

MAKING PICTURES

is a fast developing art. Amateurs all over the city and state are doing better and better. That they take pride in their pictures is further demonstrated by the fact that they send their negatives to Westfall's for developing and printing.

A special service for out-of-town Kodakists—Parcel Post Prepaid.

WESTFALL DRUG CO. Oklahoma City. Retail Remedies, Hygiene, Candy.

ARMY ENLISTED BY ADVERTISING

British Government Conducts Unprecedented Campaign For Soldiers.

LONDON, June 29.—When the British government at the beginning of the war covered the bill boards of the country with its now famous appeal for recruits, "Your King and Country Need You," it embarked on an advertising campaign of such a nature and extent as has never before been undertaken by any nation.

This first advertisement has grown into scores, dealing with a wide field of subjects, from pleas for army volunteers and loans of money, to condemnation of extravagance in the purchase of too many hats and stockings by my lady. It is said that there is scarcely a home in the British Isles that has not been reached by some of the display advertisements, which have been kept running in 1,500 newspapers and spread on myriads of billboards.

Raise Billions of Dollars. After nearly two years of experiment officials emphatically declare that it pays for a government to advertise. It is estimated by some that billions of dollars have been raised in loans in this way and that nearly 500,000 recruits have been drawn to the colors by the printed appeals.

To one man is said to belong the credit of originating and carrying out this novel and elaborate campaign. He is Sir Hedley Leffas, head of a large publishing house in London.

What Americans Call "Punch." "It was hard to bring the conservative British mind to accept such a radical departure," said Sir Hedley. "Many declared that it was undignified for a government to advertise, and others who were willing to see some advertising done held that the displays should be couched in the most dignified and stereotyped form. The idea of a government telling a woman that she was buying too many hats and expensive clothes—something which we have been doing recently—shocked them. But gradually we were given more leeway and the results have justified the course followed. My idea is to put out advertisements that have in them what you Americans call "punch." Successful business men conduct their concerns that way. Why shouldn't a government do the same?"

First Seek Recruits. The advertising campaign for recruits for the army was the first undertaken. "Your King and Country Need You" met with instant success and gradually there followed a long line of more elaborate advertisements. Lists of questions were propounded to men who had not enlisted, such as: "What will you say in years to come when people ask you 'where did you serve' in the great war? What will you answer when your children grow up and say: 'Father, why weren't you a soldier, too?'"

Impressed by Comparison. A unique advertisement was displayed in Manchester. A map showing comparative distances from London of Ostend, Belgium, and some English towns was printed, and accompanying this map was the following: "If the German army were in Manchester, every man in the country would enlist without a moment's delay. Do you realize that the German army is now at Ostend, only 125 miles away—or forty miles nearer to London than is Manchester? How much nearer must the Germans come before you do something to stop them? The German army must be beaten in Belgium. The time to do that is now. Will you help? Yes? Then enlist today. God save the King!"

Irish Girls Give Aid. What is considered by many as one of the best recruiting advertisements was addressed to the young women of Ireland where Sir Hedley spent some time during the campaign. It follows: "Is your 'Best Boy' wearing khaki? If not don't you think he should be? If he does not think that you and your country are worth fighting for, do you think he is worthy of you? Don't pity the girl who is alone—her young man probably is a soldier, fighting for her and her country—and for you. If your young man neglects his duty to Ireland, the time may come when he will neglect you. Think it over—then ask your young man to join an Irish regiment today. Ireland will appreciate your help."

"This appeal met with great success," said Sir Hedley. "The young women flaunted these advertisements at the young men on the streets until in self-defense a stream of volunteers began to pour into the recruiting offices. It was a plea which by its very simplicity and truth reached home."

FOREIGNERS IN SOUTH PART OF MEXICO ROBBED

Colonel Barranca Conducting Reign of Terror in Tuxpam Territory.

SALVESTON, Texas, June 29.—Abolish chaos reigns in the oil fields of the south of Mexico. Americans as well as the men and women of other nationalities are being robbed of all valuables and frequently murdered as they leave the country. Between 500 and 600 troops under the command of Colonel Barranca are conducting a reign of terror in the district about Tuxpam and the life of a foreigner is held very cheaply.

This, in brief is the story brought to Galveston by five refugees from the Tuxpam district who arrived at the port aboard the Standard Oil company's look-alike, the Baton Rouge. All were robbed of their money and valuables before leaving Tuxpam and were shipped aboard the steamship this way by a friend of Colonel Taylor.

The refugees are August Dold, an oil superintendent; Dr. C. E. Marshall, who has maintained a dental office in Mexico; Americans and Colonel Barranca's wife and daughter, Louise Dean. The last three named are Barbados negroes and subjects of Great Britain. Captain A. Zaucher of the Pemco Mexico Oil company, was robbed last Saturday night before he left of 200,000 pesos, valued at about \$14,000 in American money, said the Americans on the steamer. "Zaucher is a subject of America and has been with the Pemco Mexico Oil company in Mexico for many years."

FUNSTON NAMES GUARD STATIONS

Eastern State Troops Go to Eagle Pass, Del Rio and To Laredo.

NEW YORK, June 29.—A telegram from General Funston fixing the destination of troops from states in the department of the east was transmitted through the war department to Major General Leonard Wood late last night. The message read:

"Request the following military organizations be sent to points indicated: 'All of Maryland to Eagle Pass, Texas; all of Florida to Del Rio, Texas; all of Maine and all of New Hampshire to Laredo, Texas. Information as to the destination of the Vermont national guard will be sent later.'"

General Wood announced, however, that he would not be able immediately to carry out General Funston's directions. The Florida troops are not yet ready to move and will not be for some time as more than half of them are raw recruits who are unfit for service.

The movement of New Hampshire troops has been postponed because of their unsatisfactory equipment, physical defects and the refusal of many of the men to take the oath mustering them into the federal service leaving the units below minimum war strength.

General Wood expected to receive word Wednesday night that a brigade of Pennsylvania infantry had started for the border. With the departure of the Pennsylvania brigade the number of troops on their way to the border will be increased to approximately 20,000. The remainder of the pennsylvania division may be rushed out before Saturday.

General Wood declared he is cutting "red tape" wherever possible.

SALTILLO HONORS BODY OF GOMEZ

Interment at Birthplace; Caraveo Returns to Chihuahua City.

MEXICO CITY, June 29.—The body of General Felix Gomez, who was in command of the Mexicans in the battle with American troops near Carrizal, was received with honors at Saltillo, a public manifestation of regret being held. The interment was at Gomez Farias, his birth place.

El Centro Mexicano, a self styled "Americanist International association," commemorated Wednesday the nineteenth anniversary of the constitution of the Pan American congress convened by Simon Bolivar in June, 1826. A certain importance is attached to this celebration in view of the present American-Mexican crisis.

General Marcelo Caraveo has arrived at Chihuahua from the United States. Notwithstanding that he is antagonistic to the present government he has availed himself of the law of amnesty recently proclaimed by Caraveo and has offered his services to the country.

Railway traffic between Mexico City and Tuxpam is it is stated, will be re-established at an early date.

SUSPICIOUS. Employer—"Young man, I'm afraid you have deceived me. You told me when I employed you that you were a college graduate." Now Clerk—"Oh, pardon, but what reason have you for doubting it, sir?" Employer—"Why, you just said in regard to a matter connected with the business that I knew more about it than you did."—Indianapolis Star.

Pre-Inventory Sales KERR'S FRIDAY KERR'S Pre-Inventory Sales

Store Closes Tomorrow at 1:00 P. M. Here is News of a Whirlwind Half-Day Clearance Before Stock-Taking!

Hundreds of Offerings—Some Given Here—More Tomorrow Morning

Children's Hose—10c

And this is the kind it is:—Fine ribbed, reinforced throughout—that is, at the wear-spots. Black and tan. Also fancy socks. Broken sizes, shattered prices. 19c and 25c kind, 10c.

Wardrobes Made of Paper

Swat the fly, of course, and prevent the moth. Colored paper wardrobes offer an economical and efficient means of preventing the moth.

Pre-Inventory Clearance:— 40c size reduced to 25c. 65c size reduced to 50c. \$1.25 size reduced to 95c.

25c yd.

For Silk Remnants.

Really it's sensational! All sorts of silks—even including crepes de chine and Pongees. Plain colors, stripes, florals and so forth. Lengths from 1 to 3 yards. Half day at 25c yard, regardless of what they were. Woolen remnants also at 25c yd.

Well—Sixteen Button Gloves 25c

And there are silk gloves among them. Others of chamoisette. Odd lots. That's the why of the rockbottom price! Black, tan and gray. Reduced from 75c and \$1.50.

Also, two-clasp chamoisette gloves in white, formerly 50c, at 25c.

A Half Day of Shoe Selling

Summer styles—low shoes that have been selling at prices ranging up to \$5 are reduced to \$1.95. About fifty pair; broken sizes, but we do not think you will experience any difficulty in being fitted.

Pumps at \$3.45, lined in white, reduced from \$5.

At \$2.45 there are pumps which have been \$4. Daintiest of styles with hand turned soles.

At \$4.85—patent leather pumps sold regularly at \$7.

Shoes for Children

Little men's play shoes, sizes 9 to 13, regularly \$2.50, at \$1.45.

Boys' tan play shoes, regularly \$2.75, at \$1.95.

Misses' patent leather strap slippers, regularly \$2.50 to \$3, at \$1.95.

\$1 Blouses at 39c

Odd lots—mussed some by the handling of the past few days. Voiles and organdies trimmed most daintily and effectively. Formerly \$1. Reduced to 39c.

Here Are Belts and Girdles at 10c

Despite the fact that they have been 50c to \$1. A miscellany of 67 odd pieces—67, but they will sell like sixty. Silk and suede.

"The Slys Are No Baggage"—

—Shakespeare.

Master Sly, no account that he was, had the bump of family pride abnormally, grotesquely developed. Be that as it may, if he resented being dubbed baggage we are very sure these suit cases and traveling bags would not. Good baggage, too, albeit the bottom, so to speak, has been knocked out of the prices!

\$1.00 Fiber Suit Case at 69c

24 inches, metal corners, double clasp, lock and key, lined with checked cloth, patented steel frame, strong and durable. Special, each 69c

\$2.50 Matting Suit Case at \$1.95

Wash straps all around and very light, yet durable, inside straps, 24 inches. Special 1.95

\$3.75 Black Leather Bag at \$2.95

18 inches, reinforced corners, lined with checked cloth, nickel hammer catches and lock. Special 2.95

\$5.00 Rattan Suit Case at \$4.25

In black, brown and natural. Special wrist holder, leather corners and handles, straps either way; top or all around. Special 4.25

Boys



All the Boys' Wash Suits are picked to go. The sizes range from 2 to 8 years and the styles are jaunty and attractive. Percals, Linens, chambrays and Kindergarten cloths in practically all the colors, Norfolk, middies and a few other styles. All thoroughly washable. We believe that thrifty mothers will find in this a great good opportunity.

\$1 Suits reduced to 78c. \$1.25 Suits reduced to 98c. \$1.50 Suits reduced to \$1.15. \$1.75 Suits reduced to \$1.35. \$2 Suits reduced to \$1.50. \$2.25 Suits reduced to \$1.89. \$2.50 Suits reduced to \$1.98. \$2.75 Suits reduced to \$2.25. \$3.50 Suits reduced to \$2.89. \$5 Suits reduced to \$3.75.

A Clatter of China

Japanese hand-decorated china—characteristic patterns—unique, strange, withal quite attractive. If you have a liking for such things you are going to get a sure enough, copper-riveted bargain!

65c pieces at 39c, \$1 pieces at 69c, and \$1.25 to \$1.50 pieces at 85c.

MCCUMBER DEFEATS HANNA IN NORTH DAKOTA FIGHT

FARGO, N. D., June 29.—United States Senator F. J. McCumber has defeated Governor L. B. Hanna for the nomination as senator from North Dakota on the republican ticket, according to returns available today from Wednesday's primary. John Burke, United States treasurer, is leading F. O. Hellstrom in the democratic senatorial ticket.

FLYKIS.

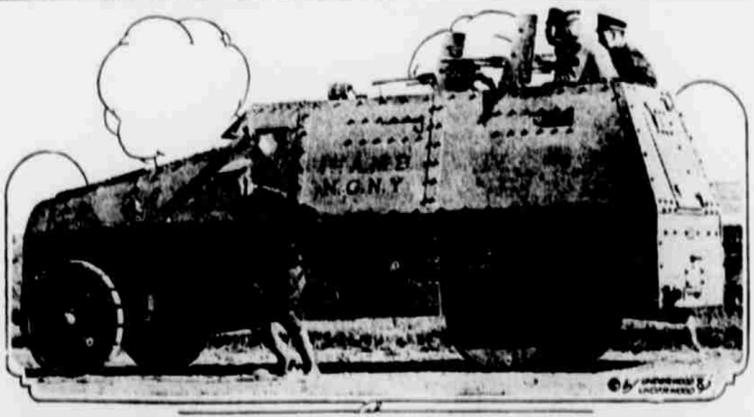
Old man Drugg, in his skull cap, sat dubiously behind the counter of his shop outside which a sign read "Drugg, Druggist, Druggs." A sporty looking man with a thick mustache and a nervous smile and a great coat and six bottles Panama and a package of cigars entered and inquired, "Have you anything that will make a race horse run faster?" "I have," said old man Drugg. "Fistic. My own invention." "I'll trouble you for some, please." "No trouble at all—'s a capital," said old man Drugg hospitably. And the stranger bought a capsule and departed.

That same evening he returned to collect more than a hundred and with his business suit was more plumed. "Did it work?" repeated the sporty man. "My horse kept on going like a streak of lightning in a straight line over the fence. Give me two capsules of that stuff please. I'd like to catch that animal."

GOOD IDEA

"Do you think anybody will find out about my hair being bald?" "Keep it under your hat," advised the helpful shopkeeper.

ARMORED MOTOR BATTERY IS FOR BORDER USE



ARMORED MOTOR BATTERY OF THE NEW YORK NATIONAL GUARD.

This armored motor car is equipped with machine guns as well as loop holes for rifle fire. The driver of the car is afforded almost complete protection. The entire car, including the wheels, is covered with armor. This and many other similar armored motors will be used in Mexico in case of actual hostilities.

Campaigners Sing Lustily as They Labor in Behalf of an Augmented Commerce Chamber for This City

There have been many interesting features of the Chamber of Commerce campaign. The noon luncheons have been highly interesting and have developed remarkable enthusiasm. There is no question that the series of luncheons held in connection with the registration movement has been the most remarkable series of functions of a civic nature ever held in the city. Captain O'Neill reported that his team signed up the new manager of the National Insour company, who had only been in the city an hour.

New Superintendent In. Captain Lybrand, when he reported stated that he had signed up the new superintendent of schools, J. A. Whitford, who was "not going to be here until next September."

President Ed Vaughn said he had signed up Henry Pressley, who might never live here, but who was an expert engineer.

The workers have become good singers. Some clever Oklahoma parodies have been written and the workers sing them with a will.

Popular Parodies. One of the most popular, entitled "Working for Oklahoma," was sung to "Marching Through Georgia," runs: "Bring in some brand new names, We'll sing another song, Sing it with a spirit that will boost the town, along with the crowd, Sing it till we have a chamber, fifteen hundred strong, While we are working for Oklahoma."



Dresses

It is high time they were going. That we realize it is indicated clearly by the size of the reductions. Our necessity is your opportunity—and allow us to suggest that you do not fail to take advantage of it. Losses like these are all in the life of storekeeping. Indeed the willingness to clear away merchandise is the distinguishing mark of a successful shop.

At \$4.95—Values to \$8.95

Voile, nets and other wash materials, in conventional figures, stripes and florals. Worth to \$8.95, at \$4.95.

At \$9.75—Values to \$16.50

Silks, nets and voiles. A group of most interesting and attractive styles—different and distinctive.

At \$14.75—Values to \$25

In fact some of them are worth \$29.50. Splendid crepes de chine in plain colors and combinations—navy, tan, rose, green and black.

At \$19.75—Values to \$39.50

Taffetas, Georgettes and sports silks, in original and exclusive models. Some of them copies of lovely things from Paris.

Noonday Luncheon



Special Attention to Committee Meetings Tables Reserved

LEE HUCKINS