THE PALESTINE DAILY HERALD,
Published Every Afternoon-Sunday Excepted.

"The Hamilton Boys, You Know
SUBSCRIPTION 15 CENTS THE WEEK by thb ybar, 8.00


HORWITS HORWITS HORWITS. HORWITS

## WE ANNOUNCE

Beginning Thursday Morning, the

## 14th Day of March

Our Display of Summer Merchandise. Also Mrs. L. W. Johnson will prepare a treat in her Millinery Department for the buyers of Easter Hats. It you want your Easter Dress and

Hat come. If you don't want to buy, come anyhow. Our entire line of nice Dress Goods, Laces, All Overs, White Goods, Skirts and Waists,
Muslin Garments, Dainty Ribbons, Ready Made White Suits, Hosiery and Shoes, will on display, ticketed and subject to your.inspection

## Now For a Strong Arǵument!

We are going to put prices on our goods at from 15 to 25 per cent. less than any othe ouse in Palestine-same goods as at other stores, only the patterns may be a little nore distinct and attractive. We shall give you 10 days of beautiful selection in SumBe with us. Buy from us. You will be pleased. We will be pleased. Remember the Day, Thursday, March 14th 10 Days of Bargains.

## H. HOR WITS

OUR GUARANTEE: Our merchandise is backed with our reputation. If you buy anything from us and you are not perfectly satisfied, return it and get your money refunded. Nothing fairer, is there? If you are pleased it and get your money retunded. Nothing not, iell us and we will please you
with your purchases tell others. If you before we let you go.

## Marks of Distinction

What the Victoria Cross is to the Brit ish soldiers, the "Triangle A" is to cigars -the mark of highest merit.
Only soldiers of proven merit wear the cross.

Only the best cigars on earth bear the " $\mathbb{A}$ " (Triangle A).

You record an emphatic protest against low-quality high-profit cigars every time you demand the "Triangle A" brands.

When you buy cigars get your money's worth and be sure of it !

Choose your cigars from boxes bearing the "Triangle A" mark of merit-then you know you're getting greater value than your money can buy any other way.
The "Triangle A" identifies the product of the American Cigar Company-the only complete organization with the only "stemmeries" equipment for scientifically developing the ripest fragrance of the best tobacco, for making a smooth, uniform blend, and for delivering the cigars to you in their best smoking condition.
The "Triangle A" on a cigar box guarantees full value, cleanliness, and unvarying quality.

## The New CREMO

represents the best quality that can be produced and sold for five cents-it $p$ moves every claim we make fo cigars sold under the "Triangle A.
Every box is extra-wrapped in glassine paper, sealed at each end with the "Triangle $A$ " in red, to maintain perfect smoking condition and cleanliness until the box is opened.
american cigar company Manufacturer


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