Now

Friday, February 28, 1930.

## SOCIETY IN MEMPHIS

Phone 15

Mrs. Carder Is Hour-A-Day Club
Field Secretary Delphian Club

## Intermediate Mrs. Robinson Is Christian Endeavor Hostess At Class Feted Friday Social Tuesday



## Three More Days of Cross' SPRING OPENING SALE New Spring Merchandise At Unthought-of Prices

## Remember our Money Raising Sale closes Saturday night, March 1st, which leaves you only 3 more days to tak


This Institution places at the command
of the people in this community a
banking service of absolute depend-
ability
Unquestioned
Confidence
Is essential in standing and working
shoulder to shoulder with the people
of this section.
We give positive assurance that the
handling of every depositors affairs
will be characterized by the utmost
safety, confidence ahd efficiency.
Your account is cordially invited and
will be appreciated.

First National Bank


This Institution places at the comman of the people in this community
banking service of absolute depend ability

Confidence
shoulder to shoulder with the people of this section.

We give positive assurance that the
handling of every depositor's affairs will be characterized by the utmo Your account is cordially invited and
will be appreciated.

## Co-operating With The Community

 will be appreciated.Honored With Colonial Shower

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## Footwear

heel, developed in two ways. In Biege with dark Biege trimming: in Black Mat Kid with Silk Kid trim. Regular $\$ 10$ value, Spring Opening

## $\$ 7.95$

Regular $\$ 12$ Shoes Now $\$ 8.85$


## Requr $\$ 12$ Shoes

Ruffled Curtains Just the thing for the an-
nual Spring House Clean-
ing, and only-

## Spring Hats

Newest styles and designs
in Hats for Spring. $\$ 5$
$\$ 3.95$

Men's Bostonian Oxfords
In Tans, for Daytime wear. Every man should
have a pair of tan shoes, and now you can
buy a good one. Regular
$\$ 8$ to $\$ 10$ values for-

A FEW OF THE $\$ 12.50$
LOT OF MEN'S SPRING
SUITS LET. ONLY -

New Spring Modes for the ModernMiss

As colorful as Spring itself are these new Frocks in the latest French styles as dictated from Paris . . . . at prices it will pay you to investigate.

## $\mathbf{\$ 3 2 . 5 0}$ Dresses, Spring Sale Price $\mathbf{\$ 2 1 . 5 0}$

 \$19.75 Dresses, SpringSale Price -..... $\mathbf{\$ 1 2 . 9 0}$ $\mathbf{\$ 1 6 . 5 0}$ Dresses, Spring
Sale Price
$\mathbf{\$ 1 0 . 7 5}$ $\$ 12.90$ Dresses, Spring
Sale Price
$\$ 8.50$


Cross Dry Goods Store
"Where Economy and Style Meet"

 A Word From The Ginners



Largest Circulation!-More Hall County People Read The Democrat Than Any Other Newspaper $2=$ The Memphis Democrat $\because=-$ Pioneer Memphis Woman Dies Last Saturday Night Four Local Women Named Officers In District Club Federation DISTRICT HEAD Christian Pastor Hall County Penalized At Least Two Cents Per Representative of EXEMPLARY LIFE | STRESSESE LIW |
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| ENFPORCHENT |

Plans Are Outlined For Pampa Meet 5. During April


City Farmer Tells Of His Plans For \%) Cultivating Land



 there is nothing better that this ing harmful, is pleasant tasting eiety ediet, will use perfumes to
famous prescription-it goes di. and safe for the whole family. Ask
match their complexions. Now
 and is guaranteed to stop coughs $\begin{aligned} & \text { macy, and all other good drug } \\ & \text { stores. }\end{aligned}$
stores.-Adv

Mr . and Mrs, O. S. Goodpasture, $\begin{gathered}\text { Sometimes we imagine there are } \\ \text { forus men because the }\end{gathered}$ | Invostment of 87,000 |
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tras tric lights and appliances, natural
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fer my own water plant." Electrie Water Pump
His water is secured from His water is secured from a
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tank, sapplies his home and

We Give Service With Insurance Protection That's Good Insurance
whaley bldg.

# Income Tax Servioe <br> Phone 223 

J. B. Wright<br>Public Accountant

Citizens State Bank
Memphis, Teras

# Thiee Important Factors Enter Into the Cost of Your Automobile 

## 1. How much it costs to malse the car

2. How much extra you pay the alealer
3. How much it costs for operation and up-lseep

The purchase of an automobile involvee a considerable amount of money and it should be carefully considered from all angles before a final decition is made.
The value of the car to you depends on the value built into it at the factory, how much extra you pay the dealer for dis. tribution, eelling, financing and acceetooriec and what it will coot to operate and maintain the car after purchase. Eacch of theere factors, as it relatees to the Ford carr, is frankly explained below.

## Economy in production

The ford car is made economically because of the efficiency of Ford production methods. The money saved through this efficiency is put back into the car in improved quality of material and in greater care and accuracy in manufacturing. The constant effort is to eliminate waste and find ways to make each part better and better without increasing cost-frequently at lowered cost.
Because of Ford economies in large production and because the Ford organization operates on a low-profit margin, the price you pay for the car is much less than it would be under any other conditions. Yet it brings you many unusual features of construction and performance.
At least $\$ 75$ extra value is represented alone by the Triplex shatter-proof glass windshield, the Rustless Steel, the four Houdaille double-acting hydraulic shock absorbers, and the five steel-spoke wheels. The unusually large number of ball and
roller bearings and the extensive use of fine steel forgings instead of castings or stampings are additional features that refleet the high quality built into every part of the car. Throughout, it is a value far above the price you pay.

## Lour dealer charges

The same principles of efficiency and economy that characterize the manufac ture of the Ford car are applied also to distribution. Obviously it would do the public little good to save in production if these savings were sacrificed later in excessive costs of selling, financing and accessories.

The Ford dealer, therefore, operates on the same low-profit margin as the Ford Motor Company, his discount or commis sion being the lowest of any automobile dealer. He does a good business because he makes a small profit on many sales instead of a large profit on fewer sales.

NOTE THESE LOW PRICES Roadster . . $\$ 435$
Phaton . $\$ 440$ Tudor Sedan $\$ 500$ Coupe . . $\$ 500$ Sport Coupe $\$ 530$ Two-window Fordor Sedan . . $\$ 600$ Three-window Fordor Sedan . . $\$ 625$ Convertible Cabriolet . . . . $\$ 645$ Town Sedan . . . . . . . $\$ 670$
(All prices f. o. b. Detroit)

The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least $\$ 50$ to $\$ 75$ to every purchaser of a Ford, in addition to the savings made possible by economies in manufacturing. The money you pay for a Ford goes into value in the car. It is not wasted in high dealer charge.

## Lour up-Neep costs

It is importint to remember that the cost of your automobile is not the first cost only, but the total cost after monthe and years of service. Here again there is a decided saving when you buy a Ford.
The cost of operation and up-keep is lower because of simplicity of design, the high quality of material, and the reduction of friction and wear through unusual accuracy in manufacturing and assembling. The reliability and longer life of the car contribute to its low depreciation per year of use.
The intelligent, painstaking service rendered by Ford dealers is under close factory supervision and is a factor in the low up-keep cost of the Ford. All labor is billed at a flat rate and replacement parts are always available at low prices through Ford dealers in every section of the United States.
In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving ow the first cost of the car.

FDRD MOT®R COMPANY
aUTO TOPS AND RADIOS
J.H. Norman \& Son

EAET SIDE OF SQUARE PHoNe ees

## THE WHIRLWIND



## ON and OFF THE CAMPUS <br> by the editor

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Saturday Specials
For Saturday，March 1st，We Offer The Following Specials


## A Few Pair of the Ladies＇ $\$ 1.25$ to $\$ 2.00$

SLLK
HOSE
With Cotton
Tops
Left At
Two Pair
for
$\$ 1.00$


Greene Dry Goods Co．

## YXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Willys Sixes

## AND

Whippet Fours
A Carload of Them Just In
$\$ 785$
$\$ 585$
－65－
Horsepower
Ask for a Demonstration of These New Models． Surprising Performance！

## Webster Bros．Autio Supply

Wholesale and Retail<br>Joe and Ray<br>wally－Kniithe

## Announcing <br> Change in Ownership of the DeBerry Grocery

W. B. DeBerry is now in charge of the DeBerry Grocery, on the East Sif of the Square, having purchased the business last week from L. G. (Joe) DeBerry.

V. B. DeBerry was formerly in business in Mem
phis for a number of years and is well known to the
trade. He respectfully solicits the continued patron-
age of DeBery Grocery cistors and inves
DeBerry service.
Every effort will be made to please you in every

## DeBerry Grocery <br> East Side Square



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## THE DEMOCRAT'S PROGRAM FOR 193

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More goneral cooperation in all movewesto scolking
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JM FERGUSON ANNOUNCES
HON. James E. Ferguson, erstwhile Governor of Texas, and 12 husband of the only woman governor to take her meals in he Executive Mansion. at Austin, has done what hundreds of
his friends and foes believed he would do-announce for Gov ernor. In a rather short statement to the press last week. M Fernor. In a rather short statement to the press last week, M
Fermed that his campaign would be free of "mud Ferguson promised that his campaign would be free of mading." et cetera. It is rather hard to conceive of a politica fight being waged in this state with the eatimable Ferguson in one of the stellar, roles and Jim being docile and amiabte to his opponents and his enemies, general and particular. But since he has decreed that he will conduct his campaign without per sonal abuse, it will be interesting to watch developments. In his announcement, Farmer Jim says he has made peace
with his God. Another interesting sidelight on the character this man who has had focused upon him the spotlight of pub lie opinion for more years than we care to recall. If one is
take the ex-Governor, statement at face value. Jim merely in take the ex-Governor's statement at face value, Jim merely in
tends to go up and down this great state, discussing nothing bu iesues, or what he will undoubtedly make issues, and leaving the high-powered personal oratory to others. Such a course and solh tactics will be hard to reconcile with Farmer Jim's paat wrangles and he may be in dead earnest when he says, "If ther be those who may find satisfaction in personal abuse and vic ieus criticism of me or my record, let them be
that they will have the field all to themselves."
Ferguson's announcement for office means materially mor are now seeking gubernatorial glory. In the best informed pa litical circles, the statement is current, and it has a basis in fact matter to what office he may aspire. These 200,000 people be lieve in Jim and have supported him in all his vicissitudes an and more, there is small reason for doubting that Jim will be in the run-off primary. We do not believe he stands the ghos of a chance of being elected, but once the fireworks get started Ferguson is a man to be reckoned with.
Of course, there is the probability that Jim will stage a come back and will govern the destines of this state for another two nevertheless if Ferguson is elected, wo will probably have a be er business administration than has been the case under the he is a good business man, endowed with plenty of commo sense. His entry into the governor's race has clouded the polit will be brewing before the primaries next summer.

## ONE OF THE STALWARTS PABSES

THE death of Mrs J. A. Bradford last Saturday night remove lived an exemplary life. Her influence for good, for culture and refinement, for a religious consciousness will not end with he One of the pioneers of this city, she saw Memphis grow from village it was to the small town it became, and then she watche it expand into the city it now is. Her efforts for a better town a better citizenship, a more general culture, are as firmly en
tious way, she achieved for this to

Mrs. Bradford came to Memphis from Virginia, bringing with her the refinement so indubitably associated with her na tive atate. She entered into the life of the community as a teach ar, as a Christian worker, as a devotee of club work and enter prise She was a charter member of the Woman's Culture Club of the First Meth member of the Woman's Miseionary Society teachinga. Sunday after Sunday, in the declining years of her

[^0]Mrs. Bradford did her work quietly and well. Sthe made no
chow at all. The counsel the gave 'the wiedom of her motivea,
the meaning of hor attitedes were never queationed. She wwa
known and loved in Memphin and other statee as "Aunt Sally." known and loved in Memphis and other atates as "Aunt Sally".
To know her was to appreciate the high motives that actuated To know her was to appreciate the high motives that actuated
her every thought. She was generous, sympathetic, kindly. Her
long years of experience in the class room made her underlong years of experience in the class room made her under-
otand humanity, and she used this understanding to the beat Mrs. Bradford's influence has been felt on our national life. Senator Claud Swanson, the senior United States Senator of
Virginia, paid a beautiful tribute to Mrs. Bradford's influence when, after taking the oath of office as Governor of Virginia, he wrote and told her that all he was or ever expected to bee
he attributed to the training he had received at her hands while Virginia school boy.
Her passing was as gentle and as peaceful as was her stay among us. She was ready. She had been ready these many
years. She answered this last summons just as she had responded to those that came when life was fresh and sweet. Uncom-
plaining in disposition, motherly, eager to help and serve, she
, reminded this writer of nothing so much as the fragrance as sociated with lavendar and old lace. The treasure house of memory has been made brighter by her living and sweeter and
more potent by her death. Surely, a stalwart has passed thi nore potent by her death. Surely, a stalwart has passed this

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## PANHANDLE PRESS CONVENTION

IV Press Association. Plans have already been the Panhandle wo day meeting here and it is confidently expected that one the best meetings in the history of the organization will become a reality. It is understood that many prominent Texas newspa-
per men will address the convetion as well as noted men in the profession who reside out of the state.
Local newspaper men will be assisted in their program of entertainment by the Memphis Chamber of Commerce, the
civic organizations of the city and the newspaper men of the county. Several banquets have already been slated and it is the something going on all the time for the journalists and thei ladies.
ention at around 250 . About that number were in attendance the meeting last year in Pampa. It is only about once or ether in meetings similar to the one to be held here At such mes, they talk shop a
There is more genuine comaraderie said to exist between
There seems to be a mutual sympathy and understanding for
with a newspaper. But, almost without exception, money is not he chief requisite or requirement recognized by the profession An interest in the work, some little ability and a desire to be rutual help in building up a city or community life and in
furthering and sponsoring those movements having for their object a better understanding of values, especially human val ursh is large pay for those who wield the pencil and the type
writer. When the newspaper men descend upon Memphis, we hope cord them every consideration while they are here. If they are impressed with Memphis, they will not hesitate to say so in
their respective newspapers. If the opposite is true, they may ive to this town some unpleasant publicity, although we do It is not often that Memphis has the privilege of entertaining large convention such as the Panhandle Press Association neeting will be. If we ever expect to make this a convention by giving them the utmost in entertainment and hospitality.

Panhandle Press Paragraphs



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