



ASK YOUR GROCER FOR

Every  
Can  
Represents  
the  
Utmost  
In  
Uniform  
Purity  
and  
Quality



Guaranteed  
to  
Give  
Satisfaction  
Or  
Your  
Money  
Refunded

VALUABLE COUPONS GOOD FOR SILVERWARE ARE PACKED IN EACH CAN

Roasted and Packed By  
**FREEMAN & COMPANY**  
EL PASO, TEXAS.

YOUR EASTER DINNER WILL NOT  
BE COMPLETE WITHOUT

ALWAYS  
FRESH



ALWAYS  
THE BEST

Made From Durum Wheat, Which Is The Best Wheat That Money Will Buy—Try Mission Brand The Next Time You Buy Macaroni.

**IC** We Are Ready for the 1916 Season  
Buy Coupon Books and Save Money  
**Pure Ice**  
FULL WEIGHT  
Rio Grande Ice Co.  
Tel. 2250

You Can't Have **EASTER** Without **Flowers**  
You can't find a better selection of Flowers for Easter than you will see at **Kolle's THE FLORIST**  
310 Mesa. Tel. 3262  
Please Place Your Orders Early.

**Nothing But Good Things to Eat**  
None But the Best Service  
Meet your friends at our place where good fellowship prevails—and where nothing will keep you from wanting to come again. Our Merchants' Lunch for 15c, from 12 to 2 p. m., is the best in the city for the price.  
And don't forget me when you want a nice juicy Steak.

**Fritz's Place**  
Corner W. San Antonio and Santa Fe Sts.  
One Block From Paso del Norte Hotel

**EAT PLENTY OF BREAD**  
IT'S GOOD FOR YOU.  
THE BEST BREAD COMES FROM  
**Powell's Home Bakery**  
PHONES 163 AND 164 411 EAST BOULEVARD  
One of the Most Sanitary Bakeries in the Southwest.

**Why Worry?**

Worry causes more wrinkles on young faces than is traced thereon by the finger of Old Father Time, and household duties are sources of worry either in the doing or having them done.  
The old rhyme, "Man works from sun to sun—woman's work is never done," always will be thus until women decide to banish worry by taking advantage of the many labor-saving devices

**G A S**

Is the important factor in all of these. With the approach of Summer the need for Gas for fuel increases. Supply yourself with Gas Connections and modern Gas Appliances.

**El Paso Gas Company**  
425 N. Oregon Street

To The Public

**Rio Grande Valley Butter Makes the Bread Eat Smoother**

Is chummed in El Paso for the people of El Paso and is the tastiest of all butters. It is pure, wholesome and healthful. You owe it to yourself and family to provide butter that is safe as well as good to eat.

**Rio Grande Valley Butter Is Pasteurized**

Your physician will tell you that the pasteurization of cream insures its absolute purity, by eliminating all possibility of harmful germs. Every ounce of cream that goes in RIO GRANDE VALLEY BUTTER is scientifically pasteurized, and to prevent it from contamination after it leaves the creamery it is packed in odor-proof paraffine packages.

Use this good butter every day; let its fresh deliciousness be its own argument of superiority.

We Guarantee It To Be The Best Butter Sold In El Paso.

**Rio Grande Valley Creamery Co.**

Phone 6171. El Paso, Tex. 707 Texas St.

SOLD BY EL PASO'S LEADING MERCHANTS.

**The Best Milk And Cream**

Comes in Red Top Bottles—and the Red Top Bottles Come From the

**American Dairy**  
Phone 402

The Milk and Cream in Every Red Top Bottle is Produced and Guaranteed By Us.

**Drink BORDER BLEND COFFEE**

It Satisfies

Ask Your Grocer