



# WHATEVER YOU WANT



## YOU'LL FIND IT HERE

### Let Uncle Sam Bring It To You

### Notice To Advertisers On This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write to the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

### \$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash    Second Prize, \$2 Cash  
Three Prizes of \$1 Each

### READ RULES OF CONTEST READ

IN THE 68 ADS. PUBLISHED BELOW ARE CERTAIN MISPELLED WORDS. FIND THESE WORDS. AT THE TOP OF A SHEET OF PAPER WRITE THE NUMBER OF MISPELLED WORDS FOUND, THEN WRITE EACH WORD CORRECTLY AND THE FIRM NAME OF ADVERTISEMENT IN WHICH WORD MISPELLED APPEARS. WRITE YOUR NAME AND STREET ADDRESS. DO NOT WRITE ON BOTH SIDES OF PAPER. ADDRESS YOUR ANSWER TO THE DIRECTORY EDITOR, CARE THE HERALD. ANSWERS MAY EITHER BE MAILED OR BROUGHT TO THE HERALD OFFICE. ALL ANSWERS MUST BE IN THE HERALD OFFICE BY 6 P. M. NEXT WEDNESDAY. WINNERS WILL BE DECIDED BY THE NEATEST CORRECT, OR THE NEATEST NEAREST CORRECT ANSWER. IN CASE OF A TIE PRIZES WILL BE DIVIDED. NEXT SATURDAY WINNERS WILL BE ANNOUNCED AND THE AWARDS MAILED.

LAST WEEK'S PRIZE WINNERS WERE: First prize \$5 to Miss Min B. Matthews, 2921 Tularosa street, El Paso, Tex.; second prize \$2 to Thomas J. McCabe, Co. G, 4th N. J. Inf., Douglas, Ariz.; three prizes of \$1 each to E. M. Wear, 2904 Nashville street, El Paso, Tex.; Miss Lucille Peters, Flisk Apts., No. 47, El Paso, Tex.; Nell C. Cross, Box 56, Las Cruces, N. M.

## ASSAYING

GEO. W. GAMERON  
Assayer and Chemist  
Representative for Shippers to the  
El Paso Smelter  
205 San Francisco St.  
P. O. Box 488.

## BAGGAGE

GOINC AND COMINC  
Secure Our Service—Prompt  
Reliable—Reasonable—Tel. 3500.  
CITY SERVICE CO.  
(Formerly the Jitne Co.)

## AUTOS For Hire

Phone 1.  
Passenger Cars and Baggage  
Trucks.  
Longwell's Transfers

## BAKERY

Buster Brown Bread  
The Perfect Loaf.  
For Sale By All Grocers.

## AUTO ACCESSORIES

AUTOMOBILE SUPPLYS  
Fisk and Portage Tires  
Western Motor Supply  
Company  
218 San Francisco St.

## BANK

Start a Savings Account  
With Us.  
Rio Grande Valley  
Bank & Trust Co.

## AUTOREPAIRING

Auditorium Garage  
TOM WHITE, Mgr.  
322 MILLS STREET.  
Phone 2202.

## BARBER SHOP

Basement Barber Shop  
J. L. OULTS, Prop.  
Phone Service to Each Chair and  
Manicure Table.  
Basement Roberts-Banner Bldg.

## AUTOS USED

All Cars Sold at Bargain.  
Fred G. Hoagland & Co.  
New Location:  
218-220 West San Antonio Street

## BOOKS

WHEN A MAN'S A MAN,  
Harold Bell Wright's Latest Novel.  
There is just one class of people  
who will not enjoy this book—those  
who can't read.  
EL PASO BOOK CO.  
Mills Bldg. Phone 663.  
"It's Handy."

## COAL

We realize that there are a good  
many people in El Paso not buying  
our coal. Why not start in now  
by placing your order for your win-  
ter's supply?  
Summer Prices Are Cheaper.  
BADGER FUEL CO.  
Phone 286.

## DRY CLEANING

**Wright**  
CLEANER  
Clothes Cleaned Pressed Wright  
343-435-2129

## INSURANCE

Life, Accident and Health Insur-  
ance—Uptodate Policies  
Occidental Life Insurance  
Company  
HENRY T. BOWIE, Gen. Agent.  
Phone 436, 307 First Nat. Bank Bldg.

## NURSERY

Large Variety of Cut Roses, Hand-  
ling Baskets, Porch and Window  
Boxes.  
El Paso Nursery Co.  
3200 Block Alameda Ave.  
Phone 3330.

## SHOES REPAIRING

TRY "THE  
ENTERPRISE"  
Ladies' Rubber Heels 25c.  
316 Mesa Ave.

## OILS

And the Famous  
SPEEDWAY GASOLINES  
Rio Grande Oil Co.

## SPORTING GOODS

For ahsenal Goods, Camp Furniture,  
Leggings, Belts, Holsters, Scabbards,  
Arms and Ammunition and Other  
Sporting Goods, go to  
SHELTON-PAYNE ARMS CO.  
Phone 438. 317 Texas St.

## OPTICIAN

OPTOMETRIST  
CARYL C. HILL  
WHO MAKES GLASSES  
THAT FIT  
421 MESA AV.

## STORAGE

The Only Fire-proof Storage in  
El Paso.  
Western Transfer &  
Storage Co.  
PHONE 96 220 S. STANTON

## AUTO BODIES

OF EVERY DISCRPTION  
MADE IN EL PASO  
El Paso Body and Wheel Works  
SAM WILLIAMSON, Prop.  
1500 TEXAS STREET.

## BRICK

Don't Pass Up  
Pass-Tex Brick  
The Best Brick Manufactured in  
El Paso.  
EL PASO BRICK COMPANY.

## COFFEE And Teas

Pan American Coffee Co.  
Phones 3100.

## ELECTRICAL

GOODS  
Acquaint Yourself With the Way  
Electrical.  
Larrabee Electric Co.  
406 Texas St. Phone 2823.

## ICE!

Pure Ice, Full  
Weight and  
the best Delivery in El Paso. Use  
Coupon Books and Save Money.  
Rio Grande Ice & Fuel Co.  
Telephone 2250.

## PIANOS

Player and Electric Pianos and  
Talking Machines Sold on Easy  
Month Payments.  
JENKINS PIANO CO.  
The Big Piano House.  
211-213 Texas. Phone 2958.

## TANKS

CULVERTS,  
SILOS.  
Let Us Quote You Prices.  
Hills, Sutton & White  
Mfg. Co.

## AUTOS PAINTING

WE DO IT RIGHT.  
El Paso Carriage & Auto  
Painting Co.  
301-303 S. OREGON STREET.

## BUSINESS COLLEGE

**NIGHT SCHOOL**  
International Business College  
Cole Bldg. Phone 1147

## COFFEE

!!! OF COURSE  
**COFFEE**  
JOE  
CERTAINLY—!!!  
THE BEST SUMMER DRINKS.  
410 South El Paso St.

## EXCHANGE

Mexican Money  
BOUGHT AND SOLD  
INTERNATIONAL EXCHANGE  
and COMMISSION CO.  
324 South El Paso St.

## KODAK Finishing

OF QUALITY  
Our Work is the Best—Our Price  
the Lowest.  
Try Us Once and see the Differences  
J. F. GANDARA  
WITH  
Commercial Office Sup. Co.  
208 Texas.

## PLUMBING

Why of Course the LEADING  
PLUMBER is  
McCHESNE  
412 E. Boulevard. Phone 2395.

## THEATRE

FOR THE BEST  
MOVING PICTURES.  
FOR 5c.  
EUREKA THEATER  
315 S. El Paso St.  
Come Once and You Will Come  
Again.

## AUTOS REFRIGERATORS

Cork Lined, Fastens on Running  
Board Same As Our Overland  
Liquid Container.  
H. WELSCH CO.  
1215 TEXAS ST.

## BUTTER

Ask Your Grocer for  
Rio Grande Valley Butter  
MADE FRESH EVERY DAY.

## DAIRY

Phone 402  
For the Best.  
AMERICAN DAIRY  
PURE MILK

## FURNITURE

Buy it from YOUNG and Buy it  
For Less.  
\$1.00 Down and \$1.00 a Week will  
Buy All You Need in Furniture.  
Young Furniture Co.  
105 S. Stanton. Tel. 535

## LAVNDRY---

Elite Laundry Co.  
Home of SPICK and SPAN  
Telephone 2177.

## PRINTING

Globe-Wernicke Filing Cabinets,  
Globe Safes.  
RUSH JOBS ARE OUR ESPECIAL  
DELIGHT.  
Ellis Bros. Printing Co.  
110 S. Oregon. Phones 45-46

## TRUNKS

TRAVELING BAGS, SUIT CASES  
AND SMALL LEATHER GOODS  
Made, Repaired and Exchang.  
El Paso Trunk Factory  
NEXT TO CRAWFORD THEATER

## AUTO REFRIGERATORS

Cork Lined, Fastens on Running  
Board Same As Our Overland  
Liquid Container.  
H. WELSCH CO.  
1215 TEXAS ST.

## CAFE--

Eat at—  
The White Star Lunch  
No Waiting—No Tipping.  
213 S. El Paso St.  
ALWAYS OPEN.

## DANCING

COTILLION CLUB  
Dancng Every Tuesday and  
Saturday Nights.  
Ryan's Dancing Academy

## FURNITURE

AND HARDWARE  
CHEAP FOR CASH  
H. KULLER  
215 South Stanton Phone 2158

## LUMBER

QUALITY LUMBER AT THE  
RIGHT PRICE  
Rheinheimer Lumber Co.  
Piedras, Alameda and Myrtle.  
Phone 498.

## REAL ESTATE

MEXICAN INVESTMENTS  
Our Specialty.  
Mexico Realty and  
Investment Co.  
F. B. PUGA, Mgr.  
PHONE 509.

## UNIVERSAL AUTO LOCK

Pat. July 11, 1916.  
Absolute Protection  
against Theft, Joy Riders and  
Damaged Cars.  
UNIVERSAL AUTO LOCK CO.  
419 Myrtle Ave.

## AUTO BATTERIES

WEST TIME TRY  
Western Battery and  
Magneto Co.  
214 E. Boulevard.

## CARPENTERS AND CABINET MAKERS

F. X. Wimber Company  
Store Fronts—Counters—Shelving—  
Saloon, Bank and Pool Room Fix-  
tures—Ice Boxes—Show Cases and  
Screens. Ample Storage Room at  
Lowest Rates. Estimates Furnished  
Free. We carry Second-Hand Ta-  
bles, Fixtures, Counters Show  
Cases and Bars.  
416 E. Overland Street. Phone 3762

## DIAMONDS & JEWELRY

The Jewel Shop  
Send Us Your Repair Work.  
Herald Bldg.

## FURNITURE REPAIRING

R. L. DANIEL FURNITUR AND  
MATTRESS FACTORY  
Office and Store, 218 Texas  
Factory, 1806-1808 Texas St.

## MACCARONI

Ask Your Grocer for  
TRI-STATE  
MACARONI  
—Made In El Paso—

## SADDLES

AND SHOE FINDINGS  
West Texas Saddlery Co.  
210 SOUTH OREGON ST.

## VULCANIZING

Like You Want It,  
When You Want It  
Try Us.  
EL PASO VULCANIZING WORKS  
117 N. Kansas. Phone 3240

## AUSTIN Terrace

The only Parked Residence District  
In El Paso—The Home Place  
Beautiful.  
W. H. Austin  
Jas. L. Marr & Co.

## CHINA

Fine China, Glassware—  
Art Pottery  
W. K. Smith  
THE DINNERWARE HOUSE  
102 North Stanton.

## DISTILLED Water

QUICK DELIVERY  
EL PASO DISTILLED  
WATER CO.  
Phone 489.

## HAY, Grain

And Feed  
Walter S. Clayton  
OCHOA AND FIRST STS.  
PHONE 294.

## MATTRESSES

We Are Manufacturer  
of Felt and Cotton Mattresses and  
Wholesalers Of  
Bed Springs, Cots, Chairs, Etc.  
El Paso Bedding Co.  
P. O. Box 714. El Paso Texas

## SEEDS

AND POULTRY SUPPLIES  
Manufacturers of PERFECTION  
Brand Poultry FEEDS  
W. D. Wise Seed Co.  
Retail Store, 106 N. Stanton

## WATER BAGS

TENTS, AWNINGS AND  
CAMP FURNITURE  
El Paso Tent & Awning  
Company  
314 San Francisco Street.  
Phone 2044.

## DRUGS

We especially cater to the mail order  
business of our many customers in  
Arizona and New Mexico, preparing  
the postage on all orders amounting  
to \$1.00 or more.  
Court House Drug Store  
410 1/2 San Antonio St. Phone 1412.

## HOTEL LOCKIE

Rates .....\$1.00 Day Up  
Special Rate by Week or Months  
Cor. Mills and Stanton

## CLEANING Revolutionized

CLEANS THE HANDS WITH-  
OUT WATER  
ABOLISHE FOREVER  
THE USE OF GRIT SOAPS  
Ask your grocer or Ryan's drug store.

## SHOES

Buy Your Shoes of Us and Save  
Money.  
Quality Shoe Co.  
105 San Jacinto St.  
Near Ardola's Confectionery.

## WELDING

"Save the Pieces"  
And Send Them to Us—and you'll  
Save Money.  
Brown Welding Co.  
212 San Francisco St.