

# Clothes that Fit Your Looks, Likes and Lucre

**S**UPPOSE YOU LET this store make a map of your body-lines. We have a measure-taking system that gives us a *Carbon Copy* of the physique that you call "Yours Truly."

When that body-chart reaches the Royal Tailors' designing rooms in Chicago, or New York, a real custom tailor journeyman will draft and cut and needle a merchant-tailor product to dovetail your specifications.

That's what "The Royal Tailored Look" means—a genuinely made-to-measure garment—individually hand and brain-wrought; built to your mandate in every component.

You select the fabric—secure your idea, without compromise—for you choose from half-a-thousand of the choicest foreign and domestic weaves. You pick out the fashion, naming the type of coat, the length of lapel, the sort of waist contour, the cut of vest, the shape of trousers you like best. It is *your* suit you order—made to fit the mirrored reflection of you that we send the Royal Tailors.

No, it doesn't cost the \$50 or \$75 that the good local tailor charges—for the Royal Tailors tailor for a nation, where he makes for a neighborhood.

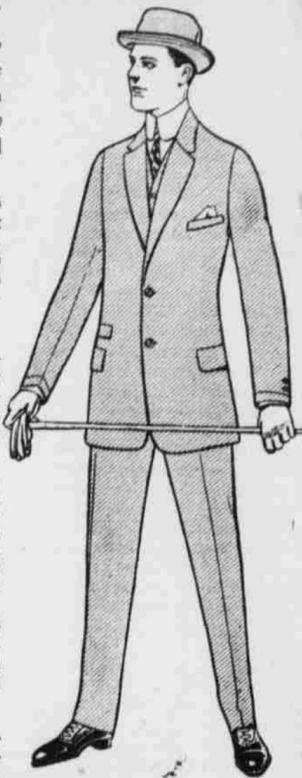
And Royal profits are pro-rated on half-a-million transactions a year.

Satisfaction is part of the contract at whatever price you pay. Royal tailoring tolerates nothing less.

Prices:—As amazing as the peerless quality itself, \$16, \$17, \$20, \$25, \$30, \$35 for the utmost in a custom-made Suit or Overcoat.

Also Agents for the Famous "Regal Shoes."

**WISE BROS., Yazoo City, Miss.**



## LOCAL AND PERSONAL.

Mr. Bryan Campbell, of Silver City, was in the city Tuesday on business.

See us relative to your coal. **YAZOO ICE & COAL CO.**

Mr. R. J. Coker, of Eden, was in the city Tuesday to attend the funeral of Mrs. Lear.

The many friends of Mr. J. Elliott will be glad to know that he has recently recovered from a severe attack of bronchitis.

Mr. Henry Stigler, of Memphis, accompanied the remains of his sister, Mrs. John Lear, home Monday and stayed over till Wednesday.

The infant son of Mayor and Mrs. T. H. Campbell has been quite ill with pneumonia this week, but we are glad to state he is very much improved.

Squire Henderson, of Deasonville, was in the city Monday attending to business and shaking hands with his old friends and making new ones.

Suire W. J. Royster has been suffering from sciatica this week and has been confined to his room on account of the severe pain which it caused.

Mrs. Mary James is over from Jackson on a visit to her daughter, Mr. A. R. Tinnin and her friend, Mrs. Lizzie Westling, at their hospitable home on Broadway.

Messrs. H. Nolte, Johnnie and Alva Kirk had a very pleasant trip to Anding Sunday. Their car broke down at Valley and they had to go from there on the train.

Mrs. Wm. Warmack, Mr. and Mrs. J. W. Warmack with their two little girls, of Huntlo, Miss., came down to the city in their touring car Monday and spent a couple of days visiting relatives and friends.

Mrs. T. C. Eller left Wednesday for Kansas City, Mo., after spending a few weeks with her sisters, Mesdames C. L. McGuire, E. P. Swain, J. J. Burdette, and J. J. Burdette.

Mrs. P. F. Campbell left Wednesday with her mother, Mrs. Lulu Kirk, for Woodbine, where she will spend a few days before she leaves with her two interesting children for Hatch, New Mexico.

We are strong competitors of the winter's chill. \$5.00 and \$6.00 Coal will cure your ills. **YAZOO ICE & COAL CO.**

Mr. and Mrs. C. E. Weir spent the later part of last week visiting relatives in the city. Mr. and Mrs. Weir are now making their home at Ruleville, one of the most progressive little cities on the Y. & M. V. Railroad.

Cold times are here, as well as coal times. Call us. **YAZOO ICE & COAL CO.**

Mr. and Mrs. T. M. Lightcap announce the engagement and approaching marriage of their daughter, Laurie Wynn, to Louis Stigler. The wedding will take place October twenty first (21). No cards.

Mrs. Wood Shepherd, of Clarksdale, was operated upon at the home of her mother, Mrs. M. E. Everett, on South Washington Street, by Drs. McCalip and Noblin. The operation was an entire success in every way, and Mrs. Shepherd is resting comfortably with every assurance that she will soon be well and strong.

Mr. George Stigler, of Lexington, came down Tuesday to attend the funeral of his niece, Mrs. John Lear.

Red Ash Coal, \$6.00; Black Creek Coal, \$5.00. None better for the money. **YAZOO ICE & COAL CO.**

Miss Madeline, the sweet and charming daughter of Mr. and Mrs. Upshaw, of Louise, has been the welcome guest in the home of Hon. and Mrs. C. F. Rhodes this week.

Miss Laurentina Burrus arrived home Monday evening after a summer spent at Bay Head, New Jersey. Mrs. Burrus went by Helena, Ark., and will spend a couple of weeks visiting her son, Mr. Charlie Burrus, and enjoying getting acquainted with her grandchild.

Mr. and Mrs. K. C. Thompson enjoyed a visit from their brother, Dr. Thompson, pastor of the Presbyterian church at Kociusko, this week. While here, Dr. W. J. Caldwell had him preach the preparatory sermon last Friday night. The congregation was very much pleased with his sermon which was forceful and logical.

Mr. D. Wolerstein has severed his connection with the Amuse-U and will devote his entire time to the management of the Yazoo Theatre, which will open on Oct. 15. Quite a number of first-class attractions have been booked for the season. On dark nights feature pictures will be run. The theatre will open with Brady's show "Too Many Cooks."

While Mr. and Mrs. J. O. Stricklin were out riding in their auto Wednesday night, the machine from some cause became unmanageable, and went down Peak Tenerife hill at a terrific speed. With Mr. and Mrs. Stricklin were Miss Ruby Bridges and Mr. Lawrence Underwood. All were thrown out and badly bruised, but no bones were broken. It was a narrow escape.

Mr. F. J. Smith, of No Mistake plantation, was in the city Monday and made the Herald an appreciated call. Mr. Smith has been up against a series of incidents this year. First he had measles which went into pneumonia, after which when he thought he was about well, he had a slight cold which he has regained his strength, and will soon be enjoying his usual good health.

Miss Belle Griffin, one of our own girls, is receiving what is honestly due her in compliments as one of the Maids of Honor at the Confederate Reunion which was held in Jackson Wednesday and Thursday of this week. We can readily see why the veterans love to do honor to her for she is a young lady of unusual physical beauty, and of striking personality, and has a beautiful voice which she was glad to use in singing the old war songs which never fail to thrill the old veterans' hearts.

Mr. S. Summerfield Well Pleased. Mr. Summerfield is more than satisfied with the patronage which he is receiving from the public. On Friday and Saturday last he reports that his sales of Hats, Suits and Dress and other staple and fancy goods which are carried in his large and well assorted stock.

Mr. S. Summerfield does not have a regular formal opening, but is always glad to have his friends call and inspect his goods at their leisure and convenience, with every assurance that they will appreciate their trade and that they will be waited upon by experienced, capable and polite attaches of the store.

When you want to make your new dress, you want a pattern that will fit and give the style and dash to your costume which is the one thing that every lady wishes. This can be had by getting the Pictorial Patterns, which are on sale by S. Summerfield.

S. Summerfield has a line of Suits, Dresses and Coats for Ladies, which will be closed out, no two alike. Call and see what a big saving will be in your bill.

S. Summerfield is the place where the Pictorial Patterns are kept exclusively. You will find the pattern of the most popular styles, Russian Tunic Dress and the stylish Basque dresses in the famous Pictorial Review.

Miss Rosalie Waterer has accepted a position with Mr. H. A. Hoffman, of the Rookery, and will be glad to have her friends call on her when in need of any article of any line which is carried in the large and varied stock of the Rookery.

# These Four Styles

Represent a few of the Most Popular Fall Styles in

## Pictorial Review Patterns



Redingote Waist 5919 Skirt 5437 Russian Jacket 5925 Skirt 5468 Waist 5930 Skirt 5889 Redingote Coat 5965 Skirt 5891

The most wonderful collection of Autumn Styles comprising the latest Russian Tunic, Basque, Spanish Cavalier Cape Waists, etc., etc., Has Just Arrived

Never Before has such a splendid collection of novelties been offered to our customers. Be sure and see them before deciding on your FALL STYLES.

NOW ON SALE Magazines

A GREAT OFFERING of Fine Sample Suits, Coats and Dresses for Ladies. We closed out the sample lines of two of New York's best makers, so you can get them at a big saving. Scarcely any two alike



YAZOO CITY'S LEADING STORE.

## Cattle and Horse Sale

On Nov. 5, 1914, We will Sell

- Several Registered Hereford Cows,
- " " Bull Calves
- " High Grade Hereford Cows
- " " Heifers
- Two First-Class Brood Mares with Colts at Side
- Three Yearling Colts
- Two Registered Tamsworth Sows and 16 Pigs
- One Registered Tamsworth Boar
- Several White Holland Turkeys
- Several Angora Goats

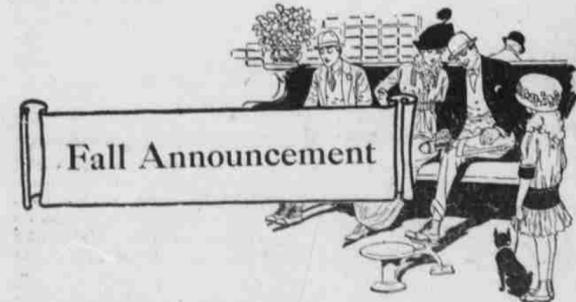
**BRICKELL BROS.** Yazoo City, Mississippi

With Our Colored People. As is usual the case where a great emergency arises which is for the good of all men, we can depend on our colored friends doing their very best. Sunday in each church of the city of every denomination, they observed the day with appropriate services. Many of the edifices were not large enough to hold the crowds which assembled, that they might join in the mighty throng who were in humble supplication around the throne of grace.

A Card. To all those in Yazoo City and elsewhere, who by their constant, earnest, loving sympathy and assistance, have eased the suffering of my beloved wife during her long sickness, and comforted the grief caused by her death, I extend, for myself and for those others on whom her loss will fall most keenly, my most earnest appreciation and thanks. **J. M. LEAR.**

Mr. and Mrs. Robert Kennington, of Jackson, came over Friday and spent the day.

## P. B. POWELL, The Shoe Man



Fall Announcement

We beg to announce that on Wednesday, October 7th, we place on sale Fall Styles in

**Nettleton Shoes**  
The Footwear of Excellence for Men

Buy HORSESHOE Self-Rising RINCLEADER Plain Flour From Your Grocer It is GUARANTEED DELTA PRODUCE CO. Distributors