



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 MISSPELLED WORDS. FIND THESE WORDS. AT THE TOP OF A SHEET OF PAPER WRITE THE NUMBER OF MISSPELLED WORDS FOUND, THEN WRITE EACH WORD CORRECTLY AND THE FIRM NAME OF ADVERTISEMENT IN WHICH WORD MISSPELLED 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 Mrs. S. Gold, 415 Upton, El Paso, Tex.; second prize \$2, to Charles N. Harzin, Co. M, Tib U. S. Inf., Fort Bliss, Tex.; three prizes of \$1 each to Mrs. W. K. Moore, Harrison, N. M., Box 194; Mrs. J. M. Corcoran, Toyah, Tex., Box 144; O. K. Hughes, 2614 Wheeling St., El Paso, Tex.

ASSAYING

GEO. W. CAMERON
 Assayer and Chemist
 Representative for Shippers to the El Paso Smelter
 205 San Francisco St.
 P. O. Box 486.

BAGGAGE

GOING AND COMING
 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 Transfer.

BAKERY

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

AUTO ACCESSORIES

AUTOMOBILE SUPPLIS
 Fisk and Portage Tires
 Western Motor Supply Company
 318 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 2292.

BARBER SHOP

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

AUTOS USE

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

BOOKS

School Books and Supplies Ready.
 Get yours today before the rush.
EL PASO BOOK CO.
 311 N. Oregon St. Mills Bldg.
 Also in New High School Building "It's Handy."

AUTO BODIES OF EVERY DESCRIPTION

MADE IN EL PASO
 El Paso Body and Wheel Works
SAM WILLIAMSON, Prop.
 1506 TEXAS STREET.

BRICK

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

Overland

El Paso Overland Auto Co
 191 22nd Street
Willis

BUSSINESS COLLEGE

NIGHT SCHOOL
 International Business College
 Cole Bldg. Phone 1147

Auto Painting

WE DO IT RIGHT.
 El Paso Carriage & Auto Painting Co.
 301-313 S. OREGON STREET.

BUTTER

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

AUTO Refrigerators

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

CAFE--

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

AUTO Batteries

Willard
 NEXT TIME TRY US.
 Western Battery and Magneto Co.
 314 E. Boulevard.

CARPENTERS AND CABINET MAKERS

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

AUSTIN Terrace

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

CHINA

Fine China, Glassware—
 Art Pottery
McKule & Smith
 THE DINNEWARE HOUSE
 762 North Stanton.

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 winter's supply?
 Summer Prices Are Cheaper.
BADGER FUEL CO.
 Phone 358.

DRY CLEANING

Wright
 THE CLEANER
 Clothes Cleaned Pressed Wright
 343—PHONES—2129

INSURANCE

Life, Accident and Health Insurance—Up-to-date Policies
 Occidental Life Insurance Company
HENRY T. BOWEN, Gen. Agent.
 Phone 436, 207 First Nat. Bank Bldg.

COFFEE And Teas

Pan American Coffee Co.
 Phone 3160.

ELECTRICAL

GOODS
 Acquaint Yourself With the Way Electrical.
Larrabee Electrec Co.
 405 Texas St. Phone 3823.

ICE!

Pure Ice, Full Weight and the best Delivery in El Paso. Use Coupon Books and Save Money.
Rio Grande Ice & Fuel Co.
 Telephone 2360.

COFFEE

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

EXCHANGE

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

KODAK Finishing

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

DAIRY

Phone 402
 For the Best.
AMERICAN DAIRY

FURNITURE

Buy it from YOUNG and Buy it For Less.
 \$1.00 Down and \$1.00 a Week will Buy All You Need in Furnitures.
Young Furniture Co.
 105 S. Stanton. Tel. 523

LAUNDRY

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

DANCING

COTILLION CLUB
 Dancing Every Tuesday and Saturday Nights.
Ryans Dancing Academy

FURNITURE AND HARDWARE

CHEAP FOR CASH
H. KULLER
 215 South Stanton Phone 2158

LUMBER

QUALITY LUMBER AT THE RIGHT PRICES.
Rheinheimer Lumber Co.
 Piedras, Almendra and Myrtle. Phone 488.

DIAMONDS & JEWELRY

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

FURNITURE REPAIRING

R. L. DANIEL FURNITURE AND MATTRESS FACTORY
 Office and Store, 318 Texas.
 Factory, 1806-1808 Texas St.

MACARONI

Ask Your Grocer For
TRI-STATE MACARONI
 —Made in El Paso—

DISTILLED Water

QUICK DELIVERY
EL PASO DISTILLED WATER CO.
 Phone 489.

HAY, Grain And Feed

Walter S. Clayton
 OCHOA AND FIRST STS.
 PHONE 204

MATTRESSES

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

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 Rates by Week or Month
 Cor. Mills and Stanton

CLEANING Revolutionized

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

NURSERY

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

SHOE REPAIRING

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

OILS

And the Famous
SPEEDWAY GASOLINE
 Rio Grande Oil Co.

SPORTING GOODS

For Baseball Goods, Camp Furniture, Leggings, Belts, Holsters, Scabbards, Arms and Ammunition and Other Sporting Goods, go to
SHELTON-PAYNE ARMS CO.
 Phone 425. 217 Texas St.

OPTICIAN

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

STORAGE

The Only Fire-proof Storage in El Paso.
Western Transfer & Storage Co.
 PHONE 96 229 S. STANTON

PAINT AND WALL PAPER

We Carry a Complete Stock.
Worthington Paint and Wall Paper Co.
 408 N. Oregon Phone 85

TAILORING

Richard V. Pearson
 FINE TAILORING
 Suit \$18.00 to \$40.00.
 A few High Class uncalled for Suits at Special Bargains.
 110 TEXAS STREET.

PIANOS

Player and Electric Pianos and Talking Machines Sold on Easy Monthly Payments.
JENKINS PIANO CO.
 The Big Piano House.
 211-212 Texas. Phone 2808.

TANKS

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

PLUMBING

Why of Course the LEADING PLUMBER is
McCHESNEY
 412 E. Boulevard. Phone 2295.

THEATRE

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

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 CASSES AND SMALL LEATHER GOODS
 Made, Repaired and Exchanged.
El Paso Trunk Factory
 NEXT TO CRAWFORD THEATER

RADIATORS

DIFFICULT REPAIRING
El Paso Radiator and Lamp Co.
 L. G. KELLY, Mgr.
 202 S. Santa Fe. Phone 5611

UNIVERSAL AUTO LOCK

Pat. Aug. 22, 1914.
 Absolute Protection against Theft, Joy Riders and Damaged Cars.
UNIVERSAL AUTO LOCK CO.
 419 Myrtle Ave.

REAL ESTATE

MEXICAN INVESTMENTS
 Our Specialty.
 Mexico Realty and Investment Co.
 F. H. PUGA, Mgr.
 PHONE 588.

VULCANIZING

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

SADDLES

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

WATER BAGS

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

SEEDS

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

WELDING

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