Volume IX.
WICHITA FALLS, TEXAS, WEDNESDAY, DECEMBER 29,1915
Number 197
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## LUMBER

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## J. S. Mayfield Lumberco.



## ANDERSON \& PATTERSON

## Pick Your Town and Telephone!

## Open up a brand new field! Pick

 ut a few of the hundreds, of places you can reach for a quarter or less, by means of the Bell Toll System, then telephone your sales messageBell lines reaching every nook and corner of this State or clear across the telephone leads to where the business is. Use the telephone and get it.


The Southwestern
Telegraph \&
Telephone Comp'y


## HOT CHOCOLATE?

Boulloon with wwfers a very paiatable food drink.
Telephone orders for leo Cream for Sunday dinner, We de
iver af any hour y

## FELL'S <br> 722 Indiana Avenue. Telephone 626

For Colds and Grip
There is nothing better than Penslar Laxative Cold Breakers. Price 25c Sold only by
Richardson-Taylor Drug Co.

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## AWORLD'OF TAMCDDELLGHT

BRILLIANTLY AITIRED CHORUS




The Equitable Motion Picture company preliant dramatic actress-
HILDA SPONG -in a big play

## "Divorced"

A stirring heart interest tale in fiveparts. A picture you will long remember -Equitable pictures are life portrayals.

## Majestic Theatre

THURSDAY, DECEMBER 30th

[^0]
## Fresh Eright CORN MIEAL

If you have ever seen any corn meal that wasn't fresh and carefully bolted or sifted, then you will realize how much difference there is between that kind and QUAKER BRAND
You can SEE the freshness and quality in this meal. It will make excellent mush, Johnny cake, muffins, griddle cakes and puddings
12 1-2c per package
C. H. Hardeman Phones 232 and 432

710 Ninth Street

## Join Our Christmas Club

And use the money to pay your taxes next year

## WichitaStateBank

Save for Chistmas
Beginning Monday ThM Jan. 3, 1916
You pay weekly for fifty weeks, and on the 15 th of December
we will mail you a check for amount you have paid, plus $4 \%$ interest: Wo have several series of Christmas savings. Clubs.
Come in and join one of them.

## City National Bank

Capital, Suxplus and Profits $\mathbf{\$ 4 2 5 , 0 0 0 . 0 0}$


## 50c or \$1

Which Are Your Paying? mody

Men's Two Plece Sults clesmed and Pressed 500
Men's Three Pleco Suits, Cleanod and Pressed 65c
Home Tailoring Co.
Phone 1231

Have us equip your doors and windows with ATHEY METAL WEATHER STRIPS -stops rattling of windows-saves fuelkeeps out dust-be comfortable.
WICHITA BUILDERS SUPPLY CO. 500 Kemp \& Kell Building-Telephone 343.


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## AUJUSTED PERFCTIOH




## Your Maxwell Is Ready Now! <br> Ready for you to step into the luxurious front seat, start it with the complete modern

 controls, and drive it home, to the envy of the neighbors.
## AND AS YOU RIDE YOU PAY

Nothing could better demonstrate our faith in the Maxwell's ability to stand up; nothing could better demonstrate our certainty that you will be plogsed with the streamline body, the splendid appearance, the ready motor. the electric staiter and lightes the demount-

IMPERIAL MOTOR SALES CO., Distributors
Telephone 934.
613-615 Tenth Stree

## EMPRESS

The Two Prominent Stars-

## John Mason and Hazel Dawn

 "The Fatal Card"
## Special Engagement of the Screen Stars

Howard Hickman and Clara Williams
in the Drama of Stirring Action and Vivid Climaxes "The Man from Oregon"
How a beautiful Washington lobbyist in the secret service of an unscrupulous land company saives the honor of the man whose career she planned to ruin-Tense moments of tingling suspense-
Situations of hair-raising excitment-A drama of love and con-spiracy-Magnificently staged and acted by a fine cast of screen spiracy-Magnificently staged and acted by a fine cast of screep
favorites-A ball at the executive mansion-Most stupendous favorites-A bal sen
scenes you ism-No advance in the price.
 BURNEED. TUESOAY NHEHI It's high nutritive value combined with the healthgiving qualities and palatibility, are the reasons for it's popularity and success. It is a more-milk producer, both in quality and richness. For healthy, sleek and milk-giving cows it is unequaled. Try one sack and be convinced. MARICLE COAL \& FEED COMPĀNY Phone ${ }^{437}$ "Every Sack Guaranteed to Satisfy." ${ }^{\text {707 }}$ " 10 h MILDER TEMPERATURES
ARE PREVAILING


We Expect to Make This the MostSensational Money Saving Event That Was Ever Attempted in Wichita Falls.

COME!
FOURTEEN DAYS OF FAST AND FURIOUS SELUNG!

RE=MODEeither sold out-right or transferred from shelf to shelf until the carpenters are through. To facilitate the work as muc as possible, we decided to inaugurate a gigantic Re-modeling Sale and clearahce of all winter goods, and to offer suc stupendous price-reductions as will make it more than attractive to our customers to literally carry the goods awey We are not much given to sensational selling, believing that our customers fully appreciate the high qualiiy of good we carrry and the very reasonable price that prevail through out the entire year. Yet this is an extraordinary occassio

# Friday, Decemben qROLESUUISSAMALPPMICE MOOLIESS 

We have determined to make a clean sweep of every lady's suit in the house, and have put prices on them that certainly should make them go fast. The line embraces many of the Bischof finest styles of the season.
Lot One-To Sell for $\$ 5: 00$-Into one lot we have placed a great many suits in serge, poplin and wool mixtures, made in the plainer styles, for 'misses and ladies. The real values of these are $\$ 12.50$ and $\$ 15.00$, but for our Remedeling sale; $\$ 5,00$ you can take your choice of the entire- lot at only
Price Cut In Two On Other Suits-Of our fine line of Bischof suits, includ. ing broadcloths, velvets, serges, etc. Many of them fur trimmed, and cut in Russian blouse and military-box effects; others in the advanced spring styles and lighter weights. We have cut the price deep. The regular prices run at $\$ 17.50, \$ 20.00$, $\mathrm{HA} \mid \mathrm{F}$-PRICE $\$ 22.50, \$ 25.00, \$ 30.00$, and up to $\$ 42.50$. You may have your choice HAL -PRICE
Wonderful Values in Ladies Dresses-We always have a splendid line of ladies evening, afternoon and street dresses. Our trade demands the very best styles, and this season, more than ever before, has our stock won the admiration of those who have seen it. We shall clear every dress out at the prices we are putting on them now.
Lot One-To Sell for $\$ 3.95-$ This includes a fine assortment of dresses in silk poplin and serge in a splendid variety of colors. They werz made to sell up
to $\$ 7.50$, but we shall close out the enitite lot, choice
Lot Two-To Sell for $\$ 7.50$ - This is positively the finest line Peter-Thompsona nd street dresses ever offered at this price. The materials are silk poplin, serge and fancy mixtures, and all are cut in the newest styles. They were real bargains at $\$ 15, \$ 750$ but you can choose for yourself now at
41.10

Other Gowns 25 Per Cent Off-All of our finest creations of evening and afternoon gowns, including the richest materials and trimmings for both stout and slim figures. We have decided to make the tremendous sweeping reduct- 25 Per Cent ion of the lot at

25 Discount
Ladies Coats at 25 Per Cent Off-We have not many coats, but what there are
embraces some of the finest styles of the season. They are in blacks 25 Per Cent
and fancy mixtures, and all going in the Re-Modeling sale at
OFF
Ladies Skirts $\$ 4.98$-We have a nice assortment of ladies skirts in wool mixtures. These are blacks, blues, plaids, checks and and fancy mixtures. We offer $\$ 4,98$
choice of the entire lot at

bhHawk B Overalls, at per suit
${ }^{\text {Sho }}$ Most everybod himan charaterer
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Mersis Borden $h$ $\$ 7.00$ valûd \$5.00 Just Wrig S4.50 Jutw Wris
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Shoes Ladies $\$ 6.50$ and Ladies $\$ 6.50$ and Ladies $\$ 5.00 \mathrm{hi}$ Ladies $\$ 4.00 \mathrm{an}$ Ladies $\$ 3.50 \mathrm{hi}$ Ladies $\$ 3.00 \mathrm{hi}$ Ladies $\$ 2.00$ hi Ladies $\$ 1.50 \mathrm{hi}$

Shoes Here is ant As Regular $\$ 3.50 \mathrm{~S}$ Regular $\$ 3.50 \mathrm{~S}$ Regular $\$ 2.50 \mathrm{~S}$ Regular $\$ 2$ and Regular \$1 Regular \$1.25

Extra Sp Sanitos
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Alteration Necessary in Any of the Ladies Ready-to.Wear Goods Will Be Made Free!

has been our desire for several years to remodel the store, and now, when we have started in on it, we are going to ake it an event that will be remembered for many years to come, by giving our customers the advantage of the lowt prices that were ever offered on this class of merchandise. Ladies' Suits, Coats, Dresses, Skirts, Waists, Corsets, hoes; Men's Suits, Oyercoats. Shoes, Hats, Shirts; Boys' Clothing and Shoes; Misses' Suits and Dresses; as weli as lankets, Comforts, Wool, Silk, Cotton and Linen Piece Goods of all kinds, and Leather Goods; will all be included in te remarkable sale. This is not a money-raising sale, you do not need ready cash to buy here. If you have an account ith us, or care to make arrangements to open one, we will carry you for thirty days. This big event will start

\section*{hue Until Saturday, January 15th <br> Iibn Made St they last | it at |
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| " | <br> Men's Cravenette and Rain Coats It is sueryiunusual to cut the price on an article as staple as men's rain coats, but we find this department carrying more stock than it should and we have therefore cut the price on every garment. <br> MENSSUITSANDOVERCOATS CHEAP}

Mèn

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est Grade Cloth, at 15c

Men's $\$ 5$ Rain Coats, guaranteed water proof, go in the remodeling sale at .1........... $\$ 3.75$ Men's Rain Coats, $\$ 6.50$ values go at .... $\$ 4.50$
Men's Rain Coats, $\$ 7.50$ values go at Men's Rain Coats, $\$ 7.50$ values go at io $50 \$ 5.25$ Men's Rain Coats', $\$ 10$ yalues go at uil. ... $\$ 7.50$ Men's Rain Coats, $\$ 12.50$ values go at (... $\$ 9.25$ Men's Rain Coats, $\$ 15$ vaves go at ...... $\$ 11: 25$ These are all good values at the regular prices, and are vertiable snaps at the sale prices.
Boys' Suits at Lower Prices-We have cut the Boys' Suits at Lower Prices-We have cut the
price on our entire line of Perfection brand boys' price on our entire line of Perfection brand boys'
suits, to close out at the following prices: suits, to close out at the following prices:
$\$ 10$ Suits to go at ..
$\$ 6.50$
$\$ 550$
$\$ 8.50$, $\$ 7, \$ 7.50$ and $\$ 8$ Suits to go at $\quad \$ 5.50$ $\$ 5$ and $\$ 6$ Suits now $\$ 3.50$ and $\$ 4.50$ Suits now $\$ 3.75$
$\$ 275$ $\$ 3.50$ and $\$ 4.50$ Suits now . . ............... $\$ 2.75$
MEN'S AND Bors' funNishinge
It Breaty reduced prices- $\$ 1.00$ values




Our Men's Department has long been recognized as the leading style center of Wichita Falls. We have continued year after year to sell Michael Stern's Suits and Overcoats because they have always proven so entirely satisfactory. The materials are the best woolen weaves that may be had, the garments are cut and fashioned by leading style exponents, and the hand tailoring is of the best quality. For convenience, we have placed dar entife line of Suits into four groups, pricing them at $\mathbf{\$ 6 . 7 5}, \mathbf{\$ 9 . 5 0}$, $\$ 12.50$ and $\$ 15.00$, so that you may know before hand just what you wish to pay for a suit, and may be sure of finding an assor ment at the price that you will like. Lot One-Consists of Suits worth up to $\$ 10.00$. Some few are last year's $\$ 6,75$
styles, but many are of this fall's designing. This lot sells for
Lot Two-Consists of Suits worth up to $\$ 15.00$. They were splendid values at the original prices, but now reduced as they are, they are unequalled in any store $\$ 9.00$
in the state. The price of this lot is Lot Three-Consists af a fine, line of Suits especially designed for young men who desire the advanced styles. The regular prices are $\$ 17.50$ and $\$ 18.50, \$ 12.51$
and $\$ 20$. You may have your choice now of the entire lot at only
Lot Four-This includes our very finest Suits in blacks and blue serges, and many novelty patterns. Michael Stern's selling price for these is $\$ 22.50$ to $\$ 15,00$
$\$ 25.00$. Your choice in this sale for Here Are Splendid Values in Overcoats-In this sale we are going to offer Mens Overcoats at the best bargain prices we have put on any articie. We have about 100 Coais to choose from, mostly of Michael Sterns make, and all of the very best styles. Some are in closefitting models, more especially for younger men, others are in straight lines. We offer them in four lots at the following prices:

| Choice of any Overccat mark- |  |
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| ed to sell up to $\$ 8.50$ | Choice of any Overcoat marked | $\mathbf{\$ 1 2}$ Choice of any Overcoat mark. ed to sell at $\$ 10$ and $\$ 15$ for $\$ 6,75$ Choice of any Overcoat marked $\$ 15$ Boys Overcoats and Mackinaws-Here is where you can buy that boy an overcoat or mackinaw at a money saving price. At least ONEFFOURTH off the real value.

Boys overcoats or mackinaws
$\$ 4.00$ values now
$\$ 3.00$
Boys overcoats or mackinaws $\$ 4.50$ values now
$\$ 3.25$
$\begin{aligned} & \text { Boys overcoats or mackinaws } \$ 4.10 \\ & \$ 6.00 \text { values now } \\ & \text { Boys overcoats or mackinaws } \\ & \$ 7.50 \text { values now }\end{aligned} \$ 4$.

Mens and Boys Odd Trousers-We carry an immense line of "Dutchess" Trousers for Men and Boys, so that you can match up almost any suit you wish. Prices range from $\$ 2.50$ to $\$ 6.00$, and we have put a uniform discount of 25 per cent on all.


## Humphrey

 AutumalicWater Heater A turn of the faucet gives you hot water Will trade for your old heater
Maxwell Hardware Co．



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\section*{Market Report}

\section*{Blankets and Comforts at Very Low Prices}

This is real Blanket and Comfort weather，and to make it extra attractive for after Christmas shoppers，we are offering special prices on these very necessary articles

We have left just five pair of Blankets． fully 65 per cent Wool，regular price is \(\$ 5.00\) ，you may have them
now at the pair \(\$ 3.39\)

Extra heavy，large size Comforts at each
93c，\＄1．19，\＄1．29，\＄1．39，\＄1．59， \＄1．79，\＄2．29，\＄2．79 and \＄3．19

Remember，the Going．Out．Of．Business Sale still goes on until every article in the house is sold． Extra special bargains are being offered each day，as the different lines are being reduced． You can find many wonderful bargains in household necessities

PURVEYORS Of PÓPULAR PRICED MERCHANDISE

Kelley Springfield Tires，Fisk Tires and Congress Tires AUTOMOBILE ACCESSORIES

WESTERN AUTO SUPPLY COMPANY

\section*{A New Insurance Policy}

We are now writing a new Commercial Policy，car rying the highest value，at a lower cost than any pol icy written by any old line insurance company． Write or phone the HOME OFFICE

\section*{WANIED TOBL'Y Second Hand Furniture and Stoves}

\section*{Phone 1011 Star Furniture Co.}

\section*{FOR YOUR CONVEWENCE}

We will take your want ads and locals ove the telephone wh

Likewise, we will that day, or the next, have our collector call at your door with the bill, and expect same to be paid. These small accounts are cash and when you can't come to the office you may.
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Now Is the Time Nice five-room modern
dwelling at 804 Van dwelling at 804 Van
Buren, concrete walks all around house, eas front. Only \(\$ 250\) cash down will buy this elegant home. Balance eas this bargain. Cravens, Maer \& Walker

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\section*{PREPAREDNESS}

Prepare for the coming year by purchasing a farm or small irrigated tract close to this city. There was never a time in the history
of this country when farming was so attractive. It absolutely does away with the high cost of living, makes you independent and is the most profitable business you can engage in. I can show you investments that will pay regardless of the war or business conditions.
A. L. HUEY, Real'Estate


Business to TWO WEEKS Credit System at Cash Prices
Nothing Longel

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Wanted At Once

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We are really making some Wood exchanges of property
and can serve you to and can serve you to advan
tage if you will only give us an opportunity.
Come to see us or write us
If you want to buy, sell or ex-

\section*{Thomas ediand}

Real Estate 606 8th street .Phone 99
Ninn

\section*{Notice!}

ALL LAUNDRY CASH AFTER JANUARY 3rd,
1916. Since all drivers are on commission the laundries are carrying no accounts. Please do not ask driver to leave bundles as he will be forced to say NO!
ROBT. H. CLARK, B. B. ROSS, J. W. POND

We have a supply of new money for
Christmas-Gold, Currency and
The Wichita State Bank

\section*{When the Fireside}

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WICHI
WICHITA

\section*{PROFESSIONAL CARDS}


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Practlee In any courth. orfice: Room
Phono 710 H6 K. \& K. Bldg. Phone 710. Lawyor \begin{tabular}{l} 
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Office: Firs National Bank Blig.
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REDEALL TRANSFER CO.

A. DRAKE, Prodrietor

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\section*{ATTENTION AUTOMOBILE MEN} 20 Per Cent Denatured Alcohol \%

\author{
We Sell Denatured
}

\section*{Salace prugstore}
"Dope on shooting" is plentiful and the shooters know where the right "dope" comes from.

Our store is "sportmen's headquarters." Guns for rent.

\section*{Wilfongé Woods.}

\section*{AT THE GEM TODAY}
"The Landing of the Hose Reel"-A Selig in three parts. Dealing with a fire department-full of excitment and fun.
Simply Cut Out To Be A Merchant" is the comedy e offer today and it is a good clean comedy.


LILLIAN DREW "FIFTY FIFTY" "LEOPARDS DEN"

FORD WEEKLY

Tomorrow-- "Divorced"
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just received. \\
Mack Taylor's Drug \\
Store \\
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Phoebe Snow -LOTION-
Just the thing for chapped

\section*{BLLLY WHISKERS BOYS AND GIRLS LISTEN}
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EXPECT VIGOROUS FIGHT
OVER PROHIBITION 18suE

\section*{Butter-Nut Bread}

CREAM BAKERY \& CONFECTIONERY

\section*{Tell the Dector to Send the Prescription to Mack Taylor's Drug Store}

If you tell your physician to send the preccription To Mack Taylor's-Drug-Store you-will-beassured of two very important factorts that will be of inestimable benefit to the patient for whom the medicines are prescribed.
You will be assured of having the prescription compounded from a stock of drugs that is kept always fresh and pure. We buy drugs in small quantities, even though we have to pay a little more that way, but it always keeps our stock fresh and up to the highest standard of efficiency, which is a very important feature in getting the best results from any medicines. Then, too, our prescriptions are compounded by one of the best pharmacists in the state-a man who has a knowledge of medicines that is second only to the doctor himself and who will see that every prescription is filled as it should be.
You will also be assured of service, prompt, reliable service, that will bring the medicines to your door in the least possible time. We will send for the prescriptions, and deliver them, if you just phone us. And you will find our prices as reasonable as thé best medicines can be sold for.

\section*{PHONE OUR STORE WHEN YOU NEED A DOCTOR}
- Mack Taylor's Drug Store

Price 50c
School Books and Supplies 820 Ohio Avenue Free Delivery Phones 184-882

You can buy aVICTROLA For only \(\$ 1\) down and \(\$ 1\) per week.

IF WE DID NOT BELIEVE

-To be the BEST SALAD DRESSING on the market
We would not handle it. We roast coffee every day.
\({ }^{\circ} 824\) Indiana
Bert Bean Coffee House
Telephone 35```


[^0]:    10 c and 15 e . "There's a difference"

