

WHATEVER YOU WANT



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.

You'll Find It Here



Let Uncle Sam
Bring It To You

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 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, to Mrs. Merton Mott, San Marcial, N. M., Box 225; second prize, \$2, to A. W. Herivel, 1305 E. Boulevard, El Paso, Tex.; three prizes of \$1 each to Mrs. A. A. Anderson, Clifton, Ariz., Box 1233; Ambrose O'Donnell, Las Cruces, N. M.; Private R. G. Sutherland, First Cavalry, Douglas, Ariz., Machine Gun Troop.

ASSAYER
GEO. W. CAMERON
Assayer and Chemist
Representative for Shippers to the
El Paso Smelter
206 San Francisco St.
P. O. Box 458.

BAKERY
Buster Broun Bread
The Perfect Loaf.
For Sale By All Grocers.

AUTOS For Hire
Phone 1.
Passenger Cars and Baggage
Trucks.
Longwell's Transfer

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

AUTO ACCESSORIES
AUTOMOBILE SUPPLIES
Fisk and Portago Tires
Western Motor Supply
Company
218 San Francisco St.

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

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

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

COFFEE
And Teas
Pan American Coffee Co.
Phone 3160.

ELECTRICAL
GOODS
Acquaint Yourself With the Way
Electrical.
Larrabee Electric Co.
405 Texas St. Phone 3022.

ICE! and Pure
Distilled Water
USE DISTILLED WATER
AND KEEP HEALTHY
Rio Grande Ice & Fuel Co.
Telephone 2250.

NURERY
See us for first class lawn work.
We specialize in home grown flowers,
Fruit and Shade Trees, Vines, Ever-
greens, etc.
El Paso Nursery Co.
3200 Block, Alameda Ave.
Phone 3330.

SHOE REPAIRING
TRY "THE
ENTERPRISE"
Ladies' Rubber Heels 25c.
218 Mesa Ave.

OFFICE SUPPLIES
The time for refitting your office
is at hand.
Let us supply your office needs.
A complete stock at reasonable
prices.
EL PASO BOOK CO.
Mills Building 311 N. Oregon St.
"It's Handy" Phone 603

SPORTING GOODS
For Baseball Goods, Camp Furniture,
Leggins, Belts, Holsters, Scabbards,
Arms and Ammunition and Other
Sporting Goods, go to
SHELTON-PAYNE ARMS CO.
Phone 438. 217 Texas St.

OILS
And the Famous
SPEEDWAY GASOLINE
Rio Grande Oil Co.

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

AUTO Bodies
OF EVERY DESCRIPTION
MADE IN EL PASO
El Paso Body and Wheel Works
SAM WILLIAMSON, Prop.
1506 TEXAS STREET.

BUSINESS COLLEGE
NIGHT SCHOOL
International Business College.
Colca Bldg. Phone 147

111 OF
Cups
COFFEE
JOE
CERTAINLY—1 1 1
FOR OUR FAMOUS COFFEE
410 South El Paso Street.

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

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.

**PAINT AND
WALL PAPER**
We Carry Complete Stocks.
Worthington Paint and
Wall Paper Co.
414 N. Oregon. Phone 83.

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

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

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

DAIRY
Phone 402
For the Best
AMERICAN DAIRY
PURE MILK

FERNS
CHRISTMAS FERNS
\$1.50 Boston Ferns..... \$1.00
Larger sizes from \$2.00 to \$7.50
323 E. San Antonio, Cor. Campbell,
One Block East of City Hall and
Court House.
EL PASO SEED CO.
Phone 363.

JEWELER
Watch Repairing Our Specialty.
Special Experience on Swiss and
Complicated Watches.
Complete Line of Watches and
Jewelry.
F. NORD
214 Mesa Ave. Five Years With
Next to Nations. W. T. Hixon Co.

PIANOSE
Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano House.
211-213 Texas. Phone 2058.

THEATRE
FOR THE BEST
MOVING PICTURES
FOR 5c.
EUREKA THAETER
215 S. El Paso St.
Come once and you will come again.

Auto Refrigerators
Cork Lined, Fastens on Running
Board Same As Our Overland
Liquid Containers.
H. WELSH CO.
1215 TEXAS ST.

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

DANCING
RYAN'S SCHOOL OF DANCING
Oregon and Overland Sts.
CLASSES—Adults—Monday, Wed-
nesday and Friday, 8:00 P. M.
CHILDREN—Saturday, 10:30 A. M.
Private lessons by appointment.
Phone 2010.

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

KODAK Finishi
Wholesale finishing for dealers,
with special discounts on request.
Best laboratory in El Paso—one
of best in the Southwest.
Fine work—Best of service.
Special attention to mail orders.
Address your correspondence to
J. F. GANDARA
Tollit Club Basement.
El Paso, Tex.

PLUMBING
Why of Course the Leading
PLUMBER is
McCHESNEY
413 E. Boulevard. Phone 2092.

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

AUTO
Refrigerators
Cork Lined, Fastens on Running
Board Same As Our Overland
Liquid Containers.
H. WELSH 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
414 E. Overland Street. Phone 3743

DIAMONDS & JEWELRY
The Jewele 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.
105 S. Stanton. Tel. 524

LAUNDRY
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. Phone 40-46

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

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

CHINA
Fine China, Glassware—
Art Pottery.
DeKule Smith.
"The Dinnerware House"
102 North Stanton.

DISTILLED Water
QUICK DELIVERY
EL PASO DISTILLED
WATER CO.
Phone 489.

**FURNITURE
AND HARDWARE
CHEAP FOR CASH**
H. KULLER
399 S. El Paso St. Phone 2158

LUMBER
QUALITY LUMBER AT THE
RIGHT PRICE
Rheinheimer Lumber Co.
Hedra, Alameda and Myrtle.
Phone 496.

QUAITY MARKET
601 San Antonio Phone 1313
One Block East of City Hall.
The Freshest of Meats, Oysters,
Fruits and Vegetables.
QUALIT FIRST—PRICE NEXT

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

AUSTIN Terrace
The Only Parked Residence District
in El Paso—The Home Place
Beautiful.
W. H. Austin
Jas. L. Marr & Co. ASK

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

DRY CLEANING
Wright
CLEANER
Clothes Cleaned, Pressed Wright
343-345-347-349

**FURNITURE
REPAIRING**
R. L. DANIEL FURNITURE AND
MATTRESS FACTORY
Office and Store, 215 Texas.
Factory, 1506-1508 Texas St.

MACARONI
Ask Your Grocer For
TRI-STATE
MACARONI
—Made in El Paso—
200 SOUTH OREGON ST.

**SADDLES
AND SHOE FINDINGS**
West Texas Saddlery Co.
200 SOUTH OREGON ST.

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

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

COAL
FULL WEIGHT
Worshma, Palm & Singelton.
Successors to Osburn Fuel Co.
1821 Texas St. Phone 5300

DRUGS
Just opened, corner City Market—
a first-class Drug Store—Pure
Drugs, Toilet Articles. Prescriptions
filled accurately. Call and see us.
PALASE DRUG STORE
700 San Antonio. Phone 2686
WE DELIVER

**HAY, Grain
And Feed**
Walter S. Clayton
OCHOA AND FIRST STS.
PHONE 304.

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

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

WELDING
We have purchased the plant of the
Brown Welding Co., and are doing
business at the same old stand.
Come in and see the welders work.
BUCHANAN WELDING CO.
212 San Francisco St.