## OLUME XXII

Recital Planned For Methodist Church
On January 13
W.gFathers Hold First Meet Of New Year Last Tuesday Christopher To
Wage Race For



Meeting To Be Held
In City Beginning In City Beginning
February 13 . February 13.



## Junior Band Holds

 Organization Meet With 26 Boys OutHealth Stamp Drive Prior To Holiday Was A Real Success


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\begin{aligned}
& \text { al problems." } \\
& \begin{array}{l}
\text { CROSS DRY GOODS ADDS } \\
\text { PLAINVIEW MAN TO STAFF }
\end{array}
\end{aligned}
$$

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$\qquad$
Final Plans Are Made For School Of Cookery, Health And Charm To Be Sponsored By Democrat Free Of Charge January 20 To 23

## A perfume

 finer than pine or bacon woodsmoke or wistaria!
## T

many-roses and the redwoods, bacon sizzling over a hickory fire, an off-
water breeze, or buttered batter
 fumes that enchant you when the
come your way -and are never missed when
$\qquad$
There is only one $t$
wait for, must have.
That is the aroma of hot coffee?
What a relief it is, when you're shaking off sleep and facing another day's problems, to
have a whiff of that perfume come your way
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## By controlling every step in preparation an

 distribution of White Swan,the Waples Platter Company makes sure that no finer coffee can be brought into your home for the price you are asked to pay. Supervision as exact as hat in your own kitchen is enforced in


Modern roasting ovens bring out the natural flavar of the imported coffees which are so artfully combined and balanced in achieving the After roasting, White Swan is packed in sealed tins and handled with dispatch. N chances are taken with the freshness of its
flavor. Each of the 10,000 dealers is within easy shipping distance of one or more of the 22 Waples Platter Houses which are strategically fated to insure prompt distribution. Fleets
$\qquad$
$\qquad$ acquired by more than a half century of expequality.
Now, and whenever you need a fresh supply White Swan Coffee is available at your grocer' freshly packed in one and three pound cans.

FREE-Expert advice on cooking
Perhaps the biscuits don't turn out right . . . or you always have trouble with some other dish your family likes. Write to Waples Platter Better Cooking Bureau, Waples Platter Co., Fort Worth, Texas. Expert advice on any recipe sent FREE.

[^0]|  | Bagwell, couns |
| :---: | :---: |
| Prayer meeting | - League 6:30. |
| THURSDAY- |  |
| FRIDAY - |  |
| Boy Scout Troop ${ }^{4}$ at 7 p. m.in the Scout Hall at the churek. | District meet |
|  | Memphi |
| Dr. Mallard, Scout master. SATURDAY- |  |
| C. E. Seniors with Mrs, L. D. |  |
|  | Woman's Miss |
| Winston Walters, president Intermediate C. E. at 4 o'clock at the home of Mrs, Mallard. | Circle No, 1 meets in soc |
|  |  |
| at the home of Mrs, Mallard. | er, Mrs. M. J. Dra |
| FIRST ChRISTIAN CHURCH |  |
| SUNDAY-January 12: |  |
| Sunday School $9: 45$. R. C. Howerton, Supt. |  |
|  | Society meets in social min |
| Intermediate C. E. 5:30. Fran. ces Wright, president. <br> Young Peoples' C. E. $5: 30$. WEDNESDAY- <br> Prayer meeting and choir rehearsal. |  |
|  |  |
|  | WEDNE: |
|  |  |
| FIRST M. E. ChURCH SOUTH Dr. Ernest E. Robinoton, Pastor | "Church His THURSDAY |
|  |  |
| SUNDAY-JanuarySunday school9:45, | FRIDAY - |
|  | People's Mis |
|  | - |
|  |  |
|  |  |
| ames, leader. Nursery in ba |  |
|  | tant superintendent. |
| Orship 11 | E CHURCH |
|  | Lester W. Fisher, Minister (Meets in District Courtroom) |
|  | 硣 |
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| First quarteriy conf |  |
| se | Commu |

Bank's Growth Is


Chitwood's
Market
B \& M Grocery

Shown By Number Of Dividends Paid




## J. I. CASE <br> Tractor

 Demonstration
## On Cleve Evans

1 1-2 miles Soul, of Memphis on Pavement

## 2 p. m.

Sat., Jan. 11
Office Memphis Transit Co. Warehou Knudsen \& Williams, Agents

## CONTINUING

Our Selling of Ladies Fall Dresses-Coats-Hats
 and Hats for Milady characteristic of the best selling types of the season. We are offering them to you now all at half price. We invite your inspection.

Hanna-Pope\& Co.
Assoçiated Stores


Scout Executive Makes Report At Council Meeting

## 

 meeting was called to otrder at
five ocolock, with the vice-presi
dent, T. E. Trostle, of elarendon, Makee Annual Report
Sreut Executive Jolly made
annual report concerning the dition of the councerning the con
that at present there are atated
Scouts enrolled. Scouts enrolled, 179 of which ar
Tenderfoot, 59 Second Class an
47
$\$ 30,000,000$ Cotton
Corporation Will
Be Ready Monday


## MARKETS



SPECIALS

| 5imber |  |  |
| :---: | :---: | :---: |
| SAT |  |  |
| FLOUR |  | S1.80 |
| SUGAR | ${ }^{25}$ Les, Ca | S1.49 |
| COFFEE | 218 can max | 51.26 |
| LETTUCE | fens for | 150 |
| CORN | No. 2 Cans, meh | 100 |
| GRAPEFRUIT | midum size 5 for | 25 |

CALL JOE FOR
Oysters, Catfish and Dressed Chickens PHONE 22
B̈\&MGROCERY
For Quick Delivery "Pbene 122 or 610 Place to Trade", and Count the Seconde
Data Is Compiled Relative To Civil M meder come or thone cere Rights Of Women

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$\stackrel{$|  Bob  |
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\end{array}
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by John Rous Reed Con
High School, Jan. 14 .
Misses Frankie Barnes and Mil
dred Gatlin left Memphis Sunday
$\qquad$
 Mr. and Mrs. H. E. Berry, or
Quitaque, visited Sunday with Mr.
and Mrs. Chas. Meacham and Mr.
and Mrs. Jet R. Fere.

| Loan \& brokerage company <br> HALL COUNTY INVESTMEN |
| :---: |
|  |  | at Memplis, State of Texas, at the close of business on the 31st day

of December, 1929. publihed in the Memphio Democrat, a newspaper
opinted and published at Memphis, State of Texas, on the 10th day
of January, 1930.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
We, W. C. Diteke., as Prestdent, and J. H. Reand an Secretary, of
said company, each of us do solemily swear that the above statement
is true to the best of our knowledge and belief.
W. c . DICKEY, Presiden:
J. READ. Seeretary.
Correct
(Strectors
(Seal)
Suberibed and sworn to before me this the 8th day of January, A
webster, Notary Publie Hall County, Texas.

## Announcing The Memphis Democrat Third Annual COOKING SCHOOL

Conducted by
Miss Christeen Chitwood

New Baptist Annex Monday, Tuesday, Wednesday, Thursday, Jan. 20, 21, 22, 23

A Real Event You Can't Afford to Miss

Learn About Home Making


Learn about Home Making from Mise Chitwood, nationally famed domestic
scientist. Miss Chitwood is recognized as one of the leading author cookery and homecrafts and has attracted thousands of women to her lec-

## No Admission Charge--Free

# SOCIETY IN MEMPHIS 

Phone 15
象 Che


Executive Board Federated Society Is Given Luncheon
istallation Of fficers Is Held
$n$ Last Monday

## 

## Rutidge Thomason Christian Society Girl Reserve Club Royal Ambassadors

 Nuptials Are Held Mets On Monday Has Cabinet Meet Meet Monday Night New Year's Day With Mrs. Chapman Tuesday Afternoon In Lane Home

To Build That Home .... Now!

Make your plans now, as the New Year is just opening, to own a home of your own before the end of 1930 .

It's easy to own your own home if you will just make up your mind to start . . . . and let us help you with our plans and building service.
$\qquad$ you how your home can be financed on easy pay ments.

Free Plan Service and Building Materials
Cicero Smith Lumber Co.
410 Noel
Phone 72


Leaky Radiators
Are Hard On Winter Upkeep

And You WILL Need Radiator<br>Protection After All!

Let Mr. I. Repairem, one of the Service Triplets from the Memphis Garage Co., check over your ra-
diator, stop all leaks, and get it in shape for winter.
The best and most complete radiator service in Memphis. And, of course, you will need anti-freeze Eveready Prestone and Alcohol.

We'll keep your battery in shape too.
MEMPHIS GARAGECOMPANY
SID BAKER- 323 NOEL-PHONE 436


160-Acre
Farm
FOR SALE Or Lease
-See-

W. B. WILSON<br>Phillips Petroleum Wholesale Memphis, Texas

\section*{| We ll 1 |
| :---: |
| Winter |
| at last! | <br> | We ll 1 |
| :---: |
| Winter |
| at last! | <br> W e ll

Winter
at last!}


Eveready Preetone and Alcohol.

Home Last Friday



Reorganize Young
Peoples' Society
present. On Tuesday, Januar
14, at 6 oclock, the club will en
joy astudy of musie tn ptanio, pr Endeavorers Hold

 Nda
Mazie
Cavin
Bible
Ruby


Christmas with her wistert, Mre spent
E. Wicker, of Memphi, ret.

 2337001IIIS


Antemolle rexitition, tod


Hall County Council
Girls 4-H Clubs Meets On Saturday

Kinard Purchases Interests Of Forgy In Insurance Firm HereEffective On Jan.
 FIRE TOLL WAS
\$14,400 FOR
LLST YEAR
Decrease of 8109.850 Decrease Of $\$ 109,850$
Is Noted Over 1927 Is Noted Over 19
And 1928


 on a three-day expedition to the drying peanut shocks of the tideowater farmmands to bring out muscle-
hardening peanut vines for the troughe of hog raisers at Smithfield, Va. Left to right, they are Misees

Baynie Prescott, Elizabeth Berbert, Mary Artese, Carol Whichard, Elizabeth Warren and Elizabeth | Maynie Pran. |
| :--- |



SIMMS OIL COMPANY<br>PRODUCERS<br>\title{ REFINERS DALLAS }<br>Colorado-to-Gulf Service Station, Memphis<br>Speedway Service Station, Memphis<br>Henry Campbell, Plaska<br><br>MARKETERS<br>Crawford \& Hill, Parnell<br>Hannon Service Station, Lakeview J. J. Bice, Newlin<br>Estelline Tire \& Service, Estelline<br>-

## POWER <br> a) POWER

Packed in Every Gallon of Simms White Gasoline
Exhausts spit flame-giant motors hurl tons of
cold gray steel up out of yawning creaters-
 cold gray steel up out of yawning creaters-
over shell-torn hills-through mud, ditch and trench-that's Power!
And now Simms sparkling white, power-packed gasoline sweeps stream-lined motor cars up over
the highest hills-pulls heavy motor trucks through swampy, flooded bottoms-with power to spare.
Know the fatigueless driving, the positive control that comes from the surplus power of Simms power-packed white gasoline-try a tank now

Amalie prodwcts are now distribwted
with Simms Parafin Base Lubricants for tbe convenience of those wbo use $100 \%$

| $\mathrm{n}^{\text {'t l lose a minute of precious time }}$ from wrapping and labeling gifts for everybody in the families on both sides and many, friends. <br> After, how free you were with only the presents for your im. mediate family to buy, the cooking and dressing up of the house | you have removed all particles of shell; add one pint of boiling water, cook three minutes, skim and add a large lump of butter creamed with two tablespoons of flour. Let this boil and serve with turkey. <br> Here are two economical breakfasts from an old, old cook book. 1st. Ham and eggs, hash, | nuts, adding to the marshm blending with two egg white beaten. In a bowl, plece $m$ mallow mixture, then la) ed grapes, repeat and top pineapple. Chop pineap, it or use shredded. Chill and s with whipped cream. <br> MRS. IMA G. COOKI <br> Gene Tunney is not satisfie |
| :---: | :---: | :---: |
| GOOD THINGS <br> TO EAT | baked potatoes, hominy Graham gems, coffee. <br> 2nd. Breakfast stew or fish, friend Graham mush, tomatoes, potatoes, apple sauce, cornbread, or toast, coffee. | let that lady drop her suit aga him. He doesn't believe in no cision fights. <br> Chicago hasn't enough mg to pay its schoot teachers, acc |
| (Here is a very old recipe that may prove attractive during the holiday season.) <br> Oyster Sauce <br> Set a stewpan on the stove with half a pint of oysters from which | This is a lovely cream for gala occasions. One half pound of fresh marshmailows cut in small (after blanching), 1 cup of pecans and 1-2 cup of English wal- | -with all the racketeers Chid has been supporting. <br> About 999 wisecrackers discovered that Helen Wills' riage was a "love match." |

 COMETO
HEADENARTEE
H

## CUSTOM HATCHING

The Me urge you to make your reservations early in order that we may take care of your wants with our first hatch.

## Baby Chicks

You will be pleased with our Custom Hatching . . . . and again, you will be pleased with Baby Chicks from our stock. We will have quality chicks from good strains of Red, Barred Rock, Leghorn and other good grades.

RESOLVE NOW TO LET THE MEMPHIS HATCHERY HELP YOU DURING 1930. MEMPHIS HATCHERY CHICKS ARE BETTER CHICKS

AND OUR CUSTOM HATCHING INSURES SATISFACTION FOR YOUI

## Memphis Hatchery

AT CITY FEED STORE
(Successor to Memphis Poultry Farm) PHONE 213


## A BROKEN WINDSHIELD?

Drive in today and let us replace it while you wait. We have Windshield and Window Glass-In fact, Auto Class of All Kinds.


Fire Toll Was-

# Webster Bros. 

 Coupon Books Now

##  <br> chs bigger herpl <br> 

Make Your Dollar Worth
Coupon Books
In Four Denomination
$\$ 5.00$ worth for.......... $\$ 4.50$
$\$ 10.00$ worth for ......... $\$ 1.50$
$\$ 1.00$ worth for ........ $\$ 18.00$
$\$ 20.00$ worth for .......
Good in trade for anything sold
by Webster Bros.at Retail Prices
in Memphis and Shamrock.

BELOW ARE A FEW OF OUR MANY ITEMS .... AND THINK WHAT YOU CAN SAVE ON GASOLINE BY BUYING COUPON BOOKS - 2c A GALLON Batteries, 11 plate
\$6.95
\$7.45
Battery, 13 plate $\qquad$
Battery, 11 plate
$\$ 9.95$
29x4.40, Guaranteed
$\$ 6.75$

All other sizes and all tubes reduced
We do not have space to list all of our many items, but ask you to come in and get our prices on anything you might need. We buy direct from the factory, the same as all wholesale accessóry houses.
We sell India Tires-with a slogan "THE BEST IN THE WORLD-BAR NONE." Coupon Books will apply on any article we sell at retail, including New and Used Automobiles, with no trade-ins

GET 10 GALLONS OF GASOLINE FOR THE PRICE OF 9

## Webster Bros.

JUNE-LIKE STARTING IN JANUARY!

$\mathrm{B}_{\text {here again! }}^{\text {R-R-WINTER! If only summer }}$ It's impossible to do anything abou weather-but one very important thing been done.
CONOCO Winter GASOLINE has been
made to give June-like motor starting in January!
And, you'll agree that quick starting in cold weather takes off much of the curse of cold weather for the motorist.
Just notice the difference - when you fill
CONOCO Winter GAS OLINE

## FOR JUST A.

 PENNYHave you ever thought of the ridiculously low cost of elec trical service?

Listed below are just a few labor-saving and time-saving appliances that can be operated for absurdly small amounts.

For instance, a penny will operate a vacuum cleaner for $\$ 4$ minutes, a washing machine for 49 minutes, a sewing machine for 1 hour and 54 minutes or a heating pad for 2 hours and 51 minutes. The same penny will c
bread or brew $s$ cups of coffee!
Numerous other appliances can be operated for like amounts.
4 Take full advantage of this economy. There are hundreds of tasks which can be performed more efficiently, more easily, quicker and cheaper with Elect

## West Texas Utilities Company

## 445

F ARE CALLING THIS SALE A "BELIEVE IT OR NOT" SALE BECAUSE MOST PEOPLE WILL NOT BE CONVINCED OF THE PRICES WE E QUOTING BECAUSE OF THEIR UNREASONABLE LOWNESS. "BELIEVE IT OR NOT," BUT CONVINCE YOURSELVES BY VISITING UR STORE DURING THIS SALE.
BEGINNING THURSDAY, JAN. 9TH


Any Dress In Our Store
Values up to $\$ 35.00-$ "Believe It 0 r Not" Price
$\$ 595$
Any Coat In Our Store $\quad$ Values p to sco.0-"Beiere It tor Not"Price $\$ 1595$

Any Ladies' Shoe in the House $\$ \mathbf{Y 4 8}$



WE HAVE HINDRREDS OF OTHER VALIES IN THIS BIG "BELIEVETT OR NOT" SAIE WHICH WE ARE INABIE TO QLIOTE FOR LACK OF SPACE. BIT YOU MAY SATISFY YOLRSELP BY VISTING OLR STORE DLRIIG THIS BIIC "BEIIEVE IT OR NOT" SALE.


## One Of Fergusons <br> Jixpected To Enter <br> 

|  |  |  |
| :---: | :---: | :---: |




Begin Now To HAVE MONEY

The sooner you begin to Bank your money REGULARLY, the sooner you will have comfort and happiness.

Open a Bank account now and always INCREASE your balance.

Start Saving Regularly NOW
We invite YOUR Banking Business
CITIZENS STATE BANK

From Manufacturers Record, Baltimore, Md.
Released December 12
Hit Continuously to Create and. Maintain National Prosperity
Manufacturers Record

Richard H. Edmonds Baltimore

Editor
Dr. Julius Klein,
Department of Commerce.
Washington, D. C.
My dear Dr. Klein:
Your recent statement regarding the advisability of continued advertis-
ing on the part of business people, prompts me to offer a few suggestions ing on the part of business people, prompts me to offer a few suggestions
which I hope you will be able to impress through the newspapers and upon all the business men with whom you come in contact.
1 simply want to emphasize the value of advertising, as so clearly set
forth by you, with the statement that the greatest creative force that can posforth by you, with the statement that the greatest creative force that can pos-
sibly be put into effect for developing a spirit of optimism, and thus create business and general prosperity, is broad and comprehensive advertising on the part of manufacturers, merchants and business men generally.

The moment the retail merchants of a town begin to lessen their adver-
sing they cause a spirit of pessimism to prevail throughout the community, tising they cause a spirit of pessimism to prevail throughout the community.
and thus lessen their own prosperity. The moment a great business concern. whether it be manufacturing automobiles or machinery, or any other line of goods, decides to lessen its advertising it makes certain the creation of a spirit
of pessimism on the part of business interests. of pessimi. the part of business interest.

Let me say that in advocating advertising as a creator of prosperity and
business, I can do so from an unselfish standpoint, fully realizing after fifty of business, I can do so from an unselfish standpoint, fully realizing after fifty
years of newspaper work that broad advertising stimulates the thought of the people, stimulates their optimism and creates prosperity.
It is needless to say that the marvelous growth of the Pacific Coast has
been due to the comprehensive plans and the liberal expenditure of the bus been due to the comprehensive plans and the liberal expenditure of the bus-
iness people and the transportation interests of that section. They have made iness people and the transportation interests of that section. They have made
the Pacific Coast what it is by pouring out money freely to set forth its advantages. Similar results have followed in the South wherever the transporta-
tion interests and the communities themelves have carried on persistent, tion interests and the communities themselves have carried on persistent,
aggressive, liberal advertising. Every dollar wisely expended in this way yields aggressive, liberal advertising. Every dollar wisely expe
a larger profit than dollars invested in any other way.

When large business interests begin, by reason of somewhat lessened
business or by fear of the future, to reduce their advertising instead of enbusiness or by fear of the future, to reduce their advertising instead of en-
larging it, they begin immediately to sow the seeds of distrust which bring forth a harvest of depression.

Let me give you a specific illustration of the value of continued advertis-
ing, and the destruction which follows a change of policy. Forty years ago St. Jacob's Oil, a Baltimore product, was probably more widely and intelligently advertised than any other remedy of that day. That company was
spending $\$ 500,000$ a year in publicity work, and its business was enormously increasing. But the guiding spirit of the concern died, and by reason of faumily connections a wholesale merchant, who had never advertised, became presi-
dent. He saw this $\$ 500,000$ going out, and he thought to himself that that money could be saved and added to the earnings of the company, believing
that the business was so well established that it would continue to be success hul. He stopped the advertising campaign., and within a few years one of the best known remedies of the age one which had real merit, went into bankruptcy, and the formula was sold, as 1 remember it, at auction for a few
thousand dollars. Similar illustrations could be given almost without end of thousand dollars. Similar illustrations could be given almost without end of
failures of this kind when advertising was discontinued.

At the present moment, when Mr. Hoover is trying to stimulate the entire business forces of the country with a spirit of optimism. justified by the bound-
less resources of this country, you cannot I think do a greater good to less resources of this country, you cannot think do a greater good to
strengthen Mr. Hoover's hands and to bring to the country the prosperity of advertising as a business creator.

1 believe if the concerns which during the last twelve months have les-
sened their advertising. some by reason of the prosperity which they were sened their advertising, some by reason a the prosperity which they were
enjoying, feeling that advertising was not a necessity, and some by reason of enjoying. (eeling that advertising was not a necessity, and some by reason of
the poor business which they were dsing making them feel that they could not afford advertising, could by you or others be stirred into a spirit of opti-
mism voiced through broad advertising work, there would soon be seen mism voiced through broad advertising work, there would soon be seen
throughout this country a spirit of optimism bearing fruit in an abundant harvest of business and prosperity,

1 am thas pressing this matter upon you because, like President Hoover, I have longed to see poverty lessened and employment created; and poverty
can only be lessened by the enlargement of employment. It is within your can only be lessened by the enlargement of employment. It is within your
power to be of invaluable service to President Hoover and to the country at power to be of invaluable service to President Hoover and to the country at
large in pressing upon the attention of the people of the land the point which you have already so strongly made as to the importance of continued adver
tising. It is because you have taken that position that I am emphasizing the wisdom of your policy in this letter.

[^1]
## THE WHIRLWIND

| WHIRLWIND STAFF <br> JERRY SITTON Chloe Johnson Assistant Editor Albert Pearson Sports Writer Mary Louise Huff Emeatine Wilker Special Reporter Lola Mae Grundy Sophomore Reporter Weldon Massey Joke Editor |
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## PROSPECTS FO CAGERS ARE BRICHT

Coach Walter Soon to Coach Walter soon to
Have Men In Shape For Season Grind



\section*{| Announ |
| :---: |
| $\quad B y$ |} D. L. C. Kinard

I
 Kinard \& Forrey, and the businesas will now be op. erated under my name-D. L. C. Kinard
$\qquad$ FARM LOANS CITY LOANS BONDS investments insurance

## D. L. C. KINARD

-FORMERLY KINARD \& FORGY-

DID YOU REMEMBER

# No. 8 



That's Our New Phone Number, and the One You Should Always Call for Expert Cleaning, Pressing and Alterations.


Concentrate on Number 8


Fully Equipped Used Cars

|  |
| :---: |
|  |

Allen-Figh Motor Co.


[^0]:    WAPLES PLATTER COMPANY • TEXAS - OKLAHOMA • NEW MEXICO

[^1]:    Sincerely yours,
    RICHARD H. EDMONDS

