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The Wichita Times









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

## COME!

# be=Mode AND CLEARANCE OFA 

 On January 17th, our store is to be turned over to a force of carpenters who are to entirely remodel the interior and install new show windows throughout the front. This means that every piece of goods in the house must be moved, either sold out-right or transferred from shelf to shelf until the carpenters are through. To facilitate the work as much as possible, we decided to inaugurate a gigantic Re-modeling Sale and clearance of all winter goods, and to offer such stupendous price-reductions as will make it more than attractive to our customers to literally carry the goods away. We are not much given to sensational selling, believing that our customers fully appreciate the high quality of goods, we carrry and the verty reasonable price that prevail through out the entire year. Yet this is an extraordinary occassion
## Friday, December LaDIES SuIS

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 Re-modeling 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 $\$ 17.50, \$ 20.00$, HALF-PRICE $\$ 22.50, \$ 25.00, \$ 30.00$, and up to $\$ 42.50$. You may have your choice $\mathrm{HALH}-\mathrm{PRIGE}$
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 wera made to sell up $\$ 3,95$
to $\$ 7.50$, but we shall close out the entire lot, choice Lot Two-To Sell for \$7.50-This ispositively the finest line Peter-Thompsona nd street dresses ever offered at this price. The materials are silk poplin, serge and fancy
 but you can choose for yourself now at
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
Ladies Coats at 25 Per Cent Off-We hat embraces some of the finest ent Off-We have not many coats, but what there are and fancy, mixtures, and all going in the Re-Modeling saliont
Ladies Skirts $\$ 4.98$ - We have a nice assortment of ladios skirts in wool mixtures. These are blacks. blues, plaids, checks and and fancy mixturres. We offer $\$ 4,98$
choice of the entire lot at choice of the entire lot at
Alteration Necessary in Any of the Ladies Ready-to.Wear Goods Will Be Made Free!

#  ING SALE <br> ALL WINTER GOODS <br> All Goods Sold on Opening Day of Sale Will be Charged on the January Ac. count. Bill Rendered February 1st, 1916. 

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

## nnue Until Saturday, January 15th <br> wk Bran Jnion Made eralls, as as they last er suit \$ at per gar- <br> Men's Cravenette and Rain Coats-It is very unusual 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.



Men's $\$ 5$ Rain Coats, guaranteed water proof, go in the remodeling sale at.
$\$ 3.75$ Men's Rain Coats, $\$ 6.50$ values go at ..... $\$ 4.50$ Men's Rain Coats, $\$ 7.50$ values go at …... $\$ 5.25$ Men's Rain Coats, $\$ 10$ values go at ......... $\mathbf{\$ 7 . 5 0}$ Men's Rain Coats, $\$ 12.50$ values go at ..... $\$ 9.25$ Men's Rain Coats, $\$ 15$ vaues go at ...... $\mathbf{\$ 1 1 . 2 5}$
These are all good values at the regular prices, These are all good values at the regular
(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:
$\$ 10$ Suits to go at $\$ 10$ Suits to go at …...................... $\mathbf{\$ 6 . 5 0}$ $\$ 8.50$ Suits to go at $\$$ Suits to go at ...... $\$ \mathbf{\$ 5 . 0 0}$ $\$ 5$ and $\$ 6$ Suits now .. $\$ 3.75$
$\$ 275$ $\$ 3.50$ and $\$ 4.50$ Suits now $\mathbf{\$ 2 . 7 5}$


 Men's Wool shirts-Special Remode
ing sale prices-













 Big Line of Remnants of All Kinds at Half-Price!

Our Men's Department has long been recognized as the leadingstyle,center of Wichita Falls. We have continued year after year to sel! 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 arc cut and fashioned by leading style exponents, and the hand tailoring is of the best quality. For convenience, we have placed our entire line of Suits into four groups, pricing them at $\$ 6.75, \$ \mathbf{9 . 5 0}$, $\$ 12.50$ 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 $\$ 10.00$. Sorne 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 Suitsill 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 Coas to choose from, mostly of Michael Sterns make, and all of the very best styles. Some are in close-fitting 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- $\$ 5,00$ Choice of any Overcoat marked ed to sell up to $\$ 8.50$. $\$ 3,00$ Choice of any Overcoat rark- $\$ 6.75$ ed to sell at $\$ 10$ and $\$ 15$ for $\$ 0.1 \mathrm{~J}$ to sell at $\$ 17.50$ to $\$ 20.00$ at Choice of any Overcoat marked to sell at $\$ 22.50$ and $\$ 25$, now for or mercoats and Mackinaws-Here is whe on overcoat or mackinaw at a money saving price. At least ONE-FOURTH off the real value. Boys overcoats or mackinaws $\quad \$ 3,00$
$\$ 4.00$ yalues now
3.00

Boys overcoats or mackinaws $\$ 4.50$ values now
$\$ 3.25$

Mens and Boys Odd Trousers-We carry an immense line of "Dutchess". Trous. ers for Mer 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.

HOUSE AKD BOY-ED washingTon, CHARMS SIGHTSEER BKD RESIDENT SALL OH SAME BOAI



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AT WORK FOR PEACE

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Austin, Texas, December
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basis by the end of January.
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earlier than for the past several $y$.
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WICHITA MIIL SALES FORCE

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IN THE
SPHERE OF WOMANKIND


## Personals





## PAGE EIGHT

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## IF WE DID NOT BELIEVE

## PREMIER

## To be the BEST SALAD DRESSING on the market We would not handle it. We roast coffee every day.

## 824 Indiana

 Bert Bean Coffee House



WMICEITHA FAELS, TEXAS
PROFESSIONAL CARDS

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GALLCIAI ATTACKS NFW APPLICATION England Needs Hindu Soldiers Elsewhere
BY PUSSLIAF FORCES OF MOHROE DOCTRME COITINUE VIOLENT Rgiodion

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SIIS SIOHIXI ATICCK
HOULD COSS 150,000 MEN


And Withdraws Them From French Front

## AUSTRIA'S REPLY REMOVES DANGER OF DIPLOMATIC BREAK

Unofficial Reports Indicate That Vienna's Answer Meets Washington's Demands

TEXT IS RECEIEO AT CAPTOL THIS MORHING
Causes Much Gratification and Is Considered As Removing Probability of Rupture

Washington, December 31.-The official text of Austria's Ancona note was received early today at the state department. The work of translating from the diplomatic code will take several hours and arrangements for publication will be made later.

Officials who read the unofficial version of the reply received in press dispatches last night from London apparently were much gratified at its nature. Danger of a break of diplomatic relations with Austria Hungary was no longer considered imminent.
It was considered doubtful that the official text would be given out for publication either today or tomorrow unless some provisions for such day or tomorrow uniess some provisions or such
publication has been appended to the text by Am pubication has been appende
bassador Penfield at Vienna.

The unofficial advices from London state that the note says the commander of the Austrian submarine has been punished for not sufficiently taking into account the panic aboard the Ancona which rendered disembarkation difficult. The note was also said to promise that the Vienna gov-
ernment would pay indemnity tor the tmerican ernment would pay indemnity for the Finerican citizens killed in the Ancona attack.


> The Wichita Daily Times takes this means of extending to all its big family its sincere wishes for a happy New Year

AXMy don't you get thef wisht


STOP that cold. This you don thou may have pneumonia and die ng. When you come to us for medicines for your ou the best preparations science and honesty THE MILLER DRUG STORE
panae isaser96.

## LUMBER

 LV․․․․․․J.S. Mayfield Lumber Co.

Telephone 26
Now is the Time to Plant Trees

> WICHITA NURSERY \& FLORAL CO. 1706 Ninth Street. Phone 271

ANDERSON \& PATTERSON 616 Eighth Street Telephone 8
Try Momylk for More Milk Itts high nutritive value combined with the healthgiving quaities and palatibiity, are the reasons
for its popularity and suceess. It is a more-milk
 healthy, sleek and mik--xiving cows it is is unequal MARICLE COAL \& FEED COMPANY 5mon" "Every Sack Guaranteed to Satisfy." "an an

## 50c or \$1

Which Are Your Paying?
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Men's Two Plece Suits Cleaned and Pressed 500
Mon's Three plece sults cleaned and Pressed 65 e
Home Tailoring Co.

[^0]Pocahontas $\begin{aligned} & \text { Statuette, Gift to Mrs. Wilson, } \\ & \text { Descendent of John Smith's Savio }\end{aligned}$


Save for Christmas
Beginning Monday
Jan. 3, 1916
You pay weekly for fifty weeks, and on the 15 th of of December
we wilt mail you a check for amount you have paid, plus $4 \%$
interest. We have several series of Christmas savings Clubs:

## City Mational Bank <br> Capital, Surplus and Profits $\$ 425,000.00$

 2"

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

## GROCERY ANNOUNGEMENT

I have purchased the Howard Grocery Business at 809 Seventh Street and have stocked it with a very complete line of staple and fancy groceries, vegetables, fruits and salt meats. I would be pleased to have all my old friends and customers, as well as new ones, to give me a call. We shall maintain the stock in the very highest standard, and will make prices as reasonable as good goods can be sold for.

The delivery service will be prompt and efficient, and telephone calls will receive careful personal attention.

## EAGLE GROCERY CO.,

GEO. W. EAGLE, Prop.
809 Seventh St.
Telephone 1015.

## HOT CHOCOLATE?

FELL'S
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.
e prug store that gives bettrior.
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EMPRESS

The Kleine-Edison Feature Service Arthur Hoops and Ruby Hoffman "THE DANGER SIGNAL"
Adapted from "Canaran, The Man Who Had His way:"

## Francine Lorrimore



## SATURDAY SIDNEY DREW

A real laugh producer-"BEAUTIFUL THOUGHTS"-Vitagraph Comedy. "DANGER AHEAD"-Kalem Railroad stories.
"BETWEEN FATHER AND SON"-Biograph two-part drama.
MAJESTIC THEATRE saturday

## New Years Greetings To Our friends and Customers'

In evtending to you the "Season's Greetings,".we take the opportunity to thank you sincerely for all your favors in the past. We hope the old year has been kind to you in every way, and the New Year will be even better disposed, bringing to you an overflowing measure of health, happiness and prosperity.
Riggs Misfit Parlor
805 Ohio Avenue
"The store of quality for men who know"

With best wishes for a prosperous and happy New Year.

HARRY'S SAMPLE SHOE STORE

At the close of the old year and the beginning of the new, we take this opportunity to thank our many patrons who
haver made possible our success, and to haver made possible our success, a happy New Year.

KOBERG \& BENNETT, Proprietors WICHITA TAXICAB COMPANY

## M MFİ <br> SPHERE OF WOMANKIND








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and B. Barron.
MR, AND MRs

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& \text { MR, AND MRS. }-\overrightarrow{0} \text {. C. WOOD } \\
& \text { ENTERAIN } 42 \text { CLUB }
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Sterie punswiler



[^1]Let's have a New Year's talk soon.

## C. H. Hardeman

Phooes 232 and 432
710 Ninth Street


JOIN OUR CHRISTMAS SAVINGS CLUB
The Wichita State Bank












## Where will You Live In 1916?

Let me help you decide. Thave a full line o bargains and can satisfy every customer, big or little. The best of everything in farms, suburban or city property, See me before buying.

A. L. HUEY, Real Estate



## Livestock   Fine Stazk.    For Sale or Trade



WE CLEAN AND PRESS
 tion ind


Union Shop
"Our automobile will pass your house today"

Start the New Year Right!
Take Dyem Cola Taibeta 3s Doseen toor. .........25e
mpres hui Stope


## HEALTH, HAPPWESS and <br> PROSPESITY <br> For yourself, your family, your friends and associates is our sincere and best wishes for 1916. For ourselves we hope for the continuarice of the confidence and good will of the trade, and the encouragement from bur customers expressed in a growing and increasing business. <br> WE THANK YOU! <br> 

 "Dope on shooting" is plentiful and the shooters know where the right "dope"AT THE GEM TODAY
"Neal of the Navy," featuring Lillian Lorraine and Wm. Conklin.


# comes from. <br> Our store is "sportmen's headquarters." Guns for rent. <br> <br> Oillorg Giounons. 

 <br> <br> Oillorg Giounons.} "Itsky the Invèntor," Vitagraph. "The Dawn of Courage," Biograph. "The Rogue Syndicate," Kalem. "Waifs of the Sea."

## ELANKEOOKS

-AND-

## TRANSFER CASES

Now is the time to round up your office and see what to needed In the way of new booke and tranister casees, Your. old ledger, cash
book or journal may be fult. You may be nfuring on cbanging to book or journal may be full. You may be niguring on_ epanging to
loose leaf or changifge beck to permanent bindings. Your jetter, in voice, expense bili, bill of lading or fileev being used for any other purpose may be full and you need otherg OR TO SAVE EXPENSE you may be figuring on transfer cases; anyway we are prepared to
take care of your troubles coming and going-SEE OUR WINDOWs.

Martin's Book Store
609 Fighth
Phone 96
OLINOUPINTS OF WET GOOUS

## Butter-Nut Bread


CREAM BAKERY \& CONFECTIONERY

## WORTH ITS WEIGHT IN GOLD!

If you were suffering with a case of lagrippe or a bad cold, and right now most people are, and realized the benefit to be derived from a hot water bag or fountain syringe, you would not sell it for its weight in gold. If you have never used one, or if you need a new one, we want to call your attention to our January Sale of Faultless Ruber Goods, now th progress. We call special attention to a two-in-one outfit that gives you a reliable hot water bottle and a practical syringe all in one. It is No. 40 Wearever Hot. Water Bottle, with patented neck
construction, no seams or bindings, high-grade sanitary rubber, has three rapid flow screw pipes, full lengths, extra tubing and a shut-off. No. 2 size is on sale now for only
No. 3 size, holds three quarts, on sale now for only $\mathbf{\$ 2 . 9 8}$ No. 40 Hot Water Bottle alone sells now for-No. 2 size $\$ 1.48-$ No. 3 size for $\$ 1.98$ and No. 4 size for ..... $\mathbf{\$ 2} .48$ No. 50 Wearever, beautiful Colonial design, with handles -no seams, plain smooth, sanitary rubber, on sale now at
$\$ 2.98$ No. 55 Wearever, moulded seamless, on sale for $\$ 1.29$

Special January Reduction Prices On, All Other Rubber Goods
5, mancm
lds ind LaGrippe.
Mack Taylor's Drug Store School Books and Supplies
Price 50c

$$
820 \text { Uhio Avenue Free Delivery Phones 184-882 }
$$

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

## A MORNING NECESSITY! AN EVENING PLEASURE!

is WE ROAST COFFEE EVERY DAY.
From plantation to cup. Carefully selected, well aged, scientifically blended, fresh roasted; good to drink.
numan Bean Coffee House ramom


[^0]:    .

[^1]:    Why not plan to make every nickle you spend in 1916 for meat count for the utmost satisfaction?

    I know you want to and I know I can help you do it.

