



WHATEVER YOU WANT



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.

YOU'LL FIND IT HERE

\$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 NEAREST CORRECT, OR THE NEAREST 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 \$5.00, to Fletcher W. Clemo, Headquarters 32nd Inf. Camp Cotton, El Paso, Texas; second prize \$2.00, to Mrs. B. G. Parker, Sierra Blanca, Texas; three prizes of \$1.00 each, to Mrs. Lawrence Lockney, Alamogordo, N. M.; Edward Everett, 1255 14th St., Douglas, Ariz.; the Red Cross Society, El Paso, Texas. (By a friend).

ASSAYING

GEO. W. CAMERON
Assayer and Chemist
Representative for Shippers to the
El Paso Smelter
306 San Francisco St.
P. O. Box 489.

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.
Longwells Transfer

BAKERY

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

AUTO ACCESSORIES

AUTOMOBILE SUPPLIES
Fisk and Portage Tires
Western Motor Supply
Company
216 San Francisco St.

BANK

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

AUTO Repairing

Auditorium Garage
TOM WHITE, Mgr.
122 MILLS STREET.
Phone 3295.

BARBER SHOP

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

COFFEE And Teas

Pan American Coffee Co.
Phone 3160.

ELECTRICAL GOODS

Acquaint Yourself With the Way
Electrical.
Larrabee Electric Co.
405 Texas St. Phone 2035.

ICE! Pure Ice, Full Weight and

the best Delivery in El Paso. Use
Coupon Books and Save Money.
Rio Grande Ice & Fuel Co.
Telephone 2205.

PAINT AND WALL PAPER

We Carry a Complete Stock.
Worthington Paint and
Wall Paper Co.
408 N. Oregon Phone 22

TAILORING

ORDER YOUR FALL CLOTHES
FROM
RICHARD V. PEIRSON
110 TEXAS STREET.
All the Newest Woollens and Fashions to Select From—Suit or Overcoat \$20, \$22.50, \$25, \$27.50, \$30, up to \$50.

AUTOS USED

All Cars Sold at Bargains.
Hoagland & Ridge
218-220 West San Antonio Street

BRICKS :-:

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

COFFEE

CERTAINLY—!!!
THE BEST SUMMER DRINKS
410 South El Paso Street.

ENGRAVED

MILITARY STATIONERY.
The Latest Thing in Stationery for
THE BOYS ON THE BORDER.
EL PASO BOOK CO.
"IT'S HANDY"
311 N. Oregon St., Mills Bldg.
Phone 663

INSURANCE

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

PIANOS

Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano House.
211-213 Texas. Phone 2865.

TANKS

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

AUTO Bodies OF EVERY DESCRIPTION

MADE IN EL PASO
El Paso Body and Wheel Works
SAM WILLIAMSON, Prop.
1806 TEXAS STREET.

BUSINESS COLLEGE—NIGHT SCHOOL

International Business College
Coles Bldg. Phone 147

DAIRY

Phone 402
For the Best.
AMERICAN DAIRY
PURE MILK

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 Difference.
J. F. GANDARA
WITH
Commercial Office Sup. Co.
209 Texas.

PLUMBING

Why of Course the LEADING
PLUMBER is
McCHESNEY
412 N. Boulevard. Phone 2282.

THEATRE

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

Auto Painting

WE DO IT RIGHT.
El Paso Carriage & Auto
Painting Co.
201-212 S. OREGON STREET.

CATERING

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

DANCING

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

FLORIST

Cut Flowers, Decorations, Funeral
Work.
C. H. KOLLE.
Store 310 Mesa Ave. Telephone 3262
Green House, 2105 Myrtle Ave.

LAUNDRY

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

PRINTING

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

TRUNKS

TRAVELLING BAGS, SUITE
CASES AND SMALL LEATHER
GOODS
Made, Repaired and Exchanged.
El Paso Trunk Factory
NEXT TO CRAWFORD THEATER

Auto Painting

WE DO IT RIGHT.
El Paso Carriage & Auto
Painting Co.
201-212 S. OREGON STREET.

CAFE

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

DIAMONDS & JEWELRY

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

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.
106 S. Stanton. Tel. 235

LOMBER

QUALITY LUMBER AT THE
RIGHT PRICE
Rheinheimer Lumber Co.
Piedras, Alameda and Myrtle.
Phone 486.

RADIATORS

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

UNIVERSAL AUTO LOCK

Pat. Aug. 22, 1916.
Absolute Protection,
against Theft, Joy Riders and
Damaged Cars.
UNIVERSAL AUTO LOCK CO.
419 Myrtle Ave.

AUTO Refrigerators

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

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 3742

DISTILLED Water

QUICK DELIVERY
EL PASO DISTILLED
WATER CO.
Phone 489.

FURNITURE AND HARDWARE CHEAP FOR CASH

H. KULLER
215 South Stanton Phone 2158

MACCARONI

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

REAL ESTATE

MEXICAN INVESTMENTS
Our Specialty,
Mexico Realty &
Investment Co.
F. B. FUGA, Mgr.
PHONE 590.

VULCANIZING

Why pay high prices for tire when
you can buy good second tires for
less than half price from the
EL PASO VULCANIZING WORKS
Phone 3240 117 N. Kansas St.

AUTO Batteries

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

CHINA

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

DRUGS

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

FURNITURE REPAIRING

R. L. DANIEL FURNITURE AND
MATTRESS FACTORY
Office and Store, 315 Texas.
Factory, 1806-1808 Texas St.

MATTRESSES

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

SADDLES AND SHOE FINDINGS

West Texas Saddlery Co.
810 SOUTH OREGON ST.

WATER BAGS

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

AUSTIN Terrace

The only Park Residence District
in El Paso—The Home Place
Beautiful.
W. H. Austen
Jas. L. Marr & Co. Agts.
Phone 389.

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 389.

DRY CLEANING Wright CLEANER

Clothes Cleaned, Pressed, Weight
345—PHONES—2129

HAY, Grain And Feed

Walter S. Clayton
OCHOA AND FIRST STS.
PHONE 284.

CLEANING Revolutionized

CLEANS THE HANDS WITHOUT WATER
ABOLISHES FOREVER
THE USE OF SOAPS
Ask your grocer or Ryan's drug store.

SEEDS AND POULTRY SUPPLIES

Manufacturer 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.