

# THE "WHITE WAY" OPENS TONIGHT

The Loudest Noise  
ON THE  
"Great White Way"

IS THE  
Hand Klaxonette **\$4.00**

**Western Motor Supply Co.**

318 San Francisco Street. Phone 523.



Horseflesh  
OR  
Gasoline  
?



The Most Complete Transfer Service in The Southwest  
BAGGAGE, HEAVY HAULING AND LIVERY

Taxicabs and Touring Cars

**PHONE 1**

Day and Night Service

**Longwell's Transfer**  
J. J. LONGWELL, OWNER

**FREE A Fly Swatter**

Get one as you pass our store on the "Great White Way"

This is Headquarters For TENTS, AWNINGS, LAWN, PORCH AND CAMP FURNITURE

Complete Stocks of Duck and Awning Stripes

NO-ICE WATER BAGS—GREAT IN THIS DRY CLIMATE

**El Paso Tent & Awning Co.**  
314 San Francisco Street

At the Head of the "White Way"

In the lead, too, in drug-store service, offering an absolutely complete line of Drugs, Toilet Goods and Sundries.

Stop in for a Delicious Soda

**POTTER DRUG COMPANY**  
PHARMACISTS

Corner El Paso and San Francisco Streets

**Closing Out to Quit Business**

will sell entire stock as a whole, or any article separately at a **HEAVY SACRIFICE**

If you have **WEDDING GIFTS** to buy, here's your chance to make a big saving on **SILVER ANTIQUES, ART GOODS, NAVAJO BLANKETS, SILK AND LACE SHAWLS, BED SPREADS, TABLE CLOTHS, ETC.**

**The Kline Curio Co.**

420 San Francisco Street

**See the Big Lights Flash**

At 8 O'clock This Evening  
On San Francisco Street

**"The Gateway to El Paso"**

DON'T MISS IT

It Means a Brighter Welcome to Strangers and a Big Extension to the City's Shopping District

The Spotlight

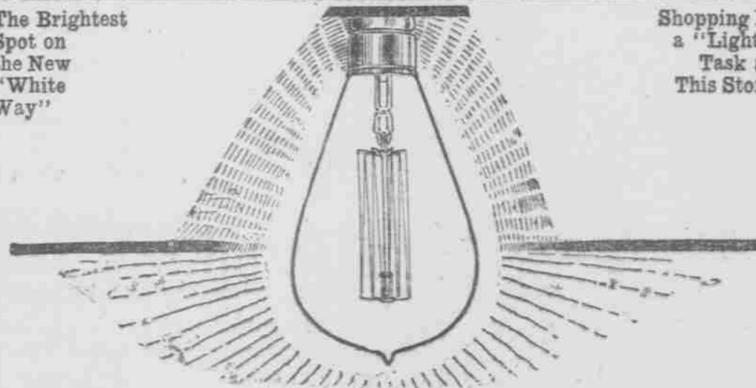
Is on These Live Business Houses of San Francisco Street.



Special Window Displays From Depot to Plaza

The Brightest Spot on the New "White Way"

Shopping Is a "Light" Task at This Store



The White Way Is the Right Way to

**Krackajack Service and Hardware Satisfaction**

**Krakauer, Zork & Moye's, S. I.**  
117 SAN FRANCISCO STREET

**The Brightest Light In the Auto World**

*Overland*



Here's Our Agency Record

215 Overlands (1915 Models) Sold  
5 Overlands (1915 Models) To Be Sold

Model 80-T--\$1150 F. O. B. El Paso

**El Paso Overland Auto Company**

120-122 SAN FRANCISCO STREET

The Only Automobile Salesroom and Service Station on the "White Way"

GREEN TREE HOTEL FIRST ON EL PASO'S "WHITE WAY"



A LIGHTING from a passenger train the first hotel that greets the eye of the traveler is the Green Tree Hotel, opposite the union station, at 314-9 San Francisco street. This is one of the oldest established hotels in El Paso, having been established in 1882 by Paul Knating, Jr., who established it with his mother, now Mrs. Behner. The hotel is a favorite among both family and transient trade. Modern rates and good home cooking have added to its popularity. The cooking is being furnished by Mr. Stein in the "New York Restaurant," luncheon served both day and night by Mr. Hogg at the Green Tree lunch stand. The hotel is operated on the European plan. G. A. Bannert is the proprietor of the Green Tree bar. A complete stock of fine wines and beers is kept at the bar, which is the closest to the depot.

**Where Farmers Go ON THE "Great White Way"**

The home of the quality kind of Farming Implements and Supplies. Our stocks are complete, and our long experience enables us to render exceptional service to those who would make the most of their land under the irrigation system.

**Haying Machinery a Specialty**

**Valley Implement & Vehicle Co.**  
J. HISE MYERS, MGR.  
504-506-508 SAN FRANCISCO STREET

**Brightness Gets Business**

That's the reason for the "Great White Way"—a brighter welcome to El Paso visitors and an attractive addition to the city's illuminated shopping district.

**El Paso Electric Railway Co.**

**McLellan Bros.**

Taxidermists and Manufacturing Furriers

**Fur Storage**

Furs stored in our vault are absolutely insured against moths, fire and theft. The charge is only nominal.

Furs made to special order—also cleaned, repaired and remodeled.

**309 San Francisco Street**