

## Insure Your Butsiness Against Prussian Piracy

Buy a "Liberty" Policy

You have fire insurance-life and accident insurance-indemnity insurance - to safeguard your business.
Put there are other policies you must have or your own protection-policies of insurance co your the Kaiser, whose power is the greatait peril and the greatesst force of destruction in the world today.
Miverty Bonds are the Beat Policy
Wwery Liberty Bond you buy js a policy of invirance against the destruction of your free dom, your happiness, your home, and your livelihood. You cannot have too much of that kind of insurance. France and Belgium and Serbia and Poland show what Prussian militarism would do to the United States if we should fail to crush it.

Lend to Your Utmost for Victory
Money is the vital factor in the winning of this war. You must lend more than before. The fourth Loan is larger; the obligation on each of us is greater.
Lend to Your Utmost! Buy Liberty Bonds!


To the boys and girls who are
terested in attending a good commercial college, we, want to. stress the fact that we have two brand new scholarships good for $\$ 50.00$ each, in the Tyler Commercial Coliege, Tyler, Texas, the biegest
school of the kind in the South, school of the kind in the South,
and doubtless the best. Recent. and doubtless the best. Recent
ly we sold a scholarship to a boy in Cottonwood, and he je now at Tyler. He is the third one in the family to go to Tyler, and his tather says that he consjders it the
best school of the kind accessible. We can make you A substantia saving on theee acholirghtios. See us and set jbisy io meip your leguntes.

## Beforetyou Build

Whether you contemplate building a house, buia low, barn, garage,-anything at all-come in
look over our assortment of up-to-date plans

And When Yourre Ready to build...or even to repair or remodel...rem that our flooring, siding, roofing, shingles, heathing, dimension lumber, building paper an all kinds of building in

Come in and See Us First
W. W. PRYOR, Lumber

## For Anything in Iunker of Wildies Maneripl Joe H. She Luackelford Read his ad. gn first page <br> Pay Your Review Ahead

-T The producer and the consumer hold daily heart to heart talks through these columns. TThere is no fictitious value as an obstacle to a business transaction through the want ads. I You cannot afford to miss the chances thrown at your feet on this page, Mr. Careful Buyer.

CIGARS AND TOBACC Wholesome Candies Cross Plains Drug Story

## Against Prussian Pi

Buy a "Liberty"

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But there are other policies you mu for your own protection-policies of in against the Kaiser, whose power is th est peril and the greatest force of , tion in the world today.
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Lend to Your Utmost for Vic Money is the vital factor in the wir this war. You must lend more than The fourth Loan is larger; the oblig: each of us is greater.
Lend to Your Utmost! Buy Liber
Cross Plains Merc. Co. An Cross Plains Furn. Store.

## If mesprallis filliw

## The HunHis Mark!

There is a plain fact thateverreAmer-

ican business man | ican business man |
| :--- |
| must face. This war | is not a dollar war. It is a war for justice,

for for truth, for right,
and for human decency. Its financial aspects are minor
aspects when measured against terms
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and b.oodshed. ican dollar The American dollar stands fo
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the worid. You know what the German mark
active instrument of forl plotting

Every Americai
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Enisy your dolars to win a worl
Buy all the Liberty Bonds you car
Buy Liberty Bords!
zeview Printting Company

But still the question must be asked and must be answered by Ame ican men: "Shall the German mark conquer the Amer-

What the Dollar Stands For

Enlist Your


Wa yearin Cross Plains trade miiory. Everywhere else the Wring prices hold:
fiso for one year Toc for 6 mone yens
ice or 3 months
Uce for 3 months
All laubing propositions wil
furred on the ebove prices.

## Hersumantion

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ROSS PLAINS, TEXAS
The price of cotton is going to be
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## Tore bors are in collese akking

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tunity exceptional for ambition
Th o quaify themselves for life

## working for Uncle Sam

The young woman that can na
Werching now to eara a livng
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4. to do somenething useful

Wits, Menographers. bookkeep.
are everywhere in demand
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 mben he shoudd bee io is worthy of our utmost sontempt and gets The word our is sued geevically. We beiteve trom 30 to 35 c is fievere woud not be unacecobable to
 the ideas ot t fixed price. but we peed of tord bed anted as for the eraio section have whear restricted.

The 4th Liberty loan camp starts to-morrow. Our apportio ment has not been made public
Likely on account of drouth condi
 at all abie should do our best. The $\left\lvert\, \begin{aligned} & \text { permitt } \\ & \text { the cou }\end{aligned}\right.$ bonds will bear $41-4$ per cent interest, and can be bought with a te oer cent cast

## on balance.

$\qquad$ ffice and

The Plainview postoffice and like
every other postoffice in rexas now crowded with hundres of bi fall catalogues of the well-know
mail order houses, Montgomer mail order houses, Montgomery
Ward, and National Cloakk Ward, and National Cloak and
suit Co. The catalogues for Northwest Texas were shipped by freigh to Amarillo aud then mailed out
there. The postge alone of the were. The postge alone of the
catalogues runs trom 6 cto 15 c , an and repesents many thousands
doliars to the Amarillo postoffic receipts.
The biz end of the mail orde business is advertising. The adverastractive and convincing manner. and invariably brings in the bu iness in huge volume.

## Against Prussian Piracy

## producer an

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 Buy Liberty Bordds :" Buy ar youn sell

Beforextyou Build Whether you contemplate building a house, bunga
low, barn, garage, -anything at all-come in
look over our assortment of up-to-date ple look

And When You're Ready o build....or even to xepair or remadel-.reme that our flooring, siding, roofing, shingles,
sheathing, dimension lumber. building paper a
and all kinds pf building ma
cheapest to be had.ete

Come in and See Us First
W. W. PRYOR, Lumber

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## The Best Kep

 CIGARS AND TOBACC Wholesome Candies Cross Plains Drug Store

## Dollars that Fight <br> By SENATOR HENRY CABOT LODGE

The war will be won by men come one-third from taxes and


 port, we must have money in must work with the highest
large amounts. The expendi- speed, as if the war was to end tures of the Government for the in six months. We must preensuing year are estimated at pare in every direction, as if it $\$ 24,000,000,000$, a sum which was to last for years. Speed
baffles the imagination to con- and preparation are both exceive. That vast amount must pensive.
Without the Loans we cannot have either

 toog. It mout not bo po pacce of brizuin of negotation. Nop pacoo winich
 No peceo mant lieva Germay in?
 trom suffeiento ginin all our bijecti no the Weeter from-Belpium, AL


 Roumania must be redeemed. All
these things are essential. Nothing these things are essential. Nothing and a peace dictated by us and our
allies. It is a conflict of iden the principle of enflict of ideas. It is the principle of evil arrayed against barbarism and tyranny. We must

We cannot win without money, and therefore, these Loans are vital, and the country should rally in all its strength
and subscribe and oversubscribe the Fourth Liberty Loan

## Buy Bonds to Your Utmost!

## G. W. CUNNINGHAM



$\square$

For Anything
Joe H. Shackelford
 THE CASH GROCER

## SING KHAI FOO MONEY LENDERS FOUND IN TEXAS



REMINDE


HELP FEED THE MACHINE GUNS
\$
5




If thase American mactino


On account of the unsettled I eannot mke any special leaders, an "Special" in that I always sell at th My method of buying and selling for
R. B. FOR THE CASH GI

# wis.s. Read This Ad. 

It is our intention to make ou tising helpful, beneficial, and int We are making every effort our stock complete in every del and to give you the best goods at able prices. Read our ads; watch o

## LADIES

Come in look over our New Coat suis,
have all colors and sizes in the season's best stes.
ranges from
DON'T FORGET The New Silks, Georgetre Crepes, Silk Poplins, and
of all kinds, .Buttons and Trimmings to match.

MUNSINGWEAR

## the union suit that always overs the form

 ing every movement of the body, yet always. re place. They cost no more than the ordinary kionSHOES
That's where we shine. 'Ve fit the hard-to-fil what kind, Dress Shoes, Work Shoes, Scho.al
Shoes, Tennis and Over Shoes for the whole family

Bring Us Your Eggs; We Pay Tor See us for Texas Red Rust Pro Oats, Feed Oats, Seed Wheat, Barle:

## B. L. Boydst

"Where It Pays to Buy"
and


## All Good Automobile Roads

 Lead to Brownwood.Brownwood will Help You!

## Prepare your son Army-Put him in the

STUDENT'S ARMY TRAINING CORPS
-already established in Howard Payne College Brownwood. The government Will pay the tui-
tion, board, housing, and furnish clothing and nodical attention to all men who can qualify
medothing and and are regalarly inducted into the Students and are regularly inducted into the Students
Army Training Corps. In addition. each man
receives $\$ 30.00$ per month, the regular pay of a

> BROWNWOOD HAS 4 Furniture Stores 5 Hardware Stores 8 Dry Goods Stores 7 Drug Stores 8 Grocers 2 Supply Houses 4 Jewelry Stores 12 Auto Dealers and Garages 5 Men's Furnishing Stores 2 Book Stores 5 Meat Markets 10 3 Printer Shops 10 Wholesale Hoblishments 2 Laundries 3 Photographers 4 Lumber Yards 2 Bakeries 1 Mattes Factory 4 Banks 6 Women's Wear Stores 6 Millinery Shops 1 Music Store 3 Optical Parlors

The Train Schedule To Brownwood is Convenient

You Are Always WeIco me InBrownwood.

Brownwood is the natural trading center for this entire section

## Texas

BROWNWOOD TRADE EXTENSION LEAGUE

There Are Many Reasons Why In
BROWNWOOD
You Get More Value for Your Money Than in Any City in Texas here are a few:
Brownwood's stocks are larger and more complete than in the entire history of the city. The service at the hotels, resturants, garages, theatres, soft drink parlors, and electric service shops, reached their present high efficiency because of the "oil boom" that Brownwood and Brown county has had for more than a year.
Because of the reasonable prices found here-the fairness of Brownwood's dealers, and service establishments -because of the guarantee that goes with everything you buy here.

Brownwod business men are anxious to serve you and your family. They ark you to consider well the advantages found here, figure carefully the cost of a trip to one of the large cities of Texas, the cost while there, the extra prices you will pay there, then come to Brownwood and save the difference.

## Those Who Come to Look Stay to Buy

## 

 private in the United States Armv. He will hive the privilege of making allotments for dependent relatives and taking out war insurance. At stated times, men will be chosen to enter Officers' Training Schools. Those who wish to specialize in mdeical or scientific branches, upon remmendthe College and military authorities, will be retainBring your boy and see about this wonderfu opportunity.

## To Trade

## New Automible to trade for cattle,

 New Sewing Machine, to trade for Cow Mule to trade for cow or pony Typewriter to trade for cowIf you think cattle are high, please do take up mv time, ship them then you wis
know.

## C. S. BOYLE

See The Review
about furnishing you 100 or mo self-addressed envelopes for yo boy in France.

To Close Out LE Below cost chaldreas' and Misses'
Gingham dresses. Dost fail to get Gingham dresses. Dat fail
some of these rare bargains. THE RACKET STORE.

The 4th Liberty Loan camp The 4 ta Liberty Loans camp
begins Saturday. Get ready.

