



## LOCAL MARKLTT LESLE

STEAK
FRYERS
BEFF ROAST
CHICKEN SALAD $\qquad$
CHITWOOD'S MARKE We Deliver Just As Close As Your Pho
IN WOMACK GROCERY - PHONE 22 or


Daily Democrat's Delicious Dishes


ASSEmbly
R. A. Jones, Pator
SUNDA - .
Sunday School $9: 45 \mathrm{a}, \mathrm{m}$.
Morning service 110 o. clock. Sunday night
TUESDAY-
Praver meeting $8 \sigma^{\circ}$ clock.
ThunsDAY
Prayer meating 80 . Prayer meeting 8 o'elock.
BATURDAY-
Young people's meeting FIRST CHRISTIAN CHURCH
J. H. Anderson, Pastor SUNDAY. Anderson, Pastor
 ENening
MONDAY
Ladies Aid
wEDVESDA
$\qquad$ CHURCH OF CHRIST
LAKEVIEW Sunday-
Sunday Schor
Comminion Communion,
Thcrudy
Bible Clase
Bible Class, 8 p. m, tausht
John Banister of Memphis. FIRST BAF:ST CHURCH Rev. O K. Webb, Pator
plaski METHODST CHURC
Rev. $J$ P. Cole, Pator SUNDA Su -
Sunday sehool $10 \mathrm{am}, \mathrm{m}$.
Pourthaching Sunday. very NAZARENE CHURCH
Rev. G. O. and Bertha Cron Rev. G. O. And Bertha C
Pastors Sunday Schor
Preaching. 11
N. Y. P. S. Preaching,
N. Y. P .
Preaching,
Midweek DEEP LAKE


## A Brand New Bunch of ANAGRAMS

| HAVDY ETTRY BLANK | 10 BIG PRIZEE! <br> The Demoerat Will Award |
| :---: | :---: |
| the letters in the anagrams to spell the names of the words which I think to be the solution of today's game. The ones checked with a cross | - |
| Avaram solutios |  |
| 1. Solvelar - | BAShet of |
| 2.tarkrastle - ப | GRoceries |
| 2. Lablaseb $\quad \square$ | And 10 Tickees to the |
| - romeal $\square$ | ${ }_{\text {T }}^{\text {Tose see }}$ |
| 5. СағFLlo $\square \square$ | "MURDER IN THE FLEET" |
|  | MURDER IN THEE FLEET RULES: |
|  |  |
| 9. МเНケМ $\square \square$ | $z=5$ zex |
| 10. E.METR | $={ }^{5}$ |
| I have used all of today's anagram solutions in the following sentence of not more than 30 |  |
|  |  |
|  | $\pm 2 x^{2}$ |
| My Name | \% |
|  | 5 |
| (tymere | $\frac{25}{2} 25=2$ |
| Crawford Grocery () City Grocerr () |  |
|  | $x^{2}=5 x^{2}$ |

WE ARE NOW OPEN AND
READY F 0 R BUSINESS!

C. C. Chappell Honored With Picnic Dinner on His 86th Birthday Sunday
 sitand Is Served by L'view Rebokahs
$\underset{\text { END }}{\text { WEEK }}$ SPEC|ALS

## SPUDS,

BLACKEYED PEAS, fresh, pound
ORESH TOMATOES,
LETTUCE,
COFFEE,
COFFEE, Folger's. 2 pound can
SNOWDRIFT,
SOAP,
SOAP,
WHITE KING, large package
OLD DUTCH CLEANSER, 2
SANIFLUSH, regul
TOILET TISSUE,
POST TOASTIES,
MILK, small
MATCHES,
PICKLES,
JELLO, any flavor, 2 packages
POWDERED or BROWN SUG
JAR CAPS, self-sealing or plain
JAR LIDS,
VINEGAR,
TOMATOES,
PEAS, Mission Brand,
PORK AND BEANS,
VIENNA SAUSAGE,
POTTED MEAT,
PIMIENTO,
TUNA FISH,
SALMON,
PLENTY OF GOOD FAT FRYERS

## City Grocery

| Phone 463 | J. E. ROPER | WE DELIVER |
| :--- | :--- | :--- |


| LAKEVIEW | Say |
| :---: | :---: |
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| max | SPECIALS for Saturday and Monday |
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|  |  |
|  | MEMPHIS GROCERY CO. |
|  |  |
|  |  |

## SHOPPING IS EASY AT THE 'M'

I do all my shopping at the "M" System, because I know they carry the biggest grocery stock in the city and I can save by taking advantage of their prices. If you don't believe it, try one month there . . . you'll be surprised at the quality and price of their goods.

CANTALOUPES

## $10 c$

| LETTUCE ${ }_{\text {per head }}$ |  |  |  |
| :---: | :---: | :---: | :---: |
| romatoes | 56 | LIMES | 10 c |
| chemen | 12. | Comicumers | 10. |
|  | 256 |  | 105 |
| , $\begin{aligned} & \text { bananas } \\ & \text { dananas }\end{aligned}$ | 15. | (emet | 50 |
| ICE COLD WATERMELON poma |  |  | 2 C |
| Flour | \$1.60 | Steak | 256 |
| meal | 640 | Roast | 35c |
| STuDS | 29. | ${ }_{\text {Baco }}^{\text {zama }}$ | 350 |
| Souctar | S1.40 | Cimese | 20 c |

## BARBECUE pomed

25c

## 'M' SYSTEM

## Memphis Democrat

## 



A NOTHER high-sound-
being title has come into the organiza-
tion of the Southern Comtion of the Southern Com-
mittee To Uphold the Con-some-as though the very
foundations of American foundations of American The netrality program, intro government were about daterd Nye and Clatit, would pen
to be hewn away, and hibit loans or credts to warring to be hewn away, and hibit loans or credits o warring
that this organization naton restret trips by ameri. that this organization
alone is attempting to spave the. ganization, as layed down $p^{\text {potch received in this of }}$
fice. is as high-sounding
as the title. It is "to resist raids
tion.,

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& \text { Tong ilist called the dec. } \\
& \text { larate } \\
& \text { laration of princioles. }
\end{aligned}
$$

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\begin{aligned}
& \text { laration of principles } \\
& \text { which sounds fine enoug } \\
& \text { with such things as "re }
\end{aligned}
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$$
\begin{aligned}
& \text { with such things as "rec- } \\
& \text { ognizing the sovereign FRECKLES AND HIS FRIEND: }
\end{aligned}
$$

citizens
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$\square$
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tion of such taxes only a
are necessary to the pur
for "the levy and colle"
tion of such taxes only a
are necessary to the pur


By B


## "trinceo over this lis of atley OPP

do they mean? C a n vou
find anything there that
is not naturally supposed
is not
2o be
Congr
Is any danger threaten-
why all the high-sound-
sudden?
mittee" said it was going
to uphold the Constitu-
tion and resist "raids
upon the Constitution.
Yet the organization's nal principle reads thus ly: "We are opposed to the substitution of any
form of Government for
the form provided for in the Constitution unless the Constitution is made
sueh change is made
through amendments to through amendments to,
the Constitution in the
manner provided for in manner provided ". The "committee" need not worry. No changes will be made in any other manthe people, not the administration, that make istrati
them.



# WHO PAYS FOR ADVERTISING? 

Does the advertiser pay? No.
Does the buyer pay? No.
Well, then, who does pay?
Answer: The advertiser's non-advertising competitors pay the bills.
This group is divided into four types.
The first is he who says: "I don't believe in newspaper advertising." He pays, and he pays dearly because daily would-be buyers pass his place on their way to his competitor's store to purchase advertised goods and services; his telephone orders are fewer than possible, and his mail orders fail to meet his expectations.

Yes, he helps pay for his competitor's advertising, and he pays dearly, and during bis idle business hours, he wonders why business is dull.

The second type is he who says, "I believe in advertising, but I can't afford it." He holds a dime so close to his eye that he can't see the dollar farther away. He loves money and wants to make more money, but he lacks vision. Yes, he, too, pays his share of his competitor's advertising through loss of customers.

The third type is he who says, "If I advertise, I must raise the prices." This type fails to see that it is better to sell a larg volume of merchandise at a fair profit than it is to sell a smaller amount at a larger profit. He overlooks the fact that daily advertising will attract to his place new customers, many of whom will become regular customers, and he makes another mistake of overlooking the fact that only through volume selling can a merchant do volume buying, which means purchasing at greatly reduced prices, enabling him to reduce the prices of advertised goods instead of increasing the prices.

The fourth type is he who thinks that he can select a better medium than that of his leading daily newspaper. This type makes an error of judgment, perhaps because he is not fully informed. He doesn't know that through no other method can a seller reach so many buyers at so small a per person cost, as every day eager eyes are looking for advertised bargains in the leading newspaper.

The buyers of advertised goods do not pay the advertising bills. Why not? Because advertised goods are actually sold cheaper than non-advertised goods.

How do we know that neither the advertiser nor the buyer of advertised goods, pays for the advertising? The answer is the enviable record of the nation's most prominent business houses, those firms that have been in business year after year, many of whom advertise daily, attracting to their places the consuming public who has learned through experience that advertised goods are not only better than non-advertised merchandise, but actually cheaper, fresher and more satisfactory in every way.

Babson Says Character Training
Is Only Sound Basis for Reform


## STANDINGS

## PALA

PALAC


Former Resident of Lakeview Succumbs

## CLASSIFIED AD CN

TELEPHONE 15

WHO'S WHO IN MEMPH
Patton's Daughter
RITZ
On Witness Stand

## Friday and Saturd

| WAshing itow, Auge 2,-Bon- |  |
| :---: | :---: |
|  | Big Boy |
|  |  |
|  |  |
| the box her father took from the |  |
| hotel room of John W. Carp Texas utilites officiai, cont |  |
|  |  |
| eri "That's absurb, 1 guess 1 know | Saturday N |
|  | Sunday and |
|  | ert |
|  | P |
|  |  |
|  |  |
|  |  |
| purple |  |

PAPER
THE E NEWS

## $\cdots$



## 




|  |
| :---: |
| Your ad in this space will bring you buainess. |

For Sale
DR. L. M. HIC
 For Rent lan Bus Rour RIDE THE BUS!
SUMMER ROUND TRIP EXCUR FARES TO COLORADO:
DENVER
COLORADO SPRINGS PUEBLO
TRINIDAD

## Round Trip . . . 30 Day Limit

Enjoy a Pleasant Vacation
omfortable! Economical! Safe
WIICHTTA FALLS BUS COMPA
Memphis Hotel

