contradictory statement, but a fact never the less.
The Victrola is so far ahead of all the tin horn imitations that any prospective buyer who would take the trouble to hear all of them, would not hesitate to buy the Victrola.
It is the one great musical machine with a tone volume that carries through the largest auditoriums, and yet may be heard in the smallest rooms without the mechanical twang that so offends the ears of real musicians.
It is the one great musical instrument from which you can get the masterpieces of the world's greatest singers and players. The art of these great singers and players is recorded in imperishable form exclusively for the
Victrola.

Aldo, Amato, Bori, Braslau, Butt, Calve, Caruso, Culp, DeGogorza, Depachmann, Destinn, Eames, Elman, Farrar, Gadski, Gluck, Hamlin, Homer, Jadlowker, Kreisler, Kubelik, Martinelli, McCormack, Melba, Michailowa, Ober, Paderewski, Patti, Powell, Ruffo, SchumannHeink, Scotti, Sembrich, Terry, Tetrazzin, Whitehill, Williams, Zimbalist, as well as the greatest bands and orchestras of the world.
It is the one great instrument that brings to the home the music that is desired, and anybody can make up a program from the Victor numbers that will be entertaining to the audience. It also brings into the homes the newest dances and dance music, and the folk songs and dances of all nations.
The Victrola is sold at various prices, from $\$ 15$ to $\$ 300$, and on easy terms.

Trovatore Ai
Nostri Monti
(Home to our
mountains) (Act
Louise Homer-En-
rieo Caruso.

Mack Taylor's Drug Store
Phones 184-882
820 Ohio Avenue
Red Cross Drug Store

You can buy a Victrola for only $\$ 1$ down and \$1 per week.

## From Plantation to Cup --Well Aged---Carefully Selected--Scientifically Blended--Fresh Roasted...Good to Drink!

Cup quality only-no mixtures. Nothing like a cup of coffee at breakfast to carry you through these hot days. We have a blend to suit every taste and every purse. We are selling coffee to consumers, in Dallas, Houston, Cisco, Sweetwater, Denison, Vernon, Mineral Wells, Electra, Iowa Park, Petrolia, Byers, Bryson, Blue Grove, Archer City, Arlington, Graham, Dundee, Olney, Clarendon, Texas and Portland, Wisconsin. "There's a Reason." WE ROAST COFFEE EVERY DAY.

824 Indiana
Bert Bean Coffee House
Telephone 35


Phone 1067 "I'll see that you are satisfied"

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| :---: | :---: |
| Don't be down in the | Our ice croam Is made in int most |
| mouth |  |
| mikes Lver Plils | making. |
| Thee'll Cbeer You Up. |  |
| ques bui strie |  |
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## Wichita mailn ©imes



We are going to prove to you tomorrow, and this week, the Fashion Store's Method of doing business. Not a single garment will be carried over if it is not within the style for the coming season. Every garment is marked in plain figures and at a great reduction. REMEMBER SALE IS ALL THIS WEEK


818 Indiana Avenue

## AT THE THEATERS



## Free Pictures

## Lake Wichita

Change of program ev ery night.
F. P.ST. CLAIR, Mgr


## SOLID WEEK OF SPIENDID SAVINGS

 Beginning Monday Morning at Nine
## LADIES SUMMER DRESSES

Since it would be absolutely Impossible for us to describe these special lots, we will areange these into TWO SPECIAL ASSORTMENTS
We have selected about 25 Ladies: Crepe Voile,
and Linen Dresses, all, new styles, values 7.50101
to $\$ 10.00$ for

We have Just 15 Ladies after. noon or party dress-
es in all the new lace
combinations values 25.00 to 3750 for

## EMBROIOERY Buguins Monday Moring at dot icock

EMBROIDERY
Our Buyer, Mr. Milsaps, while in Chicago last Monday picked upat a big saving over five ch adred. yards of 27 to 54 inch Eurbroidery and Embroidered voiles. Many of these are worth more than $\$ 1.00$ yard at actual wholesale cost and represent the very newest and best patterns of this season,

$29^{\circ}$C but these were bouget for the sole purpose of giving you a genuine Embroidery saving that you will hardly forget soon. We have displayed these in our south show window. and not one yard will be sold before 90 'clock Monday, when the entire assortment will be sold per yard
Per Yard SEE THESE IN OUR SHOW WINDOW TODAY
Before leaving for the eastern markets our Buyer instructed us to make Absolute Clearance of all Summer Merchandise, and when he reads this "Ad", believe us he will have no doubt but what we are following his instructions to the very letter. (Neither will you if you visit the store Monday.)


## Misses and

Childrens Dresses


Ladies Crepe Dessing Sacques.

Ladies' Crepe Diessing Sacques We will make a final clearaway of these in value
up to 75 c, in all the best styles in floral and Jap
anese patterns at . . ............................. 256

## Special Savings on

 Silks and Summer Novelties 6pecial Savings on etc.,Your choice of our entour choice of our en
tire stock of fancy Tat feta in Values up to $\$ 2.50$ per yard only One big like of Kimono and Tub Sitk, all new
pretty patterns, at per pretty patterns, at per
yard, only.... 590
All of our best $\$ 1.00$ fan All of our best $\$ 1.00$ fan-
cy silk Shict cy silk Shirtings, at 88c
One table loaded with One table loaded with
printed and embroidered novelty summer derss.
goods, values zup to $\$ 1.00$ your choice per yd. 25 e
Over 50 . styles of fine summer-dress goods,
worth up to 50 c per worth up to 50 c per yard,
at per yd, only...10e

## MEN'S CLOTHING SPECIALS

 We have left from Saturday's Selling about 35 Men's all-wool Suits, that range 5.95in price up to $\$ 20.00$, that we will close out Monday at only................. Your choice of our entire stock of Men's $\$ 7.50$ and $\$ 8.50$ Palm Beach Suits, 5.75
in plain and fancy patterns, for only


New Fall Millinery All the hatest creations direct from "risis" ee our Advance Showing of the new Fall Styles in Ladies' Tailored Suits

## Men's

 Straw Hats and Panamas 25 per cent Disc.derwear, in either Gr union suits, our entir stock at stock at $\underset{\text { Per Cent Discount. }}{\substack{331.3 \\ \hline}}$

Our entire stock of men's summer under-
wear at the following savingsMen's 50c Scriven Drawers............39c Men's $\$ 1.00$ Munsing Union Suits. ._T 79 c Men's $\$ 1.00$ B. V. D. Umion Sults. ..... 89 e

Ladies
10c
Summer Vests 4 For 25 c

## PROPS

 KNOCKED FROM UNDER PRICESe have- smashed the price of me
mercifully.
Our sale has been a
great success, and our
gisles a re continually great success, and our
aisles a re continually
crowded with eager buycros. They come here be-
cause they know we bave We will break all pre-
vious records this week. vious records this week.
Monday, shoppers will
find many added bar-
gains in each departgains in each depart-
ment. Investigate- Nus10c Dress Ginghams 5c.
Two hundred bolts Bookfold Ginghams in plain
or stripes, dark or light colors, worth 10 cents;
On sale Monday only 5 e \$6 Silk Parasols, \$1.98
25 Silk Parasols, nice styles, worth $\$ 4.00$ to
$\$ 6.50$, to close Monday $\$ 6.50$, to
for only
50 c Dress Crepe 19c...
One lot of fancy Dress Crepe, plain and fancy
colors, worth up to 50 c
Monday for only... 19 e $\$ 3.50$ Palm Beach trousMen's Palm Beach Pants the genuine Palm Beach, well worth $\$ 3.50$ and $\$ 4$,
on sale Monday at $\$ 1.98$

- $5, \square, \square I$ TRANSFER CO

 Hoesy Hanling and Eouse-Mortin A. DRAKE. F oprietor


Try Times Want Ads

## 



## durciearance

## Wathouradsis interaily Menspapares <br> Do not missia single issue during the month of July. To do so may mean a lost opportunity.

 Our buyers are now in the eastern markets and even at this early date we are begining to receive some express shipments from them. They will as usual purchase quantities of late summer merchandise at rediciously low prices and we will place it on sale as fast as the expres companies can bring it to us. We will also throughout the month of July make every effort possible to clear every section of our store of summer merchandise. It will take low prices to sell them and we know how to make low prices.

Little Boys' Cloth Hats, a very pretty collection of colors and plain white, each 25c

Little Boys' Wash Suits, several different Little Boys' Straw Hats, an extra $\$ 139$ each .............................25c One collecetion of Little Gorl's Gingham Dresses, real Pennigton values, each 65c and ............................75c Children's Half Hose, both plain white and white with fancy tops, the numbers we have ormery sold at $17 / 2 \mathrm{c}$ and 20 c pair,
reduced to, pair ................. $121 / \mathrm{c}$

Extra special in Ladies' Long Silk Gloves, regular $\$ 1.00$ values, colors, pink, blues, maise, tan, brown, purple, all sizes, choice, pair .

Neckwear


## Now is the Time to Make Mid-

 Summer DressesSaville Crepe Plisse, a very pretty 30 inch material in polka dots and pretty floral patterns, early summer price 25 c yard, Pennington Price now, yard . . 15 c Voiles, Grepes, Dimities, Batiste, Lawns, Gingham Tissues, Organdies, Plain and Fancy Swiss-in fact, many very pretty materials, the regular values of these are as high as 40 c yard, the Pennigton Price now, yard
Unusually Pretty Lawns, 25 to 30 inches wide, values to 15 c yard, special at, yard

Special Monday only spools Clarks O.N.T Sewing Thread with each 6 yards of 9c wash goods sold.

Oxforder $83.00,53.50$ an


New Oxforder $83.00,33.50$ and Abbington \& Crobsett Torde M. MO Oxtorde s3as 34.00-oxtords $\$ 3.90$.


Cliarance Prices Ladies Footwear Ladies' one strap brilliant Kid Pump, medium heel or low heel, pair $\$ 150$ Ladies' three strap brilliant Kid
Pump medium heel, pair...$\$ 195$ Pump, medium heel, pair .... S195 Ladies' Patent Mary Janes, $\mathbf{\$ 1 9 5}$ value Ladies' $\$ 3.00$ Pumps, all styles $\$ 250$ Ladies' $\$ 3.50$ Pumps, all styles $\$ 300$ Ladies' \$4.00 Pumps, all styles $\$ 350$ Ladies' \$4.50 Pumpz, all styles $\$ 400$

Popular Merchandise at
Popular Price
(虽) Pencungon's


Popular Merchandise at

# ThePEOPLESPROFITSALE 

The greatest merchandising event-The most collosal sale the people of Wichita Falls and surrounding towns èver witnessed.

Never have such wonderful bargains been offered - a clean sweep of this entire stock of goods. We may block the streets, we may cave in the plate glass fronts, we may tear up the show cases and shelving, but DO WE HAVE TO H AVE THE MONEY? NO?. DO WE HAVE TO SELL THE STOCKS? NO! THEN WHAT IS THE REASON?. HERE IT IS: It's the policy of the Jones-Kennedy Stores NEVER to carry goods over from one season to another, and we positively will not do it. We want to say to you next spring, here is a brand new stock and we cannot do it if we carry goods over. So we determined that this stock must go, and go it will. The date is set-COMMENCING AT $90^{\circ}$ 'LOCK SHARP WEDNESDAY, JULY, 21 st, 1915 . Our doors will swing open to the grandest bargain feast you have ever known. Don't let anything keep you away. Come rain or shine, hot or cold, for you will be paid for the trip.. This Big Peoples Profit Sale-this clean sweep-will continue 15 days, but the sooner you come the better the assortment. We call this "The Peoples Profit Sale" because we have had our profit, we have done a wonderful business in spite of conditions, and now it's clean up time and we want you to get the benefit. It's your time to get the profit, so THE KNIFE OF REDUCTION HAS CUT DEEP and this store ntust be cleaned out regardless. We have arranged for the greatest sale of our life and will have as many salespeople as we can get into our store and leave any room for customers, and will in every way try to organize and arrange for the quick and-satisfactory hand ing of the business. Remember the opening date-Wednesday, July 21 st, 1915 . COME AND SEE THE BIGGEST SALE YOU EVER WITNESS ED and GET YOURS WHHLE GETTING IS GOOD.

## DWINDLED PRICES TO DWINDLE STOCK

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## Shoe Department












In Our Ready-to-Wear
Department







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 ins spring inem





BIG BARGAIN IN LADIES' SKIRTS
Our Ladies' Skirt stock is complete and we have This is one our strongest departments, and the Our Ladies' Skirt stock is complete and we have. This is one of our strongest departments, and the
some fall styles to show you at Peoples' Profit assortment is most complete. A few skirts worth


Dry GoodsDepartment Juat fowo forr many Peopeses Profit spectala

 Peoples' Profit Price, per yard.
Another line of the above in valu Another line of the above in val
Peoples' Profit Price, per yard. oples Pront price, per yara. to 35 cents, sold elsewhere for 50 centers, 36 inches wide, and Price, at per yard, only. Price, at per yard, only.....
36 inch Crepe de Chine, 86 in where at $\$ 1.00$. Peoples' Profit
wide, sold else .........fit Price, at per Pretty Ratines, all colors, widths to 42 inches, all
wide, values to $\$ 1.00$. Peoples' Profit Price per yard only...................... cents, Peoples' Profit Priee, per yard
Good Mercerized Poplin, all colors; wort Peoples' Profit Price, per yard.
Good Table Linen, full width, Peoples' Profit Price, per yard
Another line of Table Line. 190 Another line of Table Linen, pretty patterns and
worth 75 cents. Peoples' Prof it Price, per yd. 49 Good Huck and Turkish Towels, full size, worth 35 cents. Peoples' Profit Price, jer pair....190
Cortain Scrims, pretty patterns, worth 15 and 20 Cartain Scrims, pretty patterns, worth
cents per yd. P. P. Price, per yard.... space will not allow us to list everything, so there is anything you want and don't see it on

Plisse Grepe-20c plisse Crepe, 30 inches wide, in blue, tan and pink, the quality is fince, the color in
good; Jones-Kennedy Price is, per yard Fast Colored Lawns-New patterns, our Peoples
Profit Price is eight yards for...........20e 3 Yards Silk for $\$ 1.00$ - Tub Silk and Silk Ratine, 27 to 36 inches wide, sold up to $\$ 1,00$ per yard Special Prices on all Ladies' and Childrens Slip Muslin Underwear of every description
 $=2=$
 :way


$\boldsymbol{c}_{\text {For Autornobiles, }}^{\substack{\text { Bicycles }}}$ Put on $\begin{gathered}\text { For Cyclecais, } \\ \text { Motorcycles }\end{gathered}$ Diamondsw Tires

## FARMERS

If you desire to store your wheat and need funds, we are prepared to make you a loan. Come and see us. Special attention given Farmers' business

## City National Bank

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 out of clothes. That's why we have improved machinery. Every garment goes into the mangle and is thoroughly clean-ed-cleaned so that the spots will not show again no matter how dusty they get. Palm Beach Suits Cleaned and Pressed
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This announces the greatest achievement in the history of the automobile business. The knight is the automobile motor that revolutionized the entire motor car industry of Europe.
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where all others deteriorate with use, this im proves; to all others carbon is harmful, here it is beneficial; size for size it has more power th as no noisy poppet valves; no noisy cams valves to grind. practically no wearing pats. The Willys-Knight has the same advantages and is just as efficient as those costly Euro pean Knight cars most Europen when ern manufacturing economy
That is why our price is so mueh less. The Willys-Knight, in our opinion, has the ast Have your Immediate deliveries.

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J. S. Mayfield Lumber Co.

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## TO THE VOTERS OF WICHITA COUNTY <br> Advertisement) <br> mental nature, for the adoption of prohibition. They

The prohibition committee, in an article given to the press, Friday, seek to becloud the issues in this campaign by a rambling tirade against this city and the county, in which they only reiterate what they seem to consider a grievance against this people, however, with-
out offering any tangible remedy, except the steroptyed arguments of prohibitionists
till this committee says that "stripped of all pretense and sham the principal argument of our. ant friends is that prohibition will not help moral conditions in Wiehita Falls." In this connection we would state that it has been the purpose of this committee from the beginning of the campaign to "strip" this issue of the usual pretense and sham chai reteristic of the prohibition argument. Furthermore, to challenge the right of the prohibitionists to arrogate unto themselves a monopoly on the morality of the county, believ ing, as we do, that there are just as good men who are opposed to the principle of prohibition as there are among those who sub scribe to the theory. However, we do not agree with our friends that this can be nothing else but a moral issue, and evidently they do not so consider the question, if we may judge from the amount of space they are consuming in an effort to prove that business conditions prohibition will affect the progress of the county, either for better or worse. From this issue they cannot escape but rather than acknowledge the damage that would be done any city in a class of Wichita Falls, they seek to satisfy their conscience and convince the indifferen voter with the proposition that the city and county will not suffer as a consequence.
In this conneetion they refer in a general way to the restimony of a hundred dry towns in Texas to prove tha prohipefer only to towns smaller than Wichita Falls, and dare not mention those points in a class with this city dare not mention those points in a class with this city you will, or imagine these men making such a compari son in any other than a prohibition argument. Would ou not rather expect them under other conditions to herald this as one of the best cities in the entire country? in fact, have you not heard such eulogies pronounced by some of the men who are now most active in reflecting on the good reputation we have enjoyed. Strange that citizens heretofore assuming so much local pride should thus reduce their estimates of the home city solely for prohibition purposes.

Again, they would have you believe that business men prefer the dry communities, but they do not explain why we have so many of that class in Wichita Falls who came here from other localities as a result of the adoption of prohibition, and none of those who so love the dry . should at least be consistent in this matter

We again submit that Wiehita Falls is not only one of the most progressive cities in the state, hut that the morals of the city will compare faverably with any community in Texas, notwithstanding the efforts of our prohibition friends to besmirch the splendid record it as borne all these years.

Why, if conditions have been so intolerable, as the committee would have you believe, have they not made a more determined effort to correct matters in the past, not waiting until this time and proclaim, from every house top, as it were, such an indictment as would be calculated to brand this community as one of an extremely undesirable nature, were it uttered other than in a prohibition election. The courts have been here for all these years, grand juries have been in session frem time to time, and each succeeeding term has furnished a large percentage of prohibition officials, In fact, majority of the prohibition committee have served this county, others have served on its grand juries, and all without exception have been free to present their complaints to the courts and their inquisitorial bodies at any time.

The prohibition committee further charges that fallen women bootleg constantly with a federal license as a protection. If so intent on reformation, why no present this matter, with other alleged violations, to the courts for correction? This is due the county and the state, as much so from them as any other. Under prohibition this court precedure would have to be adopted and it wóuld be no more difficult now than under a changed condition. In fact, it would be easier of accomplishment at this time, for unquestionably the incentive for illegal sales will be much greater if prohibition is for illexa

This committee, in its article, seeks to leave the impression that taxes will be reduced in the event of the adoption of prohibition. In on article they state that the mounts to between five and six thousand dollars, while in another they clain hat these firms furnish no ineome in this or any other county in the state, kut do furnish expense to tax pay-

ers. It is well that this committtee deals in a general way with the question of taxation. They do not tell you hat the loss of this tax on property, for wis airs of the county under prohibition that at presen That prohibition, with the consequent violations of law In the way of boottegging and other practices, entails a financial burden on any community, is attested by the experience of Oklahoma, where a number of countie were almost bankrupt by statewide. Not only that but the state was, put to an enormous expense in providing onforcement officers to help the county officials take care of the deplorable situation. They carefully avoic an acknowledgement of the fact that further additional taxes will have to be levied to make up for the deficiency hat will be caused by a decrease in property valuations.

Under the present apportionment Wichita Falls rep resents one-half the total property valuations in the county: Under prohibition it can be safely estimated that valuations in the city will decrease at least fifty per cent. Then we will have a total county valuation onefourth less than at present, for which deficiency an increased rate will have to be levied. This done, property outside of Wichita ralls will have to produce two-thirc ent. This fact should appeal to the voters over the county, who must necessarily make up any deficiency

Our prohibition friends ask, "why did we fail to get he West Texas Normal?" and answer with the assertion hat it was because we had saloons. These gentlemen vidently know better than this, when as a matter o fact the location for this school was estableshed on a donation basis. Wichita Falls offered the committe 350,000 as a bonus, but Canyon City raised the bid to $\$ 200,000$ and was selected. They fail to tell you that a majority of the state institutions, educational and other wise, were located in wet towns. They further refrain from referging to the fact a majority of the leading educational institutions of churches and individuals are likewise loeated in wet towns. Our friends should be consistent, at least, in dealing with these matters, with out trying to mislead the public as to the true facts in the case. . You heard no complaint from them when the Southern Methodist University was located in Dallas nor did they protest when the Texas Christian University and the Baptist Seminary were established a Fort Worth. And we do not remember of an objection Universty $W$ Wi account of the presence of baylo tee would admit, that San Antonio with the commit number of saloons of any city in the state, has also the number of saloons of any city in the state, has also the
greatest number of schools, and several among the best in the state.

The srohibition committee cannot hope to win before an inteligent people with such represetntations, espec ally in the face of conditions at home, where we have as good schools as can be found anywhere, and would have had some one of the state institutions, had our georaphical location been a little more favorable.
Permit tis to again to appeal to the committee to offer some taligible reason, other than that of a senti-
do not give assurance of one additional church or an increase in the membership thereof. They do not prot pose the erection of one single institution, educational or commercial, or offer any degree of prosperity other than an imaginary kind which goes with prohibition theory but wh into practice.

They attempt to give no assurance to the laboring men of an additional days work, nor will they seek to explain what promise they hold out that he will not be reduced to a state of protracted idleness if their policy vails.
We submit to the intelligent, fair-minded voter that our iriends offer you nothing but a perishable dream win or lose, and that they, themselves, will awake to a knowledge of the damage inflicted, in the event their theory is saddled upon this county.


 $\qquad$
know Those who have been reading about probibition in Kansas will be interested to
they they are pouring liquor in the river by dray toads at Wichita, and that


Respectfully submitted,

## A. H. BRITAIN, Chairman <br> HARD BUTLER, Secretary

## EXECUTIVE COMMITTEE

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## Great Reduction in Real Estate For 30 Days

New, modern five room house, close to high schoo on 12th street, has every convenience and is now
renting for $\$ 32.50$ per month, worth $\$ 3,000$, but will sacrifice for $\$ 2,400$ if taken immediately. Absolutely the prettiest home on 10th street 4,000 for immediate acceptance-see me at once If you want some bargains now is the time to get nem.
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We have a reliableparty wanting hotel property including furinshings. Must be well locatel and in Wichita Falls.
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Lots 1 and 2 in Block 26 F. H. Facing East and

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Price $\$ 800$ each. Best lo cation for a home in

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Five Beautiful cloos in very daolirabie, Plis alis, to te tebingese tor woll

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Clear water, new bath ing suits and everything
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Buick quality is world renowned, but never before has the Buick put such quality in their product as is found in the 1916 models. BUICK VALVE-IN-HEAD six cylinder motors; rigid frames of wide channel steel; easy riding springs of finest alloy steel; absolutely dependable, full floating rear axle; fine quality mohair tops; real leather upholstery, (not imitation or cotton cloth) stuffed with high grade curled hair, (not excelsior,) made over deep coil sprin gs; beautiful streamline bodies, handsomely painted. Every model furrished complete to the smallest detail.
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## GEE GEE THINKS:

 The best thing is the thing which bringsthe most joy per nickel. Maybe that's why G. M. P. is batting a clean thousand these hot days. You can duck every misfortune in a glass of G. M. P. and
you wont wake up with a sorrow next mornyou wont wa
ing, either.

## At Fountains, 5 c

| Theatre, with between 350 and 400 people in attendance. Speakers were Juige Edgar Scurry, A. H. Britain, $\mathbf{8}$ O. Jones, C. W. Bean, R, J. Goodale and C. B. Pash of Amarillot Mr. Pash told- of conditions in Amarillo under proitbition. <br> Prohibtion meetings at the various school houses over the county have been announced and speakers wili heard at Allendale, Factory District. Burkburnett, Cashion, Howard, Pleasant Valley, Denny, Clara, Sunshine, Day Station, Friberg, - Beaver Creek, Jonesdale, Bacon, Iowa Park, Blectra, Everett, Prouds, Enterprise, Barwise, Weeths, Pond Creek and Cobb. <br> WOMEN'S PROHIBITION <br> MEETING TUESDAK 8 P. M. <br> There wilt be a meeting of all the women of the town interested in pro- hitition on Tuestay evening at elght ${ }^{\prime}$ 'elock at the First M. E. Church. South. A good program is promised and important business will come up. Every woman interested in prohibition is urged to attend. <br> EXECUTIVE COMMITTEE. |
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"The Goddess" will atart at the Gem
July 30 .

## PUBLIC SALE

## Tuesday, August 10th

I Will Offer For Sale at My Farm, 3 Miles North of Wichita Falls, Texas, the Following Described Property:
25 Brood Mares, 15 with Colts at side. 20 Geldings and Fillies from 1 to 4 years old. 20 Head of Mules from 1 to 4 years old. 3 Jennetts, all bred to jack.
35 Head of Red Poled Cows and Calves. 6 Head Polland China Hogs.

Farming Tools

## 3 Wagons. <br> 114-inch Sulky Plow. <br> 3 Sets Work Harness

1 Two Gang Plow. 1 Five Section Harrow.
2Sets Single Buggy Harness.
Sale Commences at 10:00 O'clock A. $\mathrm{M}_{\mathrm{t}}$ - The Ladies of the Friberg Church Will Serve Lunch.

Terms of Sale
All sums of $\$ 10.00$ and under, cash. All sums over $\$ 10.00$ up to $\$ 100$ a discount of five per - cent. Sums over $\$ 100$ three per cent discount. Well se, cured notes bearing 8 per cent interest for 90 days will be taken.
T. I- MULIINS, Auctioneer. F.M. McKINGEY, Owner.

## A Few Days Ago we Announced to The People of Wichita Falls that we had Taken Over The Ice Delivery Business

[^0]
[^0]:    Since that time the business has increased/by leaps and bounds. We were ourselves surprised that one particular line of business would increase so greatly in so short a time. We attribute it to the fact that the people know that we always try and merit their patronage by giving the best of service. Our drivers are always polite and courteous and try and please you. We cannot say too much for the qualityof ice that we make and sell. You know that cleanliness in our plant is foremost consideration. Our ice is made under the most approved sanitary conditions. It means much to you to know that you are using this kind of ice in your home.
    

