

IFF CASH RAISER

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# It is Not Advertising Which Survives: But the Things Which are Advertised 

THE "cleverest advertisement you ever wrote may be quite forgotten now even by the best friends it made for you! It may survive only in the bigger store it helped to create. But it is just as certain that the bigger store of the future is to grow out of the advertising' of the present as it is that the store as it now stands is the result, in large measure, of your "forgotten" advertisements. You have preserved the results of advertising. You must create new results from new advertising. "Any legitimate business enterprise may "rent" advertising space in this newspaper "with power"-the one dependable motive-power for "running" any business that can be made to run-the power of PUBLICITY. Space may be secured according to your requirement--much or little, as you may elect, with a preference for "much" if you hope to do much business.

## The Times Publishing Company <br> 




#### Abstract

 Don't Go to a Blacksmith to Get Your Hair Cut, But Come to the N. Texas Furniture \& Coffin Co. for Furniture 

FOR SPECIAL OFFERINGS THIS WEEK NOTE THE PRICES BELOW:

\section*{Art Squares.}

To make room for the large purchases in this department made by Mr. Davis while at market we are going to tempt you with prices and quality   arararararararararararararararararararararararararo


## "Dorothy Dodd" Shoes

Our New FALL STYLES are Ready to be Seen

Nutt, Stevens and Hardeman

For 15 Days or While this Ad Runs We will make special price on all monumental work. Contractors and builders, we can interest you with prices on window sills. hintels,
wainscot, etc. If seeing is believing, investi: gate and be convinced
Wichita Falls Marble Works Manufacturers of Anything in Mouumental or Build-
818 Indiana Ave. ing Work. 818 Indiana Ave.


## Ward \& Young

REAL ESTATE


Robertson-Russell HARDWARE $C 0$.

## NOTICE!

WWILL Continue our business untiv. Rock candidiposese of hisisitererst, and as as he is very anxious to geto out of the business we
 poese of his ioterest. We will only buy fill in goods and hope to perfect atatisfactory arrangememts in the near-future. At such time this firm will make the change we advertised to make

15 Salesladies Wanted-Apply Wednesday Morning August Nineteenth.

## Rock\& Duke

Don't Close Your Building Contract CONCR Kil you our iguree on both-
PHoNe 233
Reed-Brown \& Co.


## SCHOOL DAYS WILL SOON BE HERE!

AND EVERY GIRL AND BOY WILL WANT A NEW DRESS, SUIT, BONNET, HAT, SHOES OR SOMETHING NEW FOR THE FIRST DAY
P. H. Pennington Co. Has It, and Sells It FOR LESS!

## Now Fall sults.

For the little boys, the young boys and
the old boys. Styles to suit every the old boys. Styles to suit ev
and prices tosuit every purse.
1.3 OFF ON ALL SUMMER SUITS!

| Mon's Undorwear. <br> 200 sample shirts at genuine bargain prices. ................................. 25c to 40c |
| :---: |
| EW hats to fit every |
| 1 men's and boy's Oxfords is week. |
| 300 pairs new Fall Paints tor men and |
| $\$ .25 \text { to } \$ 1.0$ |

School Dresses
200 pieces the best Amoskear dress
Percales of 100 different designs, per
Every slipper in the house on sale this week.
New Bordered Foulards that wash well, per yarrd.
Barefoot Sandals for tadies,' misses and
children
UNEN NAPKIS
LINEN NAPKINS for the girls and boye who carry their lunch to school, each
$21 / 2 \mathrm{c}, 31 / 2 \mathrm{c}, 4 \mathrm{c}$ and............................5c
AL.L LACE HOSIERY NOW ON SALE
EVERY PIECE OF LAWN AND EMBROIDERY WILL BE FOUND ON THE BARGAIN COUNTER THIS ENTIRE WEEK.

## P. H. PENNINGTON CO.

## OUR GREAT

## Consolidation Sale

will be continued for 30 days from August 10th, during which time prices on Furniture of any kind in our house will be slaughtered. Call and-see and you will be convinced of what vie say.
.F. Jourdan Furniture $\mathrm{Co}_{0}$
WICHITA FALLS; TEXAS


## Farmers Bank Trust Co.

Capital $\$ 75,000$

You are entitled to
absolute safety and officient service in $t \mathrm{he}$ cransaction of vour
banking business NO BANK can offer greatet safetr this bank. Your buainess will be appreciated and will receive our
very best a tention.

## FARMERE

 BANK A TRUST COMPANY wichite Falls, Texa.
## Brown \& Cranmer

ALL KINDS BUILDING MATERIAL AND GEN. ERAL CONTRACTORS

NO TROUELE TOFURNIBH ESTIMATES.

PHONE 460. 4th AND KENTUCKY STREET WICHITAFALLS, TEX.

Brown \& Cranmer

## Plumbing

1 have had 17 years praietcal
experience in the plumbing bual.




 Tubs, whieh can't be bought for
the money by any of my com-
petitors. petitor.
will open Whil open up for the present
Eighth attreet ant Co coruer of
W. W. Coloman.

## HEATH

Storage \& Transfer Company

Ware House and office cor ner 12th St. and Ohio Ave

Phone 132
Receivers and forwarders of merchandise. House - hol

## Plumbing

Steam and Hot Water Heating cetimates made free. A! kinds of Plumbing repairing done by practical slumbers. We also carry in stock the Eclipse and the Roberts natural stone germ proof Fil ters. Located at eity hal building 'Phone 306.
memina punaine co.

Did You Ever Try a Cheese Sandwich?

For a light lunch there is probably nothing more inexpensive or satisfying than a good cheese sandwich.

Takesome fof Brown's Saratoga Flakes, slice some prime American Cheese very thin, butter the flakes and make a sand wich

It's mighty good, especially if you get good cheese, and we have the fresh, crisp flakes and some excellent cheese.

American Full Cream, 25c per 1b,
American Brick; 35 c per 1 b .

NUTT, STEVENS \& HARDEMAN
Wichita Falls, Texas.
Phones 432 and 232

## J.S.Mayfield Lumber Co.

## Building Material

Corrugated Iron, Barbwire, Nails, Etc.
let us figure on your bill
610-18 Indiana Avenue
Phone 26

## Ornamental Sheet Metal

work of every description
Roofing, Skylights, Ventilators, Guttering and first class Tin Work. REPAIRING A specialtr

Wichita Falls Sheet Metal Works

## Hot and Cold Bath Poilte Attention.

Williams' Barber Shop
THE LEADING SIX CHAIR SHOP IN THE CITY


## PURE FOODS MEAN SAFE FOODS

> They bear the seal of Uncle Sam's approval. They mean good health for yourselt and your family. Preserves made from poor fruits are not Pure Fond Products. The ingredients that make up Pure Food Products must pass government inspection and, if inferior, are rejected. The "Best" foods minus the Pure Food label cannot pass muster; they are inimical to good health-they exist in defiance of the most humane law ever passed. Our store is founded on a Pure Food basis. We honestly believe that there is not a store in town run on such conscientious, painstaking, straightfoward principles as

[^0]
## TooMuch RainThis Year

By Reason of the fact that we have had SO MUCH RAIN we have decided to put on our

# GREAT ANNUAL CLEARANCE SALE! 

A month earlier than usual, so beginning
SATURDAY, JULY 25th, WE CUT OUR PROFITS OUT
and offer everything in the house at Close Out Prices.

| ss Goods | White Goods | S. | Summer Foot Wear |
| :---: | :---: | :---: | :---: |
|  | ${ }_{\text {all }}$ our 10 C and 1212 ce White Goods ${ }^{\text {go }}$ |  | \$4.00 oxfords at $\quad$. $\quad$ 3 00 |
| All our 85 c and $\$ 1.00$ Woolen Dress Goods | All our 15 c and 17 1-2c White Goods go at $\mathbf{1 2 1} 5 \mathrm{c}$ | All our $\$ 3.50$ and $\$ 1.50$ Silk Waist Patterns go at | $* 275$ <br> $* 225$ |
| All our 81.25 and $\$ 1.50$ Woolen Dress Goods go at Goods go at | All our 20c and 25 c White Goods go at 150 | All our 81.25 and 81.50 yard.wide and Colored Taffeta Siliks go at | 5 |
|  |  | A lot of Fancy Sills | \$1.50 oxfords at 81.25 and $\quad 1000$ |
| All Summer Skirts | our 85 to $\$ 1.00$ Persian Lawns $\mathrm{F}^{\text {g }}$ ( |  |  |
| Go in This Sale. |  | ll Our Shirt Wais |  |
|  | At Your Own Price. | med from $\$ 1.00$ to $\$ 5.00$ to close at |  |
| ${ }^{*} 515$ | \$1.50 and 81.25 Shirts at $\quad 1100$ |  |  |



## PERSONAL MENTION




# COMMENCING MONDAY 17TH 

We Will Make Our Last Cut in Prices for the Present Season

About 35 Ladies' Hats on hand will be reduced ONE-HALF. Also will give

## 25 per cent Discount On all Low Shoes

for one week only. All Wash Goods at one-half price. These prices are for CASH ONLY.

Yours to please,
W. E. Skeen
W. H. H.

THATCHER

real estate


THE ST. JMMES HOTEL
Under management of J. E. Hutt Contracting Company.
Located in the heart of the

## AMERICAN PLAN



This is not surprising. No other ware possess such' a combin A few articles from our III give a wonderfal parkle to the dinner table. And how
tile money it in min and ittle money it will take to
hem can be seen from this
dis. 9 Onville JEWELER

## CRAZY WATER

YOU NEED NOT

"Go Down to Mineral Well's to Drink Some Crazy Water"

When you can get it in wholesale quantities at wholesale prices of
$=$ O.W.BEAN $\&$ SON $=$



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    SHERROD \& COMPANY
    minvaranve
    TRADE WITH US ONE MONTH AND SEE IF WE DON'T MAKE GOOD

