



Treat Them to the treat of treats—always welcomed, by all, everywhere—

Coca-Cola

sparkling with life—delightfully cooling—supremely wholesome.

Delicious—Refreshing Thirst-Quenching



At Soda Fountains or Carbonated in Bottles.

Demand the Genuine—Relieve Thirst.

THE COCA-COLA COMPANY, ATLANTA, GA.

Last Call to

REGENT'S BIG SHOE SALE

All Low Shoes Below Cost

AMARILLO PUBLIC SCHOOLS TO OPEN SEPTEMBER FIRST

The 1913-14 school season of the Amarillo Public Schools will open Monday, September 1. Within a few days the assignment of teachers and the complete course of studies arranged will be announced.

Ice Cold Watermelons.

We have good ripe East Texas melons. Call at our plant, Texas M. & M. Co., Phone 366, 1st and Cleveland street.

County Court

F. J. Smith, charged with a statutory offense, pleaded guilty yesterday morning in the Potter County Court and was fined \$50 and costs aggregating \$75.20, which was paid.

Mrs. M. J. Walker and Miss Viola Walker, 1019 Harrison street, have returned from Miami, Texas, where they have been visiting Mrs. N. K. [unclear].

H. M. [unclear], A. R. [unclear] and G. P. [unclear] of Lockney, Texas, were in town yesterday and returned by auto.

Vacation Time is Here

It Should Be Spent at

Mineral Wells

This Year Because Why?

A much shorter, cheaper and better route has just been opened via WICHITA FALLS and the W. F. & S. and G. T. & W.

Leave Amarillo 6:35 a. m. take dinner at Wichita Falls and supper at Mineral Wells same day

NO TEDIOUS LAY-OVERS

Save money on your trip to Ft. Worth and Dallas by going via Mineral Wells.

For further information write

P. E. BOCK, G. P. A. Jermyn, Texas.

CATALOGS TO BE ISSUED FIRST OF NEXT WEEK

The laying off and grading of the race track at Glenwood Park in preparation for the opening of the Panhandle State Fair in October will be begun next Monday. Likewise work will commence on the various structures to be used for the fair exhibits. The horse barns and stalls will first be erected so that they can accommodate horses which will begin to be shipped in long before the time for the fair to begin.

Horsemen Here Now Secretary McGregor of the fair association stated to a News reporter yesterday that there were already a large number of horsemen here and they were desirous of seeing the beginning of construction on the various stalls and horse barns. The races with amount of prizes for each event were published in The News of Friday and show an unusually fine list for the first annual event of what promises a national fair in time.

Catalogue Issued Next Week The artistic catalogue arranged by the management will be issued about the first of next week. The proof on the catalogue was ready yesterday and given over to the printers for revision and correction of typographical errors. Ten thousand copies will be the number to be turned off the press, and they will be distributed throughout the country to people interested in the fair events, races, exhibits, etc.

The Blue Print Mr. McGregor showed The News representative a copy of the blue print that was issued a day or two ago. It was of the exhibition hall. This structure will be 50x90 in dimensions and contain 72 booths. These booths are of various sizes, some 4x10 feet and some 10x10, and will be so arranged that two or more of them may be thrown together for joint and single use. The ladies who will have exhibits of textile and culinary arts will be given free space and allowed to select their space. When this has been accomplished the other space will be given over to those selecting it. The ladies intend to have a great exhibit on the occasion, as they are making many plans. The fair management is giving them their preference in the exhibition hall.

Requests for space are coming in from all points in the country. The local merchants and industries have been alert and taken space. Besides this there have been requests from business houses and factories and counties over the Panhandle and elsewhere for space. Mr. McGregor stated yesterday that it was no trouble to sell space, as almost everybody wanted it.

Much Stock Mr. McGregor estimates there will be at least 100 head of stock at the fair. This includes race horses. The number of cows, steers, mules and horses and other animals which will be placed on exhibition will be large and the management is making every effort to erect suitable buildings to take care of this part of the exhibits. Many inquiries reach the management about the displays which will be made by others and about the premiums put up by the Amarillo merchants and business men. This last feature seems to have made a great impression on fair exhibitors and will be a great drawing card.

Special Premium List The special premium list prepared by the fair management and made possible by the merchants and others is certainly entitling. For those exhibits listed the best specimens will receive the premiums. One big firm has taken space and will exhibit a complete line of his goods. The exhibition hall will contain only light and movable article and is not made to accommodate heavy implements and exhibits.

Management Pleased The fair management is pleased over the prospect and believes that the fair will be a fine one this fall. They are utilizing their entire time planning good things for the visitors and they have no fear that the people will patronize the biggest thing the Panhandle has ever instituted in the way of a fair. Special days have been designated and on one of these exceedingly low passenger fares have been secured, which will bring a great number of people to Amarillo, thus not only making the fair a success but bringing a class here who will, some of them at least, locate.

Saylor & Kendall have a strong line of Trunks and Grips of all kinds. Prices are attractive.

Suffered Eczema Fifty years—Now Well.

Seems a long time to endure the awful burning, itching, smarting, skin-disease known as "eczema"—another name for Eczema. Seems good to realize also, that Dr. Hobson's Eczema Ointment has proven a perfect cure. Mrs. D. L. Keeney writes—"I cannot sufficiently express my thanks to you for your Dr. Hobson's Eczema Ointment. It has cured my toter, which has troubled me for over fifty years." All druggists, or by mail 50c. Pfeiffer Chemical Co. Philadelphia, Pa. Amarillo Drug Store.

AUTOMOBILE PARADE IS PLANNED ONE DAY OF FAIR

The "buzz wagon" will be in evidence on the first day of the big Panhandle State Fair as it was never before in Amarillo. The auto parade will be a mammoth one and will extend from Polk street many blocks to the Glenwood Park, where the big fair will be ushered in. Efforts will be undertaken to enlist every auto owner in the city and Potter County, and elsewhere as for that matter, to participate with his car. The fair association will offer a liberal prize on the occasion to the best decorated machine. And the various auto agents will also put up some nice presents to machines they represent. Auto parades are popular in this day. In many of the larger cities the auto parade is never forgotten on special occasions when some big convulsion or convention is to be ushered. The din made by the whizzing machines is forgotten at such times, and everything is left to the autolots, who speeds up and shows his ribbons, pennants and decorations.

Amarillo can boast of more machines than any city its size anywhere in the South and when they are all assembled for parade some incident can be got of the money invested in the horseless carriage in this part of the state. The parade will form somewhere on Polk street and proceed to the park, where there will be a dispersion. During the parade judges will make minute and accurate inspection of the passing vehicles and announce at some selected time the winner of the contest. Already there is much talk among auto owners that they will do toward contributing to the parade. With the many events of this nature in their embryonic state the fair management and others interested have their hands full and time will be necessary before all of the plans are worked out definitely and finally. But the feature of the fair in which the auto will take part will be one of the best of the street exhibitions.

LAST FREE DAY FOR THE KIDS AT THE VIRGINIA

The Virginia Theatre catered to about 600 kiddies at its matinee Friday afternoon. They were delighted at the fine picture plays given absolutely free to children of twelve and under who presented at the ticket booth the clipped Virginia ad that appears daily in The News.

Today will be the last chance for children of twelve and under to see the pictures at the Virginia, as the ad will be withdrawn for this purpose. So the boys and girls had better get busy and clip the ad in The News today and visit the popular playhouse.

H. L. Morris, state manager of Texas and New Mexico, for the Oldsmobile, is in the city and making headquarters with Frank Hays, and will be glad to demonstrate the new Model "52" to any who might be interested.

TOO LATE TO CLASSIFY

FOR RENT Two nicely furnished rooms for light housekeeping, modern conveniences, 605 Van Buren, Phone 1490. 246-30

PLENTY of ranches, plenty of springs and good terms. Dockray Land Co. 246-41

MODERN 8-room house, sold once for \$6500, you can get this elegant property for \$4000. Listen to this, modern 6-room residence, 1199 Van Buren, ought to be worth \$4500, \$2500 will get it or less. Dockray Land Co. 246-41

FOR SALE—Hotel and furniture, \$150 cash, balance \$35 per month. Price, \$2000. Dockray Land Co. 246-41

ONE vacant lot, Tenth and Price, \$1000, one-third cash, balance to suit. Vacant 75 foot, 16 and 17 Van Buren, worth \$1500, \$1150 gets it. Modern, 4-room, up to now residence \$2100. Dockray Land Co. 246-41

1007 VAN BUREN street, \$2500, terms. Listed exclusively with us, Dockray Land Co. 246-41

WHAT is everybody's business is nobody's business. But with us exclusively and we will do the rest. Dockray Land Co. 246-41

FOR SALE—At a sacrifice, doing good business, fine location, butcher shop. See us at once. Gaot, with Dockray Land Co. 246-41

FOR RENT—Two rooms furnished for light housekeeping, gas range and lights. Call 392 West Seventh street. 246-3p

FOR RENT—A modern 5-room house, 802 Taylor. Phone 61. 246-3r

J. FRANK NORRIS WILL LECTURE WEDNESDAY

J. Frank Norris, pastor of the First Baptist church of Fort Worth, will deliver a lecture at the court house next Wednesday evening under the auspices of the Ladies' Aid Society of the Baptist church. The admission fee will be insignificant and the receipts will be used in the work of the local Ladies' Aid Society. Rev. J. Frank Norris is reputed to be one of the best preachers of the Baptist denomination, as well as one of the most persecuted. His name is familiar in all church circles of every denomination and his sermons abound with pithy and culminating wit. As a lecturer, so those who have heard him say, he is without a peer in the pulpit. His lecture next Wednesday will be up to the standard and his auditors doubtless will be legion.

ILLUSIVE INSPECTOR HAS NOT REACHED CITY

With the Illusive Inspector for Holland's Magazine somewhere in the background perchance abducted, but more probably busy inspecting elsewhere at this time, the Women's Federation are not relaxing at all in their efforts to maintain the policy of cleaning up in Amarillo. Mrs. Tom Currie, president of the Federation, has issued a request for the auxiliary work to continue as it has been for the past few weeks in order that when the inspector arrives he will pick upon a completely cleaned-up city.

Amarillo wants the \$500 which will accrue to the cleanest city in her class. The requirement of it means that Amarillo has met the requirements and this in itself will be an excellent boost throughout the country and a big article possible will appear in the Holland Magazine, about Amarillo and her efforts. In addition to this boost for the city, the cleaning up of the city means the elimination of disease germs and the placing of the streets and properties in the most tidy and attractive condition.

Saylor & Kendall have a strong line of Trunks and Grips of all kinds. Prices are attractive.

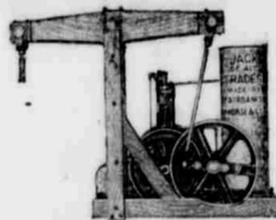
For Today Only At Mathews Fish and Oyster Market

The Banana King is here again just for Saturday, and will sell choice fruit 10c and 15c dozen, the same fruit you are paying 25c and 30c dozen at other stores. He don't often visit us and now you can eat all you want. Plenty of big fat Fryers and Hens. Cheaper than any one else. Bought 1,000 chickens and they have got to move. Ask prices, and see the chickens, to appreciate a bargain. All kinds of Colorado Vegetables, prices as low or lower than any one in the city. FISH! Yes here is my prices: Spanish Mackerel, 12 1-2c pound, Flounder, 10c pound, Halibut no bone, just like a round steak minus the bone, 20c pound. Just phone me your orders, I need the Business, you need the Goods.

Phone 395

Mathews Fish and Oyster Market

READ DAILY NEWS WANT ADS



GASOLINE ENGINES

For pumping purposes 2, 3 and 4 H. P. Fairbanks-Morse. In stock for immediate delivery.

Morrow Thomas Kdwe Co. RELIABLE GOODS AT REASONABLE PRICES

Lowrey-Phillips School

We want your boys and girls. Our organization with military training, all athletics and a faculty of experienced, university trained, painstaking teachers, hits the mark in the boy's education. Reaches and develops mentally, morally and physically, where the ordinary schools do not interest. Special provision is being made for our local girls. We want them and will make great effort to give them just the care they warrant. Elementary school including boys and girls from the fifth year down to kindergarten will be taught this year, at 1209 Taylor St. We are trying to merit your patronage. Reward our efforts by giving us your boys and girls. Phone us or write a card, we will call or write you.

Yours truly,

LOWREY & PHILLIPS