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VOLUME XXII *** NEA and UP Service *** MEMPHIS, HALL COUNTY, TEXAS, SUNDAY, JANUARY 19, 1930. *** FIVE CENTS *** NUMBER 34.

EARLE B. MAYFIELD ANNOUNCES HIS CANDIDACY FOR GOVERNOR

FIVE PLATFORM PLANKS FAVOR WEST TEXAS

Mayfield Hopes Race Will Be Free Of All Prejudice

Ex-Senator Earle B. Mayfield of Austin has announced his candidacy for the Democratic nomination of Governor of Texas, subject to the action of the approaching primaries. Senator Mayfield has had a distinguished career, first as State Senator, then Railroad Commissioner and later, as United States Senator. He is entering the race as a candidate free from all cliques and desirous only of serving well the people of this state.

Free From Prejudice

In the introductory paragraph to his platform he says in part: "In the approaching campaign, I indulge the hope that prejudice and malice, spite and envy, hatred and jealousy may take refuge in the forgotten incidents of the past and that the campaign may be confined to a discussion of those problems that so vitally concern the welfare and happiness of our people. If honored, by our party, with the nomination of Governor of Texas, I promise that the interest of the people will be my first consideration."

(Continued on page 5)

Enters Race



Earle B. Mayfield announces his candidacy for the Democratic nomination of Governor of Texas. Ex-Senator Mayfield has served the people of Texas for many years with distinction, first as State Senator, then as Railroad Commissioner, and more recently, as United States Senator.

Cooking School Begins On Monday

DAILY PROGRAM FOR SCHOOL IS DIVULGED

Adequate Provision Is Being Made To Care For Crowd

Rain or shine, sleet or snow, blizzard or no blizzard, The Democrat's third annual free School of Cookery, Health and Charm will get under way promptly Monday afternoon at two o'clock in the basement of the new Educational Building of the First Baptist church. Miss Christeen Chitwood, cooking expert, will be introduced by Mayor pro-tem J. M. McKelvey.

Provide For Large Crowd
Adequate provision is being made to care for the large number of people expected to attend each of the four sessions of the cooking school. The management will appreciate it if the women who anticipate being present will try and get to each session on time. In that way, there will be no delay in starting the school or in closing it.

To Talk on Nutrition
Monday afternoon, Miss Chitwood's talk and demonstration will be on nutrition, scientific reducing and other topics. The first day of the cooking school is always interesting as it is known as "get acquainted" day. In addition, the women who are present will have many free prizes distributed among them—prizes that are valuable and which cost absolutely nothing.

Program for Tuesday
(Continued on page 4)

Expect Quorum At Opening Monday of State Legislature

AUSTIN, Jan. 18. (UP)—Despite unprecedented weather conditions, indications point to a quorum being present when the fourth special session of the Texas Legislature convenes Monday in a thirty day session. Governor Moody's message will be read to the house and senate Monday afternoon. With that done, a trip to be made by 180 legislators to Huntsville and various prison farms may get under way at any time.

A bill carrying out the prison plan proposed by a majority of the prison centralization commission has been prepared by Senator Edgar Witt of Waco. A bill carrying out fee reforms has been prepared by Senator Pink Parrish of Lubbock. These two bills were referred to the committees first, so that the Legislature will virtually be at a standstill after the bills are offered until the committees report them for action.

\$30,000,000 Is Available For Financing Farm Loans

Gives Opinion



Rev. E. T. Miller, pastor of the First Baptist church here, gives his opinion as to what Memphis needs most. This is the second in a series of articles on this subject, the first one having appeared several weeks ago.

Pastor Says That Spirituality Is Needed Most Here

BY REV. E. T. MILLER
(Note: Since the Editor of The Democrat has invited the patrons of his paper to make use of its columns in writing articles on the general subject: "The Things That Memphis Needs Most," we submit the following article with the hope that it might suggest some of the essential things that Memphis needs most. The writer of this article has no apologies to offer for the things that shall be discussed. He is fully persuaded that the majority of the people of this town will agree with him that the "Things That Memphis Needs Most" are "The Things That Matter Most." Call it a sermon if you will. Since it is to come out in the Sunday Edition it ought to be in order.)

The Things That Memphis Needs Most are the things that matter most. "A man's life consisteth not in the abundance of the things which he possesseth." The needs of Memphis are many. With many, it is money, with others it is health; and yet with others, happiness, success, and friendship. But the greatest need for Memphis is spirituality. If Memphis had this, it would supply all of our essential needs.

The Wall Street Journal a while (Continued on page 4)

AGRICULTURE TO BE HELPED BY FARM BOARD

Association Secretary Believes Board Will Aid Materially

Formation of the Federal Farm Board, financed with \$30,000,000, will mean much to Farm Bureau members in Hall County, according to C. F. Stout, local farmer, who is secretary of the Hall County Farm Bureau Cotton Association.

A special meeting of the local organization has been called for Saturday, January 25, apropos of the perfection of the Federal Farm Board. Richard Wischkaemper, of Shamrock, district director of the Texas Farm Bureau Cotton Association, will explain the government's plan of farm loans at this meeting.

The thirty million dollars set aside by the federal administration is making loans to farmers possible on cotton of 7-8 or better staple, provided the applicant is a member of a cotton marketing association already definitely organized and functioning. The loan is in the form of a market price of 16 and a fraction cents paid for cotton delivered at Houston. This will make middling 7-8 staple cotton bring about 15 3/4 cents net at Houston.

If cotton declines, the government bears the loss, while if the market advances, the farmer receives the difference in price up to a minimum of 20 cents, according to Mr. Stout.

Good Will Spirit Likely To Pervade Naval Conference

NEW YORK, Jan. 18. (UP)—Optimistic expectations of the outcome of the London Naval Conference are justified by the spirit of goodwill and compromise displayed by the governments concerned.

The statements by President Hoover and Secretary of State Stimson that the conference must not jeopardize the desire of each nation for security will go far toward stimulating cooperation when the negotiators reach the most difficult parts of their negotiations.

No Desire to Dictate
The American and British governments have done all in their power to demonstrate that they have no desire to dictate. The conference would have failed from the start had Japan, France and Italy become persuaded, as various militarists tried to persuade them, that the two leading naval powers were bent on controlling the world's naval programs.

Many Dissimilar Matters
The Conference could agree easily on a united policy if the naval problems of the five powers were similar. But there are many dissimilar matters of sea strategy facing them; and the chief work of the conference will be to make adjustments to meet this factor. There is no probability that the question of actual "parity" in naval strength between the United States and Great Britain will lead to wrangling. Both nations have agreed to the basic principle of "parity."

(Continued on page 4)

Man Confesses To Robbery Of Bank At Kemp

KAUFMAN, Jan. 18. (UP)

Jack Wheeler was charged today of robbery with firearms in connection with the holdup of the First National Bank at Kemp. An armed posse braved the cold and snow to search for his companion believed hiding near here. Wheeler confessed to the robbery, L. J. McDougal, bank president, stated.

McDougal said that Wheeler had \$385 in cash when arrested between Kemp and Ennis. The bandits entered the bank at the closing hour Friday, held a gun on McDougal and escaped with over \$1,000 in cash. McDougal fired two shots as the bandits fled.

Herbert Sisk Buys Filling Station At Crowell January 1

It was learned in the city the past week that Herbert Sisk, son of Mr. and Mrs. Rube Sisk, had bought out the White Way Service Station at Crowell, and that Herbert and his wife are now living in that city. Mr. Sisk assumed control of the business on January 1. He has changed the name of the White Way Service Station to the Real Service Station.

For several years, Herbert has been employed in the service department of the Allen-Figh Motor Company, and in that position, was considered among the best in the trade. He and Mrs. Sisk visited in Memphis last week, coming home on a short business trip.

Mrs. Rube Sisk stated that she sent Herbert and his wife a box last week and put in a current copy of The Memphis Democrat, which thoughtfulness on her part seemed to please the recipients very much.

Annual Report Of Scout Activities Is Made By Jolly

In preparing his annual report to the National Council of the Boy Scouts of America, the local Scout Executive, I. E. Jolly, who has charge of all Boy Scout work in the Southeast Panhandle Area, finds that this section has had the best year in its history during 1929. It has been found that more boys and more men have been interested in the work than ever before.

Do Outstanding Work
Five hundred and thirty-three men and 478 boys have been enrolled in active Scout work during the past year, Mr. Jolly stated. He said that Scouts in this area had been doing outstanding work. During the past year, 47 boys have received their first class badges, having satisfactorily completed the work as required by the National Council. Of this number of first class Scouts, all of them have received merit badges, three being 19 Star Scouts, three Life Scouts and one Eagle Scout.

Complete Confidence
It is with complete confidence that the Scout Executive is perfecting his plans for the new year. Much work is being done by business men in all the towns in the area to promote Scouting; and the results of this interest will probably make 1930 the outstanding year for Scouting throughout this section.

Much Suffering Is Felt As Result Of Low Temperatures

DALLAS, Jan. 18. (UP)—All time records for low temperatures were set through Texas today as the coldest wave in twenty years lashed the state from Panhandle to Gulf. Suffering among the poor is widespread and acute. Livestock men are reporting heavy losses. Roads in many sections of the state are impassable on account of the ice.

Attracted to Shamrock by reports of work to be had on a proposed railroad project, more than 140 men, women and children are at the mercy of charitable organizations. Families are living in tents with relief workers hard pressed to care for them. Only slight relief from the sub-freezing temperatures is expected today. Some of the low temperatures follow: Waco, 2 below; Jacksonville, 4 below; Ennis, 2 below; Vernon, 12 below, unofficial; Gainesville, 5 below; Sweetwater, 4 below; Nacogdoches, 6 below; Graham, zero; Dallas, 3 below; Amarillo, 8 below.

Memphis has had its worst cold spell in many years this week. The thermometer dropped to as low as 12 degrees below zero. Much suffering in the city among poor families has been alleviated by the work of the United Charities of Memphis and by private individuals.

Hudgins Awarded Trip To Cuba And Florida By Insurance Co.

E. N. Hudgins and wife left Memphis Saturday as the guests of the Kansas City Life Insurance Company on a trip to Florida and Cuba. Mr. Hudgins is one of the outstanding leaders of the Kansas City Life, having represented the company in the Memphis territory for 17 years, in which time he has built up the largest business of any district agent of the company in the state, it is said. The trip to Florida is a well merited recognition of his work in 1929, during which time his agency produced over a million dollars of business.

The occasion of the trip is the celebration of the Silver Jubilee of J. B. Reynolds, president of the Kansas City Life, in whose honor the agency forces of the company in 39 states produced over \$100,000,000 of new business in 1929. A special guest of the company will be Governor Doyle E. Carlton of the State of Florida, who will speak at a banquet.

Will Go On To Cuba
Mr. and Mrs. Hudgins will be accompanied on the trip by Pat Vardy, of Estelline, and Jess Holland, of Wellington. These men will go only to Florida while Mr. and Mrs. Hudgins will continue the trip to Cuba.

Student In Local High School Breaks Collar Bone Four Times

Weldon Massey, local high school student, is suffering from a broken collar bone, which he received as the result of running into another player while practicing basketball last Wednesday. He was a promising candidate for the 1930 Cyclone basketball team, but the injury, but he will be out of the game for the remainder of the season, and may not get to engage in any high school sport from this time on.

Is Fourth Accident
The accident Wednesday is the fourth time Weldon has broken his collar bone. The first time

MEMPHIS' BOYS ON WAY TO BASKETBALL TOURNEY ARE ALMOST OVERCOME BY SEVERE COLD WEATHER

Members of the Memphis High basketball team seem to have gotten their fill of the cold and snow Friday when they attempted to journey to Panhandle to attend a basketball tournament scheduled to take place Friday and Saturday. It is said the basketeers got only as far as fourteen miles beyond Clarendon on their journey, when they were forced to stop on account of the snow drifts in the road which made travel impossible.

It is said that two of the cars carrying the players were stuck in the snow before Coach Nolan Walter, who was bringing up the rear of the party, came upon his players. Efforts were made to dislodge the cars, but the weather was so cold, the coach carried his players to a nearby farm house to warm.

The boys were said to have been seriously affected by the cold for the time being and it was only after much effort had been expended that they were thawed out.

The boys were able to get only one of the cars that had been stuck out of the snow. The car being driven by Paul Smith was left until it could be taken to town later. When the boys were convinced that it was useless to attempt to budge the car, the party crowded into the two cars left and returned as rapidly as possible to Memphis. None of the boys seemed any the worse for the experience after getting home, but they stated it was the nearest any of them had come to being completely frozen.

THE WHIRLWIND

Edited by the Students of Memphis High School

WHIRLWIND STAFF

JERRY SITTON
Editor
Chloe Johnson
Assistant Editor
Albert Pearson
Sports Writer
Mary Louise Huff
Senior Reporter
Ernestine Walker
Special Reporter
Lola Mae Grundy
Sophomore Reporter
Weldon Massey
Joke Editor

ON and OFF THE CAMPUS

BY THE EDITOR

Funny things happen, and some times one can not be too sure that such incidents will not happen to him.

o-o-o

Here's how it happened: Scott Webster, Albert Pearson, Carl Gerlach, and I went to the picture show last week. It was just after three-fifteen, and everything was quite as usual. The weather was very cold, and as a result Scott got cold feet.

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We went inside and sat down beside the stove. Scott could not resist pulling off his shoes and warming his feet. He removed his shoes and laid them down beside his seat and placed his feet close to the stove to regain some of the warmth that they had lost.

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After about half of the show had passed, Scott thought that he would put his shoes on again and be ready to go when the show ended. He dared not take his eyes off the picture, and with a continual forward look, he felt along the floor for his shoes. Lo and behold! They could not be found!

o-o-o

Scott looked all over the place, all up and down the aisles he paced in a frantic search for his lost "hoof-pieces." They could not be found anywhere. Scott seemed to think that one of us had his shoe, but we were searched, and no trace of the shoe was found.

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Scott told the manager and was told that he should have kept the shoe on his foot. Still, Scott was not relieved; he disturbed every one in the show searching for his shoe.

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Finally, the show ended, and we told Scott that we were ready to come out. Scott said that he could not go without his shoe, and refused to walk an inch "with his pet." Finally, we coaxed him to come out, and into the ante-room, when I was shaking my coat, and Scott's shoe fell on the floor. Scott fell upon it "like it was a baby," and put it on with great rapidity.

o-o-o

He seemed to think that I had hidden the shoe from him, but I knew nothing of its disappearance; in fact, the last time I had seen it, Scott had had it on his foot. In fact, I believe that Scott put the shoe there himself and just wanted to "lay it on" some one else.

o-o-o

The other day I asked Scott what he was going to be when he grew up. "I don't know," said Scott, "I have been figuring on making a preacher but my father sorta wants me to be something else, but I don't know what it would be."

o-o-o

I wonder if anybody besides myself has noticed Mazie Perkins? Why, she gets sore over any little thing! Take last Friday, for instance; she was "sore" all day, and every day she gets "sore" about something. I saw her the other day out in the snow, and just walked close to her, and she got "sore," as if she thought that I was going to put a little snow on her.

o-o-o

Well, the finals are here, and I wonder how many will start 1930 off right, perhaps, by making good grades in school work. The Editor and Business Manager of the "Sandstorm" were exempt from the "exams." The Editor of the Whirlwind probably does not do as much work as they do, but about six hours' work per day should be given some consideration, anyway he takes the examinations.

Examinations For First Term Given To High Students

This week at the high school has been taken up with the final examinations, which will end the first half of this school year. The next term will start on next Monday, January 20.

Seniors Exempt

The following were exempt from all final examinations: Seniors, Clara Alexander, Mary Batson, Sara Bradshaw, Clay Crow, Catherine Easterling, Velma Fisher, Marietta Gibson, Marjorie Guill, Clifford Hagemeier, Ruth Harrison, Sara Hart, James Hammond, Clarence Jackson, Chloe Johnson, Ida Jones, Ethe Jones, Mitchell, Inez, Grace Ogden, Clyde Ponnell, Mazie Perkins, Kirby Rogers, A. J. Rushing, Pauline Ross, Homer Shankle, Roy Stargel, Alvin Thomas, Mary Louise Thomas, Francis Joy Tomlinson, Ernestine Walker and Mary Winston Walters.

Juniors Exempt

The Juniors who were exempt were Lena Bayne, Ezell Champion, Eugene Clements, Alberta Gerlach, Nell Grant, Wilfred Jones, Mildred Kesterson, Mary Helen Kinslow, Jack McCann, Walter McMillan, Otis Martin, Ogle Martin, Reba May, Vera Neely, Jewell Ragsdale, Georgene Sexauer, Ester Thornton, La Verne Thompson, Author Travis, and Albert Pearson.

Sophs Are Exempt

The following Sophomores were exempt from examinations: Ollie Merle Bean, Ruth Baker, Roberta

Berry, Tommie Boren, Allie Caviness, Edna Blair, A. R. Evans, Charlotte Fore, Gayle Greene, Lola Mae Grundy, Dorothy Hart, Anna Louise Hudgins, Dorothy Jones, Cearley Read Kinard, Mildred Lamb, Geraldine Lewis, Mildred Lindsey, Loraine McCowan, Leonard McMurry, Gerald Mabry, Mary Luma Rasco, Jack Sitton, Ruby Lee Stringer, Mena Thompson, Pauline Turlington, Mary Helen Stanford, Loreece Webster, Paul Wood, Frances Wright, Jessie Wood, Marieta Garner, Fae Pannell, and Willagene Stephenson.

Order of Exams

The order in which the examinations were held came as the classes were scheduled. The first period classes took their examinations first, and in the same order the other classes took their examinations.

No school will be held on Friday; the entire day will be given over to the rearrangement of classes and schedules. All students who expect to take up new subjects are urged to be present schedules in accordance with the schedules in accordance to the change.

Coach Walter, (picking up the telephone)—Information, what is Nolan Walters' telephone number?

The other night Iris Hollis went to a basketball game, and, as the admission price was twenty cents, she was paying for two fares. She handed the door keeper a quarter, a dime, and two nickles, and said, "Give me a nickle, will you?"

Tuesday morning, Harry Womack said, "I hate like everything to fail three examinations in one day." He did.

CAGERS ANXIOUS FOR COMING SEASON

Roy Stargel Will Captain Basketeers For His Second Year

There's no use talking. Coach Nolan Walter surely has a basketball team. Out of their last four games, they have won all four of them. The team, as a whole, have "come out of it" and all are now rounding out into mid-season form.

New plays have been given the boys by Coach Walter, and he is sure that he will develop a winning team. The combinations of players are beginning to work well together. The squad now consists of thirteen boys, and they are all first-class men.

Last week a game was played with Carey, and they were defeated by a score of 33 to 21. The locals outplayed the Carey boys, and the goal shooting of Roy Stargel was the feature of the game. All year, Roy has been handling himself well on the court, but he seemed to get started in this game and his playing was easily the feature of the contest.

Last Friday night, the locals battled Goodnight to defeat by a comparatively large score. In this contest, it was noticed that all of the men handled the ball well, especially "Pest" Martindale, who was high-point man.

Girls Basketball Team Will Go To Panhandle Games

The par value of Miss Ora Lee Bray's basketball team rose last week when they received an invitation to attend a basketball tournament at Panhandle on January 17 and 18.

In the letter from Panhandle, it was stated that twenty-four teams would enter and battle to win for their school. Last week end the local girls had a game scheduled with the Panhandle High girls, but on account of bad roads and weather the game was called off.

Miss Bray stated that she expected to carry about eleven girls as to be sure to have enough to finish a game in case many are put out on fouls. Last year at the tournament, Miss Bray carried nine girls, and before the game ended, three of her girls were put out of the game, and only the number that were required to play was left. If any other girl had been put out of the game, Miss Bray would have had to play a girl short or forfeit the contest. "Last year, we played Panhan-

dle in the semi-finals and beat them by seven points," said Miss Bray. "but when the game was over, the girls were not beaten, they were all wanting more. They said that they would be ready for us when we came back this year. I am sure that my girls are ready for them. If we don't win, we are going to take defeat "like a man" and prepare to beat them next year."

Inez Crow, Hazel McQueen, and Mae Gatlin are expected to do the majority of the work, while they will be capably assisted by Wilma Gilbreath, Dayne Mae Stuart, Inez Mitchell, Clara Alexander, and Shirley Hill.

Miss Bray is placing the hardest tasks on Captain Inez Crow, who is expected to handle the offensive end of the game with the assistance of Wilma Gilbreath, Hazel McQueen, and Clara Alexander, while the defensive battle will be handled by Mae Gatlin and Inez Mitchell, with the assistance of several capable substitutes if they are needed.

Accompanying the girls to the tournament, will be the boys' squad with their coach. "I shall have some very stiff competition," said Coach Nolan, "but we are expecting to bring home the bacon." "I am expecting to meet E. next week for the first conference game. Last year the Memphis High boys 'brought home the bacon,' and I see no reason why we shouldn't."

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The merchants who supply you with the necessities of life are your best friends. To keep your credit with them in healthy condition makes them even better friends.

The householder's greatest asset is his credit. To maintain good credit means extended credit when emergency or trouble demands it.

One may toil almost incessantly; he may veritably work his fingers to the bone, but unless he possesses credit his efforts are to no avail.

Nothing helps like credit when that "rainy day" comes. Nothing more certainly insures success when opportunity presents itself. Credit must be the foundation on which you are to build. Develop and protect it.



Memphis Retail Merchants Association

Coach Walter Will Take Boys To Play Game At Estelline

On next Tuesday evening at eight o'clock, the Memphis High School "Cyclone" basketball team will meet the Estelline High School "Cubs" in the first conference game of the season on the Estelline court.

Coach Walter has been giving his men severe "workouts" in attempt to give them their prime before the game. He has given them new plays, in effort to have something new for the Estelline boys. The two teams will have met three times before the conference game.

To Meet Again

One week later, the two teams will meet again in the second conference game of the season. Both games will be played in Estelline, due to the fact that the local gymnasium is not of the regulation size. The local team will receive a split of the gate receipts on both games.

According to an announcement Ernestine Walker, a few of the girls were going to form a team to help the boys out. They had expected to see girls out to cheer the Estelline. She also indicated about the same number of boys have stated that they enter the pep squad.

To assure every one from Memphis who goes to the game," said Coach Nolan Walter, "that they will see one of the hardest-fought games of the season. We are going to do our best to win the game, and we want all the support that we can get."

New Officers To Be Installed In Hi-Y Club At Next Meet

At the Hi-Y Meeting on last Tuesday night at the high school a re-election of officers was the main event of the evening. It is a part of the constitution of the club to elect officers twice a year. To go in accordance with the constitution that was written by Ed. Wip Todd, chairman, and several others, the officers were elected, and regular installation will be held at the next meeting.

V. L. McGlocklin was elected to the position as president of the organization, and will be formally installed in office on the next regular meeting. Harry Womack

was elected vice-president, and he, too, will be put in office at the next meeting. Arthur Travis was elected secretary-treasurer of the club.

The new officers are expected to put the organization on a higher plane than it has heretofore been. They are expecting to do so by conducting the business of the club as to cause others to join the organization.

V. L. McGlocklin, president, said, "I am convinced that it is a superior honor to hold the position of dignity in the club, and I pledge myself to uphold the principals of the organization and do all in my power to make it a better organization."

The retiring officers are Clarence Jackson, president; Ezel Champion, vice-president; and Wilfred Jones, secretary-treasurer.

Important Dates In Politics For 1930 Are Listed

AUSTIN, Jan. 18. (UP)—Important dates in the 1930 political calendar in Texas are:

Jan. 31—Last day to pay poll tax giving right to vote in year's elections.

Feb. 3—County commissioners courts name election judges at term which starts this day.

June 2—Last day for filing application for place on ballot with state party chairman.

June 9—State executive committees meet to list nominees and to select place for state convention. County executive committees meet to arrange elections.

June 16—County executive committees meet to assign order of places on primary ballots.

July 1—Last day for filing preliminary expense account for first primary.

July 16—Absentee voting starts for first primary.

July 23—Absentee voting ends for first primary.

July 26—First primaries.

July 29—Preliminary expense accounts must be filed for run-off primaries.

Aug. 2—County executive committees canvass returns of first primaries.

Aug. 4—County commissioners at term starting this day fix precinct lines.

Aug. 5—Final day for expense

accounts of first primary.

Aug. 11—State executive committee canvasses returns of first primary.

Aug. 12—State party conventions.

Aug. 13—Absentee voting for run-off primary starts.

Aug. 20—Absentee voting for run-off primary ends.

Aug. 23—Run-off primaries.

Aug. 30—County executive committees canvass returns of run-off elections.

Sept. 1—State executive committee canvasses returns of run-off elections.

Sept. 2—State party conventions adopt platforms and announce nominees to elect a state party chairman and executive committee of 31.

Sept. 2—Last day for final expense accounts of run-off.

Oct. 5—Last day for Governor's proclamation calling general election.

Nov. 4—General election.

Political Eyes On Race For Governor

BY GORDON K. SHEARER
United Press Staff Correspondent

Austin, Tex., Jan. 18. (UP)—With five months yet to go before the closing date on formal notices of candidacy, entries already are being made in the race for next governor of Texas.

All who send in the specified information and \$100 to State Democratic Chairman D. W. Wilcox of Georgetown by June 2 are entitled to go on the ballot—if they meet the requirements.

What those requirements will be remains in doubt. Tom Love particularly wants to know. He has sent his \$100 and application early so it can be determined. If voting for Hoover last time is a bar Love wants to know as soon as possible. Earle Mayfield, former U. S. Senator, already is in actively with a campaign organization, although until recently he had not made the formal notification. He is not worrying about who else gets into the race. The man who decides his political course on what someone else does, will not get anywhere, Mayfield confided.

At last reports, former Gov. James Ferguson was still withholding a decision about whether he or "Ma" will be a candidate. And the feeling is generally spreading that should either "Ma"

or "Pa" announce, Gov. Dan Moody will brave the third term bugaboo and announce too. Precedents do not greatly bother Governor Moody. He broke one when, as attorney general, he announced for governor against Mrs. Ferguson, who was completing her first term. It would be a daring stroke, but it would, if successful, again put Governor Moody in a place where national political honors might find him. He overcame the bugaboo of youth when first elected governor—perhaps he could do the same with the no-third-term tradition.

At least Governor Moody is going to be in the limelight during the coming 30 or 60 days that the state legislature is in session. His proposal for state roads built with convict labor ties into one of the two main issues before the public. It connects the prison reform movement and the road issue. Incidentally it might do away with the demand for a \$300,000,000 state road bond issue, which a large majority of the gubernatorial candidates have declared against. As the cigaret ad says, so many people can't be wrong.

Texas Has A Part In Hoover Program

Dallas, Tex., Jan. 18. (UP)—The movement sponsored by President Hoover to bring about an increase in public works construction, which has as its aim the stabilization of business and employment conditions, has now taken definite shape, according to Harold M. Young, assistant district manager of the Dallas office of the bureau of foreign and domestic commerce.

A new unit to be known as the division of public construction has been formed in the department of commerce. This division has as its purpose assistance in the co-ordination of federal, state and local efforts to expedite public works construction. It is intended that this new unit serve as a clearing house of information on construction plans and methods of the federal government departments and also those of state and local governments.

The state governors, in response to telegrams from the president, have assumed responsibility for carrying out the idea in their respective states and encouraging similar effects on the part of county and municipal officials.

Texas, through Gov. Dan Moody, responded to the request of the president, and assured him that Texas stood ready to do her part in the public construction program.

Many of the governors have requested to be informed of measures and methods being used elsewhere, and particularly where the best results are achieved, and this new division is already analyzing the reports which are now available in response to these requests.

This new unit is also undertaking an intensive study of federal government projects which are now under way or which can be readily undertaken in the next few weeks.

Mr. and Mrs. John Meyers, of Belvedere, Ill., arrived last Thursday for a visit with his nephews, George and John Sexauer.

W. W. WILLIAMSON, of Lakeview and Memphis, has returned from a business trip to Oklahoma City.

DONKEY HANGED BY HUMAN FIEND

Dallas, Texas, Jan. 18.—(UP)—Charcoal is no more; and a gloomy shadow has chased the exuberance of life from children's recreational environs in the neighborhood of J. E. Barton's home.

Police and humane society officials are in quest of the executioner of the pet donkey. The gentle beast over whose scrawny back kiddies tumbled with impunity was found hanged in its stall. Junior Barton, 4, was glad to have his playmates ride his donkey.

His father went to the barn to feed Charcoal and found the beast dead, its neck broken, the body half raised in a grotesque position. A rope used to secure the door of the barn had been used.

No motive for the act has been advanced. Officers pronounce it the most cold blooded affair they have known.

At the Cooking School Detroit Jewel Gas Range the choice of Miss Christeen Chitwood



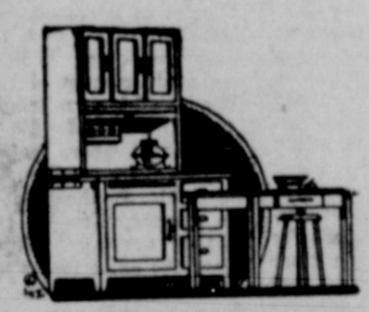
- It Bakes
- It Broils
- It cooks and performs in every way as you would have a gas stove perform!

Detroit Jewel bears the endorsement of experts.



Bakes Uniformly with the Oven Door Wide Open
That's the world's unequalled test!

Miss Chitwood Will Also Use a Quaker Maid Kitchen Cabinet



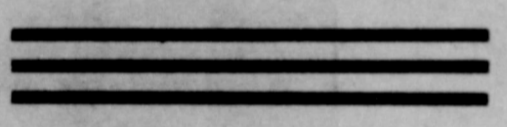
The Quaker Maid Cabinet is complete in every respect, and the handiest thing you could ever have in your kitchen.

See and inspect the Detroit Jewel Range and the Quaker Maid Cabinet at the cooking school.

For Sale in Memphis by

Thompson Bros. Hardware Co.

Memphis, Texas



Miss Christeen Chitwood Selected

Jim Vallance GROCERY

To Supply Her With Groceries and Vegetables During The Democrat Cooking School

Because of the quality of the vegetables and groceries found at this store . . . and because each day finds a fresh stock of the best products available.

Do your grocery shopping here. You will find satisfaction both in our groceries and vegetables, and in our low prices.

Jim Vallance Grocery
Not a Cash Store—But As Cheap

Pastor Says That—

(Continued from page 1)

back reached ears that have long been deaf or indifferent to the pulp appeal when it said: "What we need today is not a more elastic currency, not better banking methods, not a more equitable tariff, not better protection against panics, not bigger navies and armies, but a revival of faith, a revival of morality which recognizes a basis in religion." Such statements coming from one of our leading editors are timely and very true and tend to call our attention to things that matter most, spiritual things.

Right Kind of Religion

Mr. Wolf, a great business man of Dallas, Texas, some months ago said: "The safety of everything and of everybody depends upon the right kind of religion. The safety of the family depends upon the church rather than upon the policeman. The solvency of the bank depends upon the preacher rather than upon the banker. What the steering wheel is to the automobile, what the railroad track is to the locomotive engine, what the foundation is to the building—that is Christian religion to civilization." And thus Mr. Wolf joins the editor of the Wall Street Journal in pointing out the things that we need most in Memphis, the things that matter most, spiritual things.

Spiritual Leadership

President Glenn Frank speaks words of wisdom when he says: "What we moderns need, desperately need most, is spiritual leadership to save us from the sterility of haste, our standardization, our rabbit-minded conformity, our almost perverted idolatry of organization, and our preoccupation with material things. We moderns need spiritual leadership to lift us out of the logic-chopping of theological debate, into a life of creative spirituality, a leadership that will think more of spiritual technique than of doctrinal definition. We need a spiritual leadership that will help us to emancipate ourselves from our slavery of things and to help us to recover the lost art of meditation. We are too enslaved to things, we are lost in our baggage, and we are too busy." Surely with the above appeals from editors, business men, and ministers who are thinking and writing in terms of the world's greatest need, we are permitted to affirm that "The Things That Matter Most" are the things that matter most, spiritual things.

Bring Spiritual Decay

What are the things that the people of Memphis are emphasizing most? Are we permitting the automobiles, the movies, the radios, the various new pleasures and demands of social life, right in themselves at proper times, claim all of our time for the cheaper things of life? What profit is there in all this huge increase of things if we do not have soul enough to make a life for God out of it? Why travel at the rate of sixty miles an hour in a de luxe train, or a hundred miles an hour in an aeroplane, if we are the worse for it at the end of the journey? The question of gain or loss is decided by what we do with these things in our living. The great discoveries may bring spiritual decay more rapidly to those who do not find the Spirit in them. We are being hard pressed today by the material and spiritual things have been set aside by too many.

Social Activities

What are we emphasizing most in Memphis, Social or Church Activities? Social activities and social functions are proper when properly carried on but must never give sanction to those social functions that are put ahead of the church and those social activities that are so arranged as to interfere with church activities. When Blind Bartimeus went to Jesus he left his robe behind. This he did not because the robe was of no worth to him, but because he was emphasizing the matter supremely, his receiving his sight. When the woman of Sychar left Jesus at the sunset hour and went back to the town she left her water pot. This she did not because she had no need for the water pot but because she was absorbed in the things that were of far more value than water pots. When Peter and John left their nets to follow Jesus they did so not because they found no pleasure and profit in fishing but because they saw the duty that mattered most and trusted the promise that meant the most. When Elisha left the plowshare it was not because plowing in the field was worthless but because following Elijah was the essential thing that measured more by God's rod and weighed more by God's scales. Written across Calvary is sacrifice and service. But is that what we emphasize today? Or is it pleasure? Morrison said, "On the lips of Christ were the stern words, 'I must die,' but on the lips of this age of ours are the

Girl Communists Storm Embassy



This group of girls was arrested, but later released, for participating in a Communist demonstration in front of the Mexican embassy in Washington recently. They were among a group of 50 young Communists who demanded the release of 30 members of the Communist party claimed to be prisoners in Mexico. Left to right, Dorothy Malakoff, Annette Clodney, Elizabeth Donnelly, Chase Isaacs, Edith Ericson and May Field.

light words, "I must die." Does it mean that we must face that tragic thing on every hand—that we are busy but busy making life a playground? Busy but busy chasing the short-lived butterflies of pleasure? Busy but busy dancing to the music of self indulgence? Busy but busy feeding the hungry maw of selfish ambition?

Another question: "What are the people of Memphis emphasizing most; Outward Appearance or Inward Rectitudes?" "Man looketh on the outward appearance, but God looketh on the heart." In judgments of men, Jesus passed by the clothes men wore, the houses they lived in, the reputation they prided themselves upon, and the menu of their tables. Men in Christ's day were as rank externalists as they are today. They were slaves to petty outwardness. They bowed their knees to the god of reputation. They were blinded by the dazzle of sheer appearance. With them, even as with men today, they called men failures in proportion as they failed to measure up to external veneer. They were blind then as they are now to the tragedy of inward decadence. Men were just as slow to come to appreciate the "Things That Matter Most" as they are today.

Prayer Is Needed

Still another question: Does prayer need more emphasis today than we are giving it in our church and home life? When we depend upon organization, we get what organization can do. When we depend upon education, we get what education can do. When we depend upon culture, we get what culture can do. When we depend upon a mere financial scheme can do, we get what a mere financial scheme can do, but when we depend upon prayer, we get what God can do. Prayer, prayer in our homes, much prayer in our church life, prayer in all of our activities is one thing that Memphis needs most. Prayer comes in the catalogue of "Things That Matter Most."

Needs Greater Emphasis

In discussing the things that Memphis needs most, does not Faith need greater emphasis? We sometimes act as though Christ had broken every promise spoken. We sometimes venture as though we had already seen God's tomb stone. We too often show our heels when we ought to laugh at the shaking of a spear. Little clouds of opposition no stronger and no larger than a man's hand sees us shrinking like frightened children at the roar of a storm. We are prone to see our hindrances rather than our help. Sometimes we wonder if God has not written opposite our names in the lamb's book of life, "O ye of little faith." In that memorable eleventh chapter of Hebrews, Paul gives a long list of men and women who challenged the admiration of the people in their day, and who made glad the heart of God by exercising and living great lives of faith. They subdued kingdoms, wrought righteousness, obtained promises, stopped the mouths of lions, quenched the violence of fire, escaped the edge of the sword, out of weakness were made strong, waxed valiant in fight, turned to flight the armies of the aliens, and women received their dead back to life again. This, they did, because they laid due emphasis upon faith. Faith in God, faith in our country, faith in our neighbors, faith in ourselves, is one of the essential needs of Memphis and it certainly belongs to those things that "Matter Most."

"Faith of our fathers living still, In spite of dungeon, fire and sword. Oh how our hearts beat high with joy, When e'er we hear that glorious word!

Faith of our fathers! holy faith! We will be true to thee till death!

"Our fathers, chained in prison dark, Were still in heart and conscience free: How sweet would be their children's fate, If they, like them, could die for thee!

Faith of our fathers! holy faith! We will be true to thee till death! "Faith of our fathers! we will love, Both friend and foe in all our strife: And preach thee, too, as love knows how, By kindly words and virtuous life: Faith of our fathers! holy faith! We will be true to thee till death!"

On The Level—

(Continued from page 1)

into consideration when adjudging the "output" of a country newspaper editor. It should be remembered that one time he is writing something about a funeral, the next few minutes a society story, then something about an agricultural subject; perhaps an editorial will follow this, and then the telephone will ring.

While talking over the telephone, an irate subscriber rushes into the office wanting to know why he has not been getting his paper. An investigation follows. After he is pacified, a customer comes in (I hope) to buy some office supplies. After about thirty minutes, the editor gets back to his work.

I wonder how many people realize that a newspaper editor is supposed to know everything that is going on in the city and to report all items truthfully. I do not pretend to know every news story that "breaks," but I do try and keep up with what is going on to the best of my ability.

I regret that it is often necessary to leave the best stories out of the paper entirely—for various reasons. The "inside" stories would often make choice reading, but unfortunately, for ethical reasons, they are omitted.

But getting back to society reminds me that I have a tuxedo for sale. I have worn it once since I've been in Memphis and that was when Dorothy Greathouse gave her program. I am willing to sacrifice the suit to keep the moth balls from getting it next summer—and to assure everyone that I am not taking my "society experiences" too seriously.

Daily Program—

(Continued from page 1)

The program for Tuesday will be setting the table and serving the formal dinner, vitamins—their source and the diseases they prevent; how to place vitamins in a balanced diet, plain pie crust, ruce soufflé pie, apple pie a la mode, a new bean salad and chocolate parfait.

Program for Wednesday
The Wednesday program will be hints for the plump, a non-fattening salad; pointers on selection and purchase of silver; cleaning of cooking utensils; stuffed peppers, French dressing, minute frosting, and devil's food cake.

Final Program Thursday
The final program of the cooking school, which will be held on Thursday, will consist of buffet cakes for parties and teas; care and diet of persons afflicted with various fevers; "strawberry

queen," baking powder biscuit, and so forth.

Each Lecture Different
Miss Christeen Chitwood does not repeat herself. Each lecture and demonstration is entirely different. The culinary artist talks while she works, and entertainingly. There is never a dull moment at a cooking school over which Miss Chitwood presides. While absolutely informal at all times, still she has a knack about her that makes her "pointers" on cooking easily remembered.

Miss Chitwood is expected to arrive in Memphis during the day Sunday and will spend all of Monday morning in preparing for her first lecture and demonstration.

NEBRASKA FARMERS ARE OPPOSED TO CORPORATION

OMAHA, Jan. 18. (UP)—Nebraska farmers Union voted today as opposed to affiliation with the farmers national grain corporation organized by the Federal Farm Board to help solve the farm situation.

Marvelous Work Of New Konjola Medicine Told

Leverett-Williams Drug Co. to Introduce Advanced Remedy For First Time In Memphis

If you were told that one single medicine put hundreds of men and women back to work in Chicago, Philadelphia and other large cities after they had been idle for months with health troubles, it



G. H. MOSBY Discoverer of Konjola

would sound impossible, wouldn't it? And that countless people were completely relieved of rheumatism and neuritis, and that they were able to walk again, without cane or crutches, and that this same medicine restored health to men and women who had suffered with stomach and kidney troubles for years, that complete relief had come in cases of misery where health resorts, expensive treatments and medicine upon medicine had failed—indeed it seems impossible. Yet it is all true, and the medicine that has done all these things is the new Konjola, which is being introduced starting today at the Leverett-Williams Drug Store, this city.

Wherever introduced, this Konjola is vastly different and more effective in thousands of cases of ill-health than any previously known medicine. It is a remarkable liquid compound for the following well-known troubles:

RHEUMATISM: Especially severe cases, where pains are intense, muscles swollen, joints stiff and rigid. In the milder cases of this disease, Konjola relieves almost at once, and this medicine brings the same results to the neuritis victim that it does for the rheumatic sufferers.

STOMACH, LIVER, KIDNEYS and BOWEL TROUBLES: Nearly all forms of misery that arise from these unhealthy organs have been so quickly relieved by Konjola that men and women sufferers everywhere were surprised. It is the action of this medicine on the organs of the inner-system that removes toxic poisons from the system and brings quick relief in so many cases. The secret of this Konjola is the way it acts on the important functionary organs of the body, namely, the stomach, liver, kidneys and bowels. So many diseases and long standing disorders of these organs were so completely conquered and entirely banished by this new compound that thousands of people in larger cities were able to give up taking medicine for time to come.

After the great accomplishments and wonderful work of Konjola in other sections, it is declared that this medicine is what hundreds of sufferers in Memphis and vicinity have long needed to actually reach their cases, and preparations are being made to introduce Konjola for the first time at the Leverett-Williams Drug Store, where this medicine will be sold and explained to the public daily.

Good Will Spirit—

(Continued from page 1)

Parity not Simple Matter

Nevertheless, the different requirements of the two countries are such that the same types of warships, number for number are not essential for their sense of security. Certain types are more necessary for the United States and other types for Great Britain. "Parity," therefore, is not the simple matter that it may appear to be; but a give and take attitude will overcome the complexities involved.

Would Increase Strength

Japan's delegation desires to increase proportionately her naval strength. A concession to Japanese public opinion in this respect would have a satisfying effect as applied to Japan's general relations with the western nations. Japan's sense of security would be more stabilized. Japan is looking in the direction of Great Britain's new naval base being constructed at Singapore; and, if work on this project were abandoned, it is probable that the Japanese would not feel that they would have to insist on a rearrangement of the naval ratio.

Have Own Naval Problems

France and Italy have their own naval problems, especially as far as concerns the Mediterranean. Any agreement between them in London would be a matter for their own negotiators, just as the problem of Anglo-American "parity" is for the British and United States delegates to solve.

International Agreement

Nevertheless the individual problems must unite with the larger problem of an international agreement. Once the individual problems are settled, however, the larger aspect of the conference will be found to be shaping itself in an acceptable manner. If each nation abides by the dictum of Washington that there must be no effort to insist on insecurity for any power, a happy termination will be reached and a major step forward toward international peace will be taken.

SENATOR'S HOME BURNS

WASHINGTON, D. C., Jan. 18. (UP)—The home of Senator Key Pittman of Nevada was destroyed by fire this morning with a loss of \$150,000.

Get it at Tarver's. tf

Duce's Kin Found Working In Ohio

(Continued from page 1)

McDONALD, O., Jan. 18. (UP)—Hidden away in this little eastern Ohio mill town, Dominic Mussolini, cousin of Benito Mussolini, Italian premier, follows laborers and sees nothing unusual in fact that he is closely related to one of the dominant figures in modern European politics.

Casually almost to the point of disinterestedness, Dominic admitted that he was a first cousin of the premier of Italy and followed up his admission with a naive "what of it?"

Although he has been in this country 24 years and is now a

naturalized American citizen. Dominic has never heard from the Mussolini of Europe and he has made no effort to enhance his welfare in America by establishing his relationship.

"Everybody knows," he said, "that I tell them only the truth. People that come from my home in Italy know that I am a cousin, but that doesn't make any difference in America. Here they ask what can you do, not what your cousin do in Italy."

Some day, according to Dominic, his famous cousin may visit America and, if he comes to either Pittsburgh or Cleveland, he may lay off a day and go to see him. That would be the greatest sacrifice that Dominic would make for the Premier of Italy, to quit work for a day.

A Medicine You Have Waited Many Years For

THE NEW KONJOLA

Being introduced in our store for the FIRST TIME. This celebrated new remedy is for the stomach, liver, kidneys and bowels and rheumatic and neuritis troubles. Chiropractors, Philadelphia, and other large cities have gasped at the wonderful accomplishments of this remarkable medicine.



This remarkable compound is destined to bring new hope, happiness and glorious health to Memphis people. Thousands of seemingly hopeless cases of health troubles have been conquered in larger cities, by this advanced compound.

Konjola, the medicine made from extracts of 22 plants of Nature, containing over 30 beneficial ingredients, works with the sufferers own food, bringing more normal healthy action to the important organs of the body—the stomach, liver, kidneys and bowels.

Leverett-Williams Drug Co.

At The COOKING SCHOOL

Baptist Annex
January 20-23

Miss Christeen Chitwood
Will Use—



VOLLRATH WARE

The Cooking Utensils for the modern kitchen... and the modern housewife.

Miss Chitwood has selected Vollrath Ware for its Durability, Convenience, Quality and Beauty.

In Colors... of course... To Harmonize With the Modern Kitchen

Harrison Hardware Co.

610 Main — Phone 103

Five Platform—

(Continued from page 1)

"chart and compass" and that I will dedicate my best efforts to the unselfish service."

22 Planks in Platform
There are twenty-two planks in Senator Mayfield's platform. Of particular interest to West Texans are the 10th, 11th, 12th, 13th and 14th planks. In plank No. 10, the Senator states: "The additional Congressmen to which Texas will be entitled after the census ought to go to the sections of our state where the increase in population has occurred. If West Texas is entitled to them, she ought to have them, and no political juggling that will rob her of her rights should be tolerated. What I am trying to say is that every section of Texas ought to receive exactly what is coming to it—nothing more and nothing less."

Favors Reclamation

Plank No. 11. "I would give enthusiastic support to such legislation as would push to common every feasible project of reclamation, or flood control, whether it is located in the Rio Grande where the mills of the Pecos where plans have been formulated to impound the floodwaters of these rivers and tributaries, or wherever the breezes whisper of a great state to be built by our efforts for generations yet unborn."

Amend Present Law

Plank No. 12. "All doubt as to the policy of the state in the distribution of its waters should be removed. This can be done by amending the present law so as to provide that the appropriation of waters for power purposes shall be subordinate to the right of the state to make appropriations for the use of such waters for municipal, domestic and irrigation purposes."

Claim of Cotton Farmers

Plank No. 13. "I can think of no more equitable claim against the state of Texas than the claim of the cotton farmers, in ten West Texas counties, for financial losses sustained in 1928 by the quarantine regulations of the state that compelled them to fumigate their cotton and to sterilize their cotton seed because of the appearance of a few pink bollworms in these counties. Legislation paying these losses, fairly and honestly computed, would receive my approval."

Anent Land Titles

Plank No. 14. "Land titles should be quieted by establishing, beyond controversy, corners and boundaries that have been recognized over a long period of years. If, in the opinion of the proper officers of the state, excesses and vacancies actually exist, they should be withdrawn from sale until that question has been judicially determined in a suit brought by the state in the county where the excess or vacancy is supposed to exist. Where excesses or vacancies have been judicially determined to be the property of the state, it occurs to me that it would be fair and right for the state to give the owner of the land, in which the excess of vacancy was found to exist, the preference right of ninety days in which to purchase the same on terms to be fixed by the state."

For Law Enforcement

The other planks, summarized briefly, are as following: Senator Mayfield goes on record as enthusiastically supporting all recognized agencies for law enforcement. As to the professional lobbyist, he says that "every legitimate interest in Texas should be given a respectful hearing before the Legislature on any measure that affects it, but the gum-shoe lobbyist, paid a fee contingent upon his ability to defeat whole-sale legislation or to stimp legislation through the Legislature for a special interest, is a parasite on the body politic, and his business should be made so offensive that members of the Legislature would refuse to partake of his enervating hospitality."

He says further, that "a member of the Legislature should not be permitted to vote upon any measure affecting public service or quasi-public service corporations, in whose services he is employed or was employed two years prior to his election to the Legislature."

Purity of Ballot

The fourth plank in Senator Mayfield's platform has to do with the purity of the ballot. He says: "The laws governing our primary and general elections should be amended so as to insure an honest election and to guarantee that every ballot shall be counted exactly as it was cast. In the Governor's race, we will hear much about Tammany Hall of New York, but I invite attention to the Tammany Halls of Texas. If I am elected Governor of

At Journey's End



Mary and Doug had a wonderful time touring the world but they're glad to be back. The famous movie couple, more formally known as Mr. and Mrs. Fairbanks, are shown here as they arrived in San Francisco on the liner Asama Maru from Japan. Mary announced that she is looking for a new leading man for her next picture—and that doesn't mean her husband.

Texas, these Tammany Halls that corrupt our elections will go out of business just as surely as the rivers run to the sea."

Changes in Judiciary

Relative to court reform, Senator Mayfield says "there must be changes in our judicial system that will insure prompt determination of both civil and criminal cases, by eliminating foolish formalities and technicalities, by making our civil and criminal procedure conform to common sense, and by abolishing all regulations made only to supply fees for officers."

Favors War Veterans

His sixth plank has to do with World War Veterans. "Measures, passed by the Legislature, carrying the State's appreciation of its Spanish War Veterans and Ex-Servicemen will receive my approval. I favor enlarging our State Service Force and giving it sufficient appropriations to enable it to locate every ex-serviceman in Texas, who is entitled to relief from the national government, and to assist him in obtaining this relief."

Public Utilities

The seventh plank takes up public utilities and the Senator says that he believes his experience on the Texas Railroad Commission for ten years would enable him to cooperate with the Legislature in such a way that little difficulty would be experienced in writing a law regulating the utilities that would fully and adequately protect the interest of the people.

Chain Store Discussed

The chain store is discussed in his eighth plank. "If present conditions, as brought about by the 'chain store' system continue, the destruction of independent retailers, wholesalers and manufacturers, who are helpless before monopoly, will soon be at hand. We should regulate the sale of merchandise in intra-state commerce in the interest of the general security of the state, preserve individual enterprise, and prevent the creation of monopolies, which the Bill of Rights of our Constitution declares to be contrary to the genius of free government."

Position Is Guaranteed

Labor is taken up in the ninth plank. The senator says, in part, that "my position on measures affecting the interests of the laboring men and women of Texas, during my entire official career, is a sufficient guarantee that those who toil with their hands will find in me a friend who will always give to them the sympathetic consideration they so richly deserve."

The 10th, 11th, 12th, 13th and 14th planks have been discussed previously.

For Uniform Taxation

The fifteenth plank deals with equal and uniform taxation. "The strictest economy should be practiced by those charged with the duty of spending the taxpayers' money, because the tax rate of the state automatically responds to expenditures authorized by the Legislature. All unnecessary commissions, boards, and bureaus should be abolished."

Favors Equal Education

Education is dealt with in the sixteenth plank. The Senator says he "favors such financial support of our public schools as will make them efficient and that will guarantee a term of nine months of school each year. There is no justice in the state maintaining schools nine months in the cities and maintaining them only six months in the rural districts. The appropriations under the Rural School Aid Law should not only be continued, but should be increased if the revenues of the state will permit. The boys and girls who reside in the rural districts are entitled to educational opportunities equal to those who reside in the towns and cities of

the state, and these educational opportunities should include high school education as well as elementary education."

State's Unfortunates

The state's unfortunates are taken up in the 17th plank. "The accommodations of the state for the care and treatment of its unfortunates are altogether inadequate. If our tax laws are adjusted, the state would have sufficient funds to enable it to take care of its unfortunates in keeping with the spirit of its best traditions."

Penitentiary System

In the eighteenth plank, the penitentiary system is discussed. "Texas should have a modern prison system in which could be instituted, without delay, all those scientific methods that experience has shown are best calculated to bring about the reformation of those convicts that are capable of being reformed. It is my opinion that a suitable location for the construction of a modern prison system can be found on state-owned lands, yet as Governor of Texas, I would not assume a 'rule or ruin' attitude on the matter. I would be willing to locate the penitentiary system wherever the combined wisdom of the people of Texas, speaking through their chosen representatives, says it should be located, provided the Legislature adjusted our tax laws so that those interests now escaping taxation in the state would be made to pay their proper proportion of state taxes."

Pardoning Power

The pardoning power of the Governor is discussed in the nineteenth plank. "The power of the Governor to pardon should be exercised with discretion and common sense. This power can be abused by closing the door of hope to convicts the same as pardoning them by the wholesale. When the state denies the hope of a pardon to its convicts and annuls the parole system, it only augments its penal troubles. When pardons are granted by the wholesale, government is brought into disrepute. Fortunately, there is a happy medium between the two extremes."

State Highways

State highways is taken up in the twentieth plank. "A correlated system of highways, constructed at the earliest date and at the lowest cost, is imperative, but an enormous bond issue is not the remedy. The only way this can be done is for the state to construct and maintain with state funds all designated state highways, independent of county aid, leaving to the counties the construction and maintenance of all lateral roads. It should be the permanent policy of the state that farms, ranches, homes and business property should not be taxed to construct and maintain highways, but that the cost of their construction and maintenance should be borne by those who use them. The first step that ought to be taken by the Highway Commission toward the completion of a connected highway system is filling in the 1,200 miles of gaps. If this were done, the efficiency of the entire system of highways would be increased at least 100 per cent."

Farm Relief Discussed

The twenty-first plank discusses farm relief. "It is too early to pronounce the Federal Farm Board a failure. It should be given a fair chance to demonstrate what it can do. It has the power and the money to revolutionize the cotton industry. The cotton problem is not a one-state problem, but belongs to the fourteen cotton growing states. If the Federal Farm Board fails to meet the situation this year, then if I am elected Governor of Texas, I will promptly appeal to the agencies

of the entire cotton growing section in the early spring of next year to enlist in the fight for economic justice and freedom."

Deals With Home Ownership

The twenty-second and last plank in Senator Mayfield's platform has to do with home ownership. "Texas should go its full length and make it possible for every deserving tenant farmer within its borders to own the land he cultivates. I simply propose that the state of Texas shall establish a rural credit system whereby it can use its credit to destroy farm tenantry and to bring about farm ownership. I submit that it would be a more statesmanly act for Texas to use its credit in this way to bring about farm ownership than it would be to vote \$350,000,000 of bonds with which to construct highways that would wear out before the bonds were paid."

The above, in outline form only, constitute the planks in Senator Mayfield's platform. Astute political observers are already placing the Senator in the runoff primary, and the consensus of

opinion in general, is that he has as good a chance, or perhaps better, of becoming the next Governor of Texas, than any other candidate who has thus far announced.

Gosdin Drug Store Buys Ice Cream On Week's Coldest Day

When most people in Memphis and Hall County were hovering close to warm stoves, drinking hot drinks and eating hot foods to secure the necessary bodily warmth during the severe cold of this week, the manager of the Gosdin Drug Store at Lakeview was seemingly having a hot time. When the mercury had reached its lowest point Friday morning, and most of Memphis was frozen in, the drug store manager placed an order with the Gate City Creameries here for ten gallons of ICE CREAM.

The order was the first one on the docket for the day, according to L. P. Lane, manager of the

Gate City Creameries. The manager stated that while the order was appreciated, he could not help wondering whether or not the cold weather had done as much to

Lakeview and its environs as it had been doing to Memphis and surrounding territory.

Get it at Tarver's.



"I'm Wild To Get Miss Chitwood's New Baking Recipes, Aren't You?"



On Sale At

- B. and M. Grocery
- City Grocery
- R. C. Howerton Grocery
- C. W. Crawford Grocery
- Memphis Grocery
- G. E. Gowan
- Jim Vallance Grocery
- H. L. Nelson Grocery

OF COURSE Miss Chitwood is a marvelous cook, but she will tell you herself that much of the magical success of her baking lies in the use of Amaryllis flour. Like thousands of Panhandle housewives, she knows that Amaryllis is consistently good and even-textured—and can always be depended on for best results.



Waples Platter Company DISTRIBUTORS

ECONOMY!



MISS CHRISTEEN CHITWOOD

*Every woman in Hall
County who attends the Memphis Democrat
Cooking School should derive untold benefit
from the lessons in economy given by this
famed Home Economist*

At the opening of the Third Annual Cooking School sponsored in Memphis by The Memphis Democrat, we, as bankers, cannot help but feel that the women of Memphis and Hall County will derive great benefit from this school, not only by what they learn in regard to Cookery, Health and Charm, but also by the lessons in economy that will be brought forth during the four days of classes. We have noted in the past that "Economy" is the basis of every lecture . . . the one ingredient that finds its way into every dish prepared. Economy in the home is the beginning . . . the positive way . . . to economy throughout life. Economy is the foundation and beginning of progress and the sage who offered the following advice was wise, indeed: "Plan carefully and economically, spend wisely and save earnestly." The three banks of Memphis are at your command at any time they can be of assistance.

The Hall County National Bank

The Citizens State Bank

The First National Bank

Stock Market Fall Hits Gem Industry

STEWART BROWN
The Press Staff Correspondent

PARIS, Jan. 18. (UP)—There are fewer gems sparkling on pretty hands of the world in 1930 according to Paris diamond experts.

European diamond houses view with alarm and disgust the recent New York stock exchange debacle. A few days after the crash a marked decline in the price of diamonds and precious stones was observed by the principal shops on the rue de la Paix. It is estimated that the United States purchases more than nine per cent of the world's total diamond output. Every move on the earth to its final polish is directed with one eye on the United States. South Africa, which produces the diamonds, Antwerp and Rotterdam, which cut and polish them, and Paris which exports them to the world, are hard hit when America ceases buying.

The immediate result of the crash, 8,000 diamond stones were laid off in Rotterdam, while the production of diamonds during December was cut in half. The diamond cutting establishments closed their doors for a week for fear of glutting the market with a commodity which the public was not purchasing.

For the first time in years the United States has become a diamond selling instead of a diamond buying market, according to one expert. Wives of American stockbrokers and business men hit by the crash, flooded the New York diamond market with commodity whose supply is ordinarily carefully regulated from Europe in such a manner that the

Racketeers Fell Before Their Guns



A grim looking group of detectives are these four, who were part of the squad which killed the three notorious racketeers in Chicago's latest bloody outbreak between the police and gangdom. Left to right: Detective Florian Mucznski, Lieutenant Patrick O'Connell, Detectives William Byrne and William Stansberry. The racketeer victims of their marksmanship, William (Hump) Quan, John Ryan and William Wilson, had tried to "muscle in" on a Chicago labor union and elected to shoot it out when the detectives appeared.

price is always high.

A diamond expert told the United Press that the actual supply of diamonds is so great that if production and market sales were not closely regulated, diamonds would be worth only about one-third of their present value. The laws of supply and demand are artificially manipulated by the diamond producers and merchants who must work in close harmony otherwise their business would crash overnight.

The repercussion of the New York crisis was felt as far as the mines in South Africa where legislation is now being rushed to control the sale of diamonds as well as tighten the control on production, which has long been officially regulated. When this legislation is put into effect the number of diamonds placed on the market will be regulated by control of the number of diamonds mined and by control of the number sold.

The diamond cutters of Antwerp and Rotterdam work in close harmony with the diamond miners of South Africa. The Paris diamond houses are forced to take only those diamonds which the combine will allow them to purchase. If the market looks a bit flooded and values are likely to topple, the sluice gates are lowered.

The combine between the large diamond producers has squelched the small independent miner who can not get his diamonds cut because Rotterdam and Antwerp re-

FRANCE CONSIDERS CONTINUOUS WORK DAY

PARIS, Jan. 18. (UP)—French business groups and industrial chiefs are studying the possibility of a national law creating a continuous working day of eight hours, with the employees obliged to purchase their noon meal from company restaurants situated within the factory or store.

By adopting a continuous day,

the industrial leaders believe they can effect a saving of 12 1-2 per cent annually, or a total of 12,500,000,000 francs, while the 12,697,000 workers in France, each saving 3 francs daily ordinarily spent on transport at noon, will benefit by 11,000,000 francs in a working year.

The continuous work day is already in force at Roanne, where 30,000 workers are employed in

the mills. The owners contend that it has resulted in a 15 per cent increase in production.

X RAYS PRONOUNCED SAFE

PARIS, Jan. 18. (UP)—After a long, scientific investigation by a special medical commission, the Paris police headquarters has just announced that persons living near X-Ray machines are not in danger from the rays.

WANT ADS

RATES—3 cents a word. Minimum, 25c. Three insertions for the price of two.

For Rent

FOR FURNISHED apartments, Phone 1153. 32-3p

FOR RENT—7-room modern house on paving. Arranged for two families. G. D. Beard, phone 568. 33-3p

FOR RENT—Two rooms and garage on pavement. Call 329J. 28-tfc

FOR RENT—Furnished duplex, two apartments, separate baths, hot water, close in. Special terms for six months lease to responsible tenants. 202 N. Seventh street. 32-1c

FOR RENT—6-room stucco house, with sleeping porch; modern. 519 North 12th. Call H. D. Payne, Lakeview, No. 94. 32-3p

Lost and Found

STRAYED—About three months ago, one Brown Mare Mule, 15 1-2 hands high, weight about 1100 lbs. Long ears, stands straight up. Ben Hill, notify at Brice. 32-3c

LOST—1928 class ring with initials V. V. B. on inside. Was lost on corner of 7th and Noel, by City Hall. Finder leave at Democrat office for reward. 33-3c

For Sale

FOR SALE—P & O lister, new last year; one slide go-devil, practically new. one cultivator; priced right. See O. Waites, 2 1-2 miles Northwest of Eli. 33-3p

FOR SALE—Slightly used piano, Baldwin make. Several bargains in used phonographs. Terms. Westbrook Music Co., at Meacham Drug. 34-3p

FOR SALE—Pure bred White Wyandotte roosters; \$2 each. W. E. Watson, Newlin, Texas. 32-3p

FILLING STATION, fixtures and stock for sale; will take good car or truck and remainder in cash. North Side Service Station, Hedley, Texas. 31-5p

FOR SALE—80-acre farm 2 miles east of Childress and 226-acre farm at Tell. Both well improved. Like to exchange for farms in this locality. L. F. Hightower, Northfield Route, Childress. 32-3p

FOR SALE OR LEASE—Filling station and grocery store 35 miles west of Memphis, at Antelope Flat, on Silvertown-Clarendon highway. See or write Dan Dean, Brice, Texas. 32-2p

FOR TRADE—Good Jersey cow, fresh in milk. Will trade for young hens. E. E. Shipman, Memphis, Texas. Box 203. 32-3p

FOR TRADE—In Lower Rio Grande Valley, "Where Sunshine Spends the Winter," 20 acres of fine citrus fruit and vegetable land. Now under irrigation. One mile from concrete highway. 2 1-2 miles from good school and thriving town. Will trade for good town or farm property in lower Panhandle. E. A. Shipman, Box 203, Memphis, Texas. 32-3p

FOR SALE—Plymouth rock cockerels. Write Mrs. A. M. Wyatt, Rt. 2. 32-3p

Wanted

WILL PAY 10c a copy for all complete copies of the Nov. 15th Democrat brought into our office. Memphis Democrat. 29-3dh

WASHING WANTED. Mrs. C. L. Padgett, 711 W. Bradford. 32-2p

WANTED—That sewing machine that has kept everybody mad so long. Repair work guaranteed. J. M. Baker. 25-tfc

WANTED—Some one to build a house on Main street. I will rent it by the year or will try to buy it. Box 698, Memphis. 25-tfc

Special Notices

NOTICE TO BIDDERS

Notice is hereby given that sealed proposals addressed to the Commissioners' Court of Hall County, Texas, for one twelve foot leaning tractor grader and one crawler type tractor of not less than fifty horse power, will be received at the office of the County Judge, at Memphis, Texas, until 10 o'clock a. m. February the 10th, A. D. 1930, and then publicly opened and read, certified or cashier's check shall accompany each proposal, equal in amount of 5 per cent of total amount bid.

The Commissioners' Court reserves the right to reject any and all bids.

A. C. HOFFMAN,
County Judge, Hall Co., Texas. 33-4c

PROFESSIONAL DIRECTORY

Tom Ballou's TAXI
OR
RENT A CAR—U DRIVE
Day 333 Night 44

Hyder Hospital
313 Main Street
Office Phone 488 Residence Phone 184
DR. D. C. HYDER

Dr. J. A. Odom
EYE, EAR, NOSE, THROAT AND GENERAL PRACTICE
FITTING OF GLASSES
Hall County National Bank Bldg
PHONE 139

Dr. J. H. Croft
REGISTERED OPTOMETRIST
Eyeglass Specialist. Eyes Examined and Glasses Fitted.
All Work Guaranteed
Phone 338 Memphis, Texas

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JEWELER AND OPTOMETRIST
Watchband Jewelry Repairing
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Dentist
Second Floor Hall County National Bank Building
Office Hours: 8 to 5

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Public Accountant
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MEMPHIS MATTRESS FACTORY
Renovating and New Beds
Special Prices on New Beds
White Slaple Beds With Best of Ticking \$14.00

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OLD MATTRESSES made over
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RUG CLEANING
All Work Guaranteed
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Southern Union Life Insurance Co.
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Hats of all kinds CLEANED AND BLOCKED
—By—
Practical Hatter
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Lindsey Tailor Shop

Political Announcements

For Governor:
EARLE B. MAYFIELD

For District Attorney:
JAMES C. MAHAN
(Re-election)
W. A. MCINTOSH

For District Clerk:
D. H. ARNOLD
(Re-election)
BEN F. SHEPHERD

For County Judge:
A. C. HOFFMAN
(Re-election)

For Sheriff:
LINDSEY E. HILL
J. H. (John) ALEXANDER
J. K. GIBSON

For County Attorney:
Wm. J. BRAGG
(Re-election)

For County Clerk:
MISS EDNA BRYAN
(Re-election)

For County Superintendent:
MRS. ROY L. GUTHRIE

For Tax Collector:
J. H. (Holt) BOUNDS

For County Treasurer:
J. B. LANDIS
(Re-election)
GRACE WILSON

For Tax Assessor:
BAILEY GILMORE
(Re-election)
O. C. (Dandy) HOLLIS
A. G. POWELL

For Justice of the Peace, Precinct 1:
R. N. GILLIS
(Re-election)

For Commissioner Precinct 1:
W. M. WALKER
J. B. BURNETT
(Re-election)
J. W. SAUNDERS

For Commissioner Precinct 2:
A. R. McMASTER
(Re-election)

CITATION BY PUBLICATION
THE STATE OF TEXAS,
To the sheriff or any constable of Hall County, greeting:

You are hereby commanded to summon Amos Selby by making publication of this citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, to appear at the next regular term of the District Court of Hall County, to be held at the Court House thereof, in Memphis, Hall County, Texas, on the second Monday in February A. D. 1930, the same being the 10th day of February A. D. 1930, then and there to answer a petition filed in said court on the 6th day of January A. D. 1930, in a suit, numbered on the docket of said Court as No. 1642, wherein Thelma Selby is Plaintiff, and Amos Selby is Defendant, and said petition alleging:

Plaintiff is and has been for a period of twelve months next preceding the filing of this petition an actual bona fide inhabitant of the State of Texas and has resided in Hall County for more than six months next prior to the filing of suit. That plaintiff and defendant were married at Chickasha, Okla., on Jan. 21, 1928 and separated March 4, 1928. That plaintiff was kind and affectionate to defendant. That defendant was unkind and cruel to plaintiff, and called her all manner of vile names. That a few days before the separation defendant struck her with a hammer handle, causing her much suffering, and that he deserted her and that his whereabouts are now unknown. Plaintiff asks for judgment granting her a divorce and for restoration of her maiden name of Thelma Sewell, for costs of suit, and for such other relief both general and special that she may be entitled to.

Herein fail not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at office in Memphis, Texas, this 6th day of January A. D. 1930.
32-4c D. H. ARNOLD, Clerk,
District Court, Hall County.

FREE TICKETS!!!

to the Palace Theatre

Good Any Day or Night This Week

Here's how easy it is to get free tickets to the Palace:

CHILDREN

Bring us one want ad amounting to 25c or more and receive a free ticket to the Palace. One ticket will be given for each ad you bring. Bring cash with order.

ADULTS

Bring us one ad amounting to 60c or more, or two totaling that amount and receive a free ticket to the Palace. One ticket will be given with each order for classified advertising amounting to 60c. Bring cash with order.

Classified Rates on Advertising

2c

A Word Minimum 25c

3

INSERTIONS FOR THE PRICE OF TWO

A 25-cent ad will be run 3 times for 50c. A 50-cent ad will be run 3 times for \$1, and so on.

Classified advertising may be run every day next week through Friday, January 24.

The Democrat will be published as a daily on Sunday, Monday, Tuesday, Wednesday, Thursday and Friday.

Bring your ads in promptly—as soon as you secure them.

That spare room, that odd piece of furniture and dozens of other things may be turned into cash through The Democrat's classified columns. Bring your own ad to The Democrat or see your neighbor for one.

The Memphis Democrat

Classified Advertising Department—Ask for Mrs. Couch or Mr. Cooke

THIS AND THAT

There is at least one good thing about this cold weather. The banks won't have to worry so much about hot checks.

When the Memphis Lions Club decided to attend the International convention at Denver in July of this year and the secretary announced his intention of getting some dope on the rates, David Fitzgerald suggested that he also secure some rates on the dope. He would.

Josh, the colored shine boy at the South Side Barber Shop was questioned by the chief of police last week. "Josh, the chief asked, 'would you shoot craps?'" "Well, sah, Mistah Huddleston," Josh replied, "if any of 'em got in my way I'd shoot a few of 'em."

Ed C. Boliver, gifted editor of the Hedley Informer, is employing a somewhat novel means of collecting delinquent subscriptions. His reconstruction to his readers in arrears, goes something like this, according to a recent issue of The Informer:

NOW THAT THE HOLIDAYS ARE OVER

And we're all trying to settle down—and settle up—why not drop in and pay us that dollar or two you owe us on INFORMER SUBSCRIPTION? Of course it's not ethical to talk like this; somebody may think the editor is broke, which would hurt his standing in the profession, and elsewhere. So don't say a word about it. Just slip in quietly and pay us, and we'll take care of the publicity.

THANK YOU!

Isidore is sick this week. I think he is taking the flu. Great goodness! How many times have I told that boy not to take things that didn't belong to him. These young uns are certainly a trial.

Vance Johnson, The Democrat's "devil," said yesterday he believed he'd start working at nights. I told him the time of day didn't make so much difference—just so he started working.

"Do you have Prince Albert in a can?" someone asked a local grocer over the telephone. "Yes," the grocer peddler dutifully replied. "Well, why don't you let him out," the voice rejoined.

Isn't this a silly occupation for a full grown man? Yes, I said man. Laugh that off. Just because I act like a half wit is no sign I'm only half grown.

Youthful Robber Of Bank Killed

KAUFMAN, Texas, Jan. 18.—(UP)—Two farmers, Frank Roberts and James Browning tonight were heroes in the eyes of this community after they had trailed a youthful bank robber into the woods near here and killed him when he refused to surrender.

Ervin Boboling, one of a pair who robbed the First National Bank of Kemp of \$1,200 Friday, was killed, and his companion, George Wheeler, was arrested near Ennis and has confessed. The two farmers, joining in the search today, found Boboling half frozen. He refused to surrender and opened fire. The farmers wounded him three times and he died instantly. Neither of the farmers was hurt. Both Wheeler and Boboling are former students of the Kaufman High School. Charges of robbery with firearms were filed against Wheeler.

SPEAKER SAYS U. S. IS IN "DARK AGES"

DALLAS, Jan. 18. (UP)—America's "dark age of culture which is little more than a thin veneer" was lamented by Dr. Edward Howard Griggs in an open forum lecture here.

He named as defects of the American people: Too much material life and thinking; breakdown of the home into apartments and apartments into automobiles; mass production which resulted in perfunctory standardization; installment buying, false and temporary. A new freedom from convention, resulting from the war and the much post-war prosperity and threatening to become license, commercialization of radio and anti-evolution legislation in several states, he claimed as results of youth, speed and bigness.

Send to Clark's for it.

Editor Treats



Henry Deskins Wells, editor of The Wellington Leader, who is gifted at doing the unusual in furthering the best interests of Collingsworth County and its people. He announced in last week's issue of his paper that he would give a theatre party to all home demonstration club members of Collingsworth County.

Wellington Editor Gives Club Girls Party At Theatre

Every Collingsworth County home demonstration club member is invited to be the guest of Deskins Wells, editor of The Wellington Leader, at a theatre party to be given Tuesday, January 28, in Wellington.

The Wellington Leader has been outstanding among Texas weeklies for a number of years because of its interest in home demonstration club work. The Leader is the first weekly paper in Texas, and in the United States so far as known, to issue an annual home demonstration edition in which the work of the various clubs was outlined and pictures of the members printed.

J. Claude Wells, of Memphis, former publisher of The Democrat, and former owner of The Leader, owns half interest in The Leader.

100,000 Americans May Visit Ireland To Attend Parley

BY GEORGE MACDONAGH
UP Special Correspondent

DUBLIN, Jan. 18. (UP)—About 100,000 American tourists are expected to visit Ireland in 1932, when the Eucharistic congress will be held in Dublin.

Already the officials of the Catholic Truth society, headed by Archbishop Harty of Cashel, are establishing the machinery in connection with the organization of arrangements for the great event. The society's achievement with the recent celebration in Dublin of the centenary of Catholic Emancipation, when between 400,000 and 500,000 people took part, is an instance of the manner in which they are expected to handle the American invasion.

True enough, the emancipation celebrations occupied only one day and the majority of the people arrived the same evening by excursion trains, thereby eliminating the problem of accommodation. Yet society officials are confident that they can evolve a plan to house their American and other visitors two years hence.

By 1932 it is hoped that the plans for creating a greater Dublin will have materialized; that is, the adjoining separate townships, Dunleary (Kingstown), Dalkey, Blackrock and Howth will all be merged in the metropolis.

Many thousands of new houses will be built, including a considerable number of hotels, while colleges, schools and certain large public buildings will be acquired and fitted up for the housing of the visitors.

In addition, the nearby seaside places—Bray, Greystones, Skerries, Malahide and Balbriggan—will afford a good deal of accommodation.

These are but preliminaries that will come up before the organizers in due course. The Tourist association will join forces with the Catholic Truth society in the work of organization. Already the association is preparing volumes of propaganda for America in connection with the congress.

Mr. and Mrs. George Howard of Cary, are here with their father, John Howard.

MARKETS

Courtesy J. N. Wisner & Co. Memphis

Produce

Approximately the following prices were being paid for produce on the Memphis market Saturday. (The Democrat is not responsible for errors or omissions).

Light hens	17c
Heavy hens	20c
Springs, 1 1-2 to 2 lbs.	18c
Leghorn springs	14c
Stags	12c
Cocks	9c
No. 1 hen turkeys	16c
No. 1 toms	19c
No. 2 turkeys	10c
Old toms	12c
Eggs, per dozen	32c
Butterfat	24c

MEMPHIS GRAIN MARKET
Ear corn, per bu. 80c
Maize heads, per ton \$22.50 to \$25

Threshed grain, per hundred \$1.60 to \$1.75

WEEKLY WEATHER FORECAST

NEW ORLEANS, Jan. 18.—The weather bureau today issued a forecast for the period from January 20 to 25. Central and east Gulf states generally fair the first part of the week, becoming unsettled with precipitation probable the middle or latter part of the week. Temperatures slowly moderating during first half of week; probably seasonable latter half of week. Southern plains and West Gulf states will have much unsettled weather with occasional precipitation following. Generally fair weather at opening of the week. Warmer first part of the week and seasonable temperatures about the middle of the week probably colder as week closes.

Cooking School Will Begin On Schedule Time

Weather or not, ladies, The Democrat's third annual Cooking School will be held according to schedule. Beginning Monday afternoon the school will start at 2 p. m. for four days and last about two hours.

The hour for beginning the classes will be at 2 o'clock each afternoon, with one exception. On Tuesday the school will start at 1 o'clock, in order to dismiss an hour earlier and allow the Baptist ladies ample time to prepare for the annual Chamber of Commerce banquet, which will be held also in the basement of the new Baptist Annex.

Don't mind the elements. If it turns cold again, bundle up well and come ahead. The Democrat promises a comfortably heated building.

Regret Expressed At Shaw's Leaving Work In Amarillo

"The Amarillo Christian," published weekly by the First Christian Church of Amarillo, had an article in it recently concerning the acceptance by Rev. H. A. Shaw of the pastorate of the First Christian Church of Memphis. The article reads as follows:

"By the time this paper reaches the reader, our associate minister, Brother H. A. Shaw, will have presented his resignation to the Official Board. The Memphis, Texas, congregation has called him to be their minister.

"Almost two years ago, Mr. Shaw assumed his duties with First Church. He has been an untiring worker. His duties have been great and varied. He has never spared himself. He has always been eager to serve the congregation as a whole, organizations and individuals within the Church. His wonderful voice has lifted us time and time again to the very throne of God. Moving among us he has brightened our darkened lives with the radiance of his rare personality. Kind, gentle, gracious and willing, he has stood at the beck and call of every needy soul.

"For some time Brother Shaw has felt the urge to preach and this call to Memphis affords him a splendid opportunity to realize his worthy ambition. For two weeks, he conducted the music for that church during an evangelistic meeting. Learning to love and respect him, the congregation sought him when their minister, Arthur Jones, resigned. They have one of the most beautiful new church

structures in the Panhandle. They have a congregation of exceptionally big type people.

"As he leaves us, it is with the heartfelt regret of our entire congregation. The writer is happy for the opportunity of saying that he has never been closely associated with any man for whom he has had so great affection. In his sorrows and joys, Brother Shaw, has been sympathetic and helpful—a real brother.

"Mrs. Shaw and the three beautiful girls have shared their talents with us in a beautiful way. Mrs. Shaw has rendered a distinctive service in her able direction of the Junior Department.

"They leave us about February 1st."

Webb Thinks Pro Laws Are Success

Dallas, Tex., Jan. 18. (UP)—Prohibition has been 90 per cent successful in Texas, Dr. Atticus Webb, superintendent of the Anti-Saloon league, said in looking to the tenth anniversary of the adoption of the 18th amendment.

He sees imbrication passing with the generation, declaring it to be confined to a great extent to the "haldheads," and that youth is not taking to the hip pocket flask, home brew and cocktails as is generally believed.

Credit for increasing observance of prohibition laws was emphatically denied all law enforcement agents by Dr. Webb. Rather, he attributed it to an innate respect for law, especially inculcated by educational campaigns of churches and temperance unions.

"Among state officers enforcement of the law is not so good today as it was 15 years ago," he said. "Propaganda of wets has to some extent paralyzed state officers and given them the impression that it is not the state's duty to enforce liquor laws."

He pointed out that in 80 counties of Texas during the last 18 months 1894 indictments for prohibition law violations have been returned in state courts, of which only 1595 have been brought to trial, with 1188 convictions.

"Nominal penalties in federal courts have been no more than cheap license to bootleggers," Dr. Webb continued. "Ninety per cent of the penalties issued in federal courts promote rather than suppress bootlegging."

"It is easy to get liquor in Dallas because in state courts of this county of 350,000 population, only 11 bootleggers were brought to trial in 1929, and fewer still before that."

Mr. and Mrs. T. J. Messer announce the arrival of a baby girl, Helen Ruth, last Thursday, Jan. 16. Mother and daughter are both doing nicely.

Mr. and Mrs. Stelton Crane, of Tell, are here with Mrs. Crane's grandfather, John Howard, who is very ill, and not expected to live.

The Hall County Half Wit Says:

Just at the point when half the nation claims that chain stores and cooperation by the wholesale are doomed, the Government announces that none of us farmers except them what belongs to cotton marketing associations can claim any of that welcome \$30,000,000 set aside for farm relief. Well, sir, 'peers to me that being one among many still counts, W. K. Henderson of Shreveport notwithstanding, dog-gone his buttons!

Pugilism Is Ruled From Baseball By High Commissioner

CHICAGO, Jan. 18.—(UP)—Judge Konesaw Mountain Landis, high commissioner of baseball, "put the skids" under any future efforts of a baseball player to become a pugilist by dealing summarily with Arthur Shires, Chicago White Sox first baseman.

Judge Landis issued a ruling today holding that any baseball player who engaged in professional boxing be regarded as having retired from organized baseball. The ruling was announced after Landis had interviewed Arthur Shires who had made \$10,000 recently as a professional pugilist.

Shires, one of the "bad boys" of baseball, has been on the suspended list of the White Sox for some time due to his prowess with his fist in an argument coming up on the baseball field. Shires is a Texas product and hails from the town of Italy.

UNUSUAL RECORD MADE SELLING FARM PRODUCTS

LAMESA, Jan. 18. (UP)—An unusual record in the sale of farm products was made during 1929 by E. W. Hester, farmer of O'Donnell, Texas, 18 miles northeast of here. Hester realized a profit of \$3,501.31 during the 12 months from the sale of eggs, butter, cream, hogs, poultry, cows, beans and mules. The money from these farm products is above

the amount he made from his cotton and feed crops. Hester made \$1,228.40 during the year from the sale of butter and \$1,320 from the sale of live stock. He kept an itemized account of each month during the year, which shows that April was his most profitable month, with \$891.90 profit, of which amount \$97.50 was show winnings.

C. H. Messer left Saturday for Hope, Ark., to visit with friend and relatives.

Ray Thurman made a trip to Fort Worth this last week, leaving Wednesday and returning home Saturday.

Mrs. Albert Mullins, of Childress, is in Memphis to be at the bedside of her grandfather, John Howard.

Between Lectures

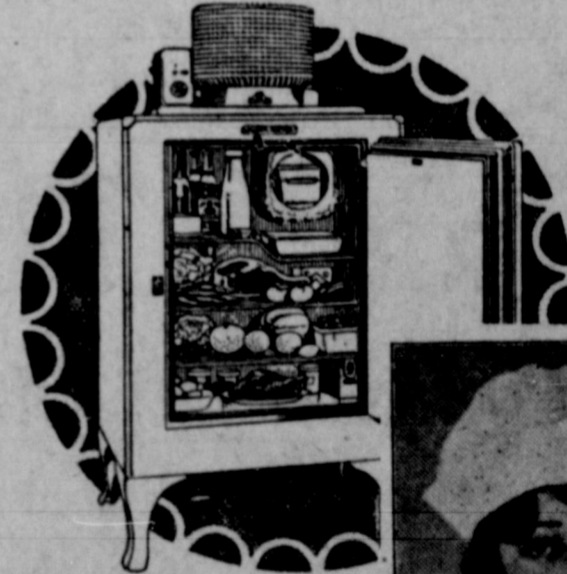


Miss Christeen Chitwood
Culinary Expert
Will Take Her Meals
At
Rube's Coffee Shop

It is only natural to suppose that she should choose Rube's, where good foods and excellent service predominate.

Rube's Coffee Shop
At Memphis Hotel

GENERAL ELECTRIC Refrigerator



Used and Endorsed by
Miss Chitwood
at the
Cooking School

"I have found," says Miss Chitwood, "that good health demands scientifically correct refrigeration. The bacteria which dwell in all foods multiply rapidly when the temperature is above 50 degrees. The General Electric Refrigerator averages 42 degrees in household use."

SEE IT AT THE COOKING SCHOOL . . . OR LET US GIVE YOU ADDITIONAL INFORMATION

Raymond Ballew

Memphis, Texas

HAWK BRAND WORK CLOTHES

THEY WEAR LONGER

SOLD BY GREENE DRY GOODS CO.

Largest Circulation!—More Hall County People Read The Democrat Than Any Other Newspaper

SECTION 2 Editorials—
—Local News—
—Features

The Memphis Democrat

Editorials—
—Local News—
—Features SECTION 2

VOLUME XXII *** NEA and UP Service *** MEMPHIS, HALL COUNTY, TEXAS, SUNDAY, JANUARY 19, 1930. *** FIVE CENTS *** NUMBER 34.



WHO-O-O SAID HARD TIMES?

HUGE POSTERS are being set up throughout the length and breadth of the United States, conceived and executed by that master artist, Charles Dana Gibson, depicting Liberty, triumphant in her march of progress, holding aloft the torch of Enlightenment. The posters carry the caption, "Forward America! Business is good. Keep it good. Nothing can stop U. S." These posters are significant in that they mirror the general feeling of optimism felt by big business in all sections of the country. The effort is not a false one intended to foster prosperity, when such does not exist, but since such does exist, the message carried by the posters is timely; it tells the truth; it mirrors conditions as they actually exist on a broad scale.

ALARMISTS AND extremists would have us believe that the country is fast going to the "bow-wows," financially and every other way. They tell us that the year 1930 will be unprofitable. They insist that the "pickings" will be lean. These folk are not worthy of any time or attention being shown them. We have them right here in Memphis and Hall County—people who go through life with crepe fastened to their noses—eternally smelling something dead and passing around the scent to the best of their ability. All of us who have an open mind should discountenance their mutterings and rumblings, go right ahead with our respective programs of accomplishment, without their baneful blight.

WE ARE not so foolish as to entertain the idea that business conditions in Memphis and Hall County are at the same high level as in other years. The financial condition of the county, however, is basically sound. Take, for instance, the report of the three Memphis banks at the close of business on December 31, 1929. The combined resources of these three institutions amounted to at that time, \$2,567,257.30. Add to this total the resources of two other banks whose statements appeared recently in The Democrat, and it will be found that the total resources of the five banks are in the sum of \$2,943,778.84 or almost \$3,000,000. The Turkey and Estelline banks are not included in these figures.

THE AMERICAN people have learned many lessons the past year that should have a marked bearing on 1930. The crash of the stock exchange shows indubitably the danger of speculation. While few, if any, local people were affected by the crash, still it should teach us to exercise care and judgment relative to investments. The safe and sure plan is to consult with a banker whenever an investment is contemplated and act on his advice. He understands the money situation better than anyone else in the community and his advice is reliable. We have learned, also, that one crop will not bring a county prosperity. It is only diversification that pays, agriculturally speaking.

DISCUSSIONS as to the extent to which the stock market slump in the fall of 1929 has forecast the course of business for 1930 will continue for several weeks to come. It may be said that this latest speculative overturn has, so far as is now visible, been singularly free of many of the phenomena of earlier convulsions of the kind. Even the short-lived business recession following the 1907 debacle, having its origin, like that of 1929, in money and credit conditions, involved, in addition, an actual currency shortage, a very large number of bank failures and a heavy toll of ordinary business troubles which the crash in 1929 did not precipitate.

IN OTHER words, the visible casualties and the apparent damage were less than usual. It is, perhaps, partly on this basis, as well as on the fact that most commodity markets are not overburdened with stocks, that the country's interests, its industries and its outlets for new enterprises are so diversified, that its wealth is so enormously greater, that, in short, to use a homely simile, its eggs are no longer all in one basket, that one may be justified in expecting the present reaction to be shorter-lived than any of its predecessors were. The fact that such is the case will lend impetus to business improvement in the months ahead. The improvement will, perhaps, be gradual and cautious, but nevertheless, it will exist as a reality.

STRANGELY ENOUGH, we have never been blessed with that Pollyanna type of disposition that sees every cloud wearing a silver lining. Neither have we been honored by being accorded membership in the professional club of optimists. On the other hand, we have made it a part of our business to evaluate conditions as they exist and to paint them in their true colors—neither too black nor too white, but only as conditions warrant. If we stifle the voice of complaint, of instability, of uncertainty; if, in their stead, we deal firmly and justly with what the present has brought us, the future will take care of itself to a great extent.

PROSPERITY AND well being cannot be manufactured. They have to exist as entities. That they do exist here in Hall County is a matter of common knowledge. Getting people to admit that conditions are favorable for 1930 is the hard thing to accomplish. We believe it would be well to emulate the old owl who sleeps with one eye open for emergencies and chances to better his condition and avoid danger. This wise old bird is eternally questioning in his sleep. Hard times come to those who fail to take inventory of themselves and their schemes. The owl, with the wisdom of the quiet places about him, propounds a question. His "Who?" is never answered unless it be by a mate. As for ourselves, who is responsible for this talk of hard times? Surely it is not the man with his faculties about him, but rather, one who sleeps with both eyes shut—immune to reason, lacking good judgment, common sense, and the ability or desire to progress.

Mosquito Weather

A Short Story By
WILLIAM RUSSELL CLARK

Captain Peter Cochran had tied up his craft, "The Molly Davis," at Crawford's Landing for the night. He was in no particular hurry to get his cotton cargo to Memphis (Tennessee), except for the fact that he was running low on ice.

It was said of the captain that ice was his one luxury. Some rivermen went so far as to intimate that he slept on packs of it during the close, sultry nights of midsummer, when the crew of his boat took turns cursing the persistent mosquitoes that made the heat more unbearable. In indulging his luxury, Captain Cochran was as ruthless as in handling his men. He guarded the supply of ice with jealous eyes, and the occasion was rare, indeed, when any of the crew succeeded in obtaining any part of his prized possession. The Captain had been known to throw more than one negro deckhand overboard as "The Molly Davis" churned her laborious way up and down the treacherous Mississippi, but to his credit it should be stated that the men thus summarily punished found their way back to the boat and into his good graces again.

On this particular evening late in August, Captain Cochran was sitting in a rundown, whitewashed deck chair tilted back against the wall of his cabin. A large tumbler half filled with whiskey and cracked ice was in one hand and a grimy handkerchief in the other. He took a sip of the liquor occasionally and munched the ice appreciatively, mopping his forehead furiously between drinks.

To the inhabitants of the Mississippi valley, the month of August was by common consent, conceded to be the zenith of the "mosquito weather." On the hot nights, the pests were more numerous than at any other period of the year. During this month, many of the dwellers in the river towns became ill with malaria, and it had come to be a creed among rivermen to offset the ravages of the disease by immersing themselves plentifully in liquor.

Crawford's Landing was just what its name implied. It was a stopping place for the Mississippi boats, where supplies were taken on board from the one general store, maintained in connection with a saloon and dance hall. It gave the old river salts a place to stretch their legs and to play poker and faro between drinks and dances.

On this August evening, the crew of "The Molly Davis," with the exception of the Captain and the First Mate, Mike Adams, were at the saloon. The latter, who had been below decks going over the boilers, came up the companionway napping his forehead, and sprawled himself upon the deck in front of his boss.

"This here is goin' ter be a devil splittin' night of it, or I miss my guess," the Mate grumbled, as he fanned the air at a horde of encircling mosquitoes. "The pests are out workin' extra early, to-night."

"We don't have ter put in here ever night, thank God," muttered the Captain, searching for a dry spot on the handkerchief where he might mop his face. "I'm damn tired of it, myself. I'm gittin' too old for this kind of life, now-a-days, an' I ain't seein' why I keep pluggin' away at it."

"Begg'n' your pardon, Cap'n, you wouldn't be satisfied doin' somethin' else, you been at it so long. The river kinda gits a man, sorter."

"I guess you're right, Adams," his superior agreed, as he looked wistfully at the diminishing ice in his glass. "If I could keep enough ice on hand for this kind of weather, it wouldn't be so bad, but the stuff it melts like it was settin' on a oven. I ain't goin' to have enough to carry me to Memphis on, an' I been usin' it extra careful."

"I shore wish you did have some more, Cap'n, for I'm a-crackin' open, I'm so dry and hot. I was just a-wishin' you had plenty, so I could git a small chunk, if you had enough."

"Hell, man, you're spellin' aroun' fer some of this here ice all the time. You musta mistook me fer a north pole, or somethin'," the Captain flared back at him. "As I was a-sayin', this here ice won't hold out ter Memphis, if we git to her tomorrow afternoon late, and here you come a-begg'n' like a infant."

"I didn't mean nothin' by them remarks of mine, Cap'n," the Mate complained. "I was just a-talkin' to hear myself talk."

"Then shut up, if that's the best you got ter do," the riverman ordered in a tone of finality.

A long silence ensued. First Mike Adams rolled a cigarette, lighted it, and started inhaling the smoke. He looked thoughtfully

now and then at the lighted saloon. Finally, he arose to his feet and spat.

"Guess I'll try my luck at faro," he called back over his shoulder as he shuffled down the gangplank. "I'll be back in about a hour."

"Stay all night if you like," the Captain barked out cheerfully as he watched his second in command disappear in the darkness.

Finishing the contents of the tumbler, the Captain wiped his lips carefully, brought from his pocket a foul-smelling cot pipe and filled it full of rough leaf Virginia tobacco. He lighted his pipe and sucked away at it meditatively, stopping occasionally to fan the mosquitoes from him.

He noticed that it was lightning in the northwest, and to his practiced eye, that foreboded a rain before morning, maybe a storm.

He had weathered many a storm, the Captain had. Twenty years on the Mississippi had scarred him up a-plenty, he mused to himself. Not all the storms he had encountered had been brought about by the weather. He knew how to handle boats and men, and his name was known on every river in the Southwest. Losing his wife and boy in the first two years of married life, the Captain had never remarried. He had no home, and few he could call friends, except the boat he steered and the cotton factors he worked for.

There had been Sam Clemens. "Cargo" they had called Sam, but that was before the days when Sam took to writing. He had bunked with Sam on more than one trip, the Captain had. He didn't know then that Sam was planning on being a writer; maybe he wasn't. Now, folks spoke of him as Mark Twain. Poor old Sam; "Cargo" had passed on.

The Captain remained in his reverie for the better part of an hour, when, with a yawn, he got up and knocked the ashes from his pipe. It was just about his bedtime, and another little glass of whiskey and cracked ice would make him forget there were any such things in the world as mosquitoes or homes on friends.

He glanced again toward the northwest. The flashes of lightning were more frequent now and he reasoned it would not be long until it started to rain. As he headed for the companionway, his attention was arrested by a call from out of the darkness. The Captain stopped and wheeled about.

"Hello! Hello!" came the shout from the bank. It sounded to the riverman's ears like a child's voice. His face grew unnecessarily hard.

"Hello, yourself," he answered. "What the hell you want here this time of night?"

"I'd like to see you a minute." The Captain was sure now the voice was that of a child.

"Well, be sure it's just a minute. Come on board here an' be quick about it."

A small figure made its way onto the deck.

"Are you the Captain?" the voice was that of a frightened boy.

"That's what they calls me, hereabouts. What you want here, boy?"

From the incessant flashes of lightning, Captain Cochran could make out the slim figure before him. He seemed to be a boy of about fourteen. His head and feet were bare and there was about him an air of childish uncertainty.

"My ma's sick," answered the boy, timidly gazing into the stern face towering above him, "and I thought—"

"Well, hurry up, boy; what did you think?"

"My ma's sick," he repeated, "an' I thought if I come to the Landin' I'd find someone as could help."

"If you was lookin' after help, why ain't you tried the saloon?" the Captain retorted, but not unkindly.

"They can't help at the saloon," the youth continued, "an' if they could, they won't. I thought as how I might find a boat here, an'—"

"Speak up; what is it you want?"

"An' I thought maybe I might git her a piece of ice. I've got a nickel," and he displayed the coin in the palm of his hand.

"What's the matter with your ma, kid?" Captain Cochran inquired, his interest becoming aroused at the mention of the ice.

"I guess she's got the malaria," the boy replied. "She's been in bed morn'n a week and she don't seem no better."

"Ain't no doctor hoah?"

"No, they ain't."

"Where's your pa, then?" asked the riverman.

reply. "Ain't you got no lickin' or quinine?"

"Ma, she won't touch liquor, an', we're out'n quinine."

"Where do you all live?"

"Out on flat Creek, about six mile of here."

"An' did you walk all the way over here to git some ice?" Captain Cochran inquired, as he placed his big hands on the boy's shoulders.

"I come on the mare. She's hitched to that tree," the youth replied, pointing to the river bank.

"Come below with me, son," said the Captain. "We'll see what we can find."

He took the boy by the arm as he led the way below decks and into the supply room where his precious store of ice was kept. He looked at the ice lovingly. All he had left was in one fairly large piece. He lifted a quilt from around the ice and surveyed it carefully, feeling of its cold surface.

How much he would have enjoyed another glass of chipped ice and whiskey! But the kid's mother was sick and it would do her good if she had the malaria, and he wasn't going to see a boy come six miles for nothing. He was getting old anyway, and old people are childish enough, God knows!

Methodically, he wrapped the ice in a large sack, and lifted it to his shoulder.

"This little piece—it might help out some," the Captain said, "so we'll be movin', son."

They made their way up on deck, the boy following closely behind the Captain, directing him to where the mare was hitched.

"Much obliged, Captain," the boy said, as he started unhitching the horse from the tree, "me and Molly can make out all right, now."

"Humph," mumbled the Captain, "don't be a-thankin' me. Come to think about it, I ain't exactly ready to turn in, so I'll go along an' see how your ma is gittin'."

Without further words Captain Cochran fastened the sack on the horse and started leading her, followed by the boy.

"You'll have ter be showin' me how to git there," the Captain said. "I don't know this here back country any too well."

"The mare knows the way good as me," spoke up his companion. "We just got to follow this here road."

They walked along together for some distance in silence. The rain storm began to unleash its fury upon them, making progress slow. A scared rabbit crossed the road in front of them, and the boy jumped. It was cooler now, and the persistent whine of mosquitoes was noticeably absent.

The riverman broke the silence. "What's yer name, son?"

"Aubrey Johnson."

"An' you and your ma raise cotton, eh?"

"We tries," the boy replied.

When they had traversed what the Captain figured was half the distance to Flat Creek, the rain stopped suddenly. The flashes of lightning became less frequent and the thunder seemed to trail off into the distance. The older man realized that his companion was lagging behind.

"Git up on the mare, Aubrey," the Captain encouraged. "We'll keep to the road an' ought to git there in a jiffy."

"I ain't tired," answered Aubrey, but his voice seemed far away.

"Do as I tell you," commanded the Captain and Aubrey obeyed.

It was not long before he had leaned over on the neck of the animal and the Captain knew he had fallen asleep. He placed an arm gently about the boy, fearful lest he awaken him. His own son, if he had lived, would not have been much older than this lad. A sudden peace seemed to settle over the scarred riverman as he trudged along in the mud—something he had not felt in many years. The little kid that his arm encircled was tired out. He, too, was having a hard time of it, working a crop like a grown man.

The horse came to an abrupt stop and the Captain found that they were in front of a one-room shanty, from which shone a dim light. He aroused Aubrey from his sleep.

"Well, I guess we're here, son. Go in an' see if it's all right to bring the ice in."

"Never mind, Captain," Aubrey told him, "an' thank you fer helpin' us out. Here's the nickel."

"Put the money back into your pocket, sonny," was the rough rejoinder. "If I hadn't a-wanted to come out here, I wouldn't, an' don't you forget it. Now, go in like I tell you to."

The boy went inside and came out in a few minutes.

"Ma says come in," he said.

Putting the ice on his shoulder, the Captain entered the house. It was the first time he had been in the presence of a woman in a good many months and he felt embarrassed.

sheepishly, and grinned. "Some of the boys thought maybe you had fell overboard."

"No such good luck, Mike," answered the Captain in a tired voice. "I smoked all the juice out'n my pipe, an' I just went on a little walk, as I wasn't sleepy."

"Seems kinda funny, you a-walkin' in the rain, Cap'n, excusin' me for sayin' so," continued the Mate. "I never knew of you a-doin' such a thing before."

"I'm gittin' old, an' I don't like havin' my movements watched so close," the Captain informed him. "I guess it does seem funny to you boys. It kinda seems funny to me, but funny things is always a-happenin', an' a man never knows what queer ideas'll crop out'n his head."

The next morning was a sultry one and before "The Molly Davis" started on the last lap of her trip to Memphis, the Captain went ashore and took with him some quinine. Finding a negro he knew, he gave him a bright silver dollar with instructions to leave the quinine at the little shanty on Flat Creek.

"If you don't deliver this stuff like I'm tellin' you," he reminded the negro, "I'll break your worthless neck the next time I put in here. You understand?"

"Yas sub, I sho' do," the negro replied and from the way he rolled his eyes there was no question but that he did.

As the Captain took the wheel to steer the boat properly into the channel, First Mate Mike Adams rushed to his side to inform him that the ice had disappeared.

"Well," said Captain Peter Cochran calmly, "I ain't surprised. The damn stuff melts so fast it don't do much good ter keep it on board, noways."

"But, Cap'n, it's a long ways to Memphis, and it gits pretty hot."

"What if it does? It's been pretty hot before, ain't it?"

"Begg'n' your pardon, Cap'n, but you ain't seemed right natural like since you taken that walk in the rain last night," continued the First Mate, solicitously.

"No, I guess I ain't," answered Captain Peter Cochran grimly. "This damn mosquito weather is makin' me 'looney,' I guess."

For adding machines, Standard and Portable typewriters, see Zet Moore. 50-1tc

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University Prexy Proves Humanism

AUSTIN, Jan. 18. (UP) — Dr. Harry Yandell Benedict, president of Texas University, proved humanism and a humorist.

Take his volume "Peregrinations." That he says is a "queer title for some moronic essays. It contains the cream of his extra-curricula opinions and deal with the University and University people. Nor is his wit a respecter of personages. When Albert Sidney Burleson became postmaster general, David Houston Secretary of Agriculture, an Morris Sheppard, a bone dry U. S. senator, Dr. Benedict wrote "Arises now A. Burleson, R. I. D. No. 1; Houston, specialist in weather and agriculture and Sheppard, expert in cumulated adjectives in 200 tongues."

Writing of the Carnegie lecture report, Dr. Benedict wrote "It out-Einsteins Einstein-Newtons Newton," and gridiron graph of the position.

Johnson Author Bill Ousting All Texas Pool Halls

The absence of pool halls in Memphis and other towns and cities in the state was made possible through the statesmanship and ability of former Lieutenant Governor W. A. Johnson of Memphis, who died here in May of 1924. It is believed that this fact is not generally known here, although the far reaching effects of Governor Johnson's bill have been made manifest ever since it was passed in 1920.

Senator Was Versatile

The versatility of W. A. Johnson, as State Senator, Lieutenant Governor, and publisher of The Hall County Herald, has left a deep imprint on the citizenship, not only of this community, but of the state as a whole. It was due, in large measure, to his untiring efforts for public good that Texas is today enjoying its place in the sun. Mr. Johnson served as Senator from 1912 to 1920 and Lieutenant Governor from 1920 to 1922.

Impeached Ferguson

It is remembered that the impeachment proceedings against Governor James E. Ferguson introduced in the Senate by Mr. Johnson, and he, more than any other man, is given credit for having brought the proceedings to culmination, resulting in Ferguson's loss of office. He also introduced statewide prohibition in the Texas Senate, and was the author of a number of bills designed to better the people's interests.

Outstanding Editor

As an editor and publisher, Mr. Johnson is remembered for his fearless stand on questions of the moment, and as having edited an outstanding weekly newspaper, not only of the Panhandle, but of all of Texas. Mrs. W. A. Johnson is still actively identified with a number of press associations, including the Panhandle Press Association and Texas Press Association, and rarely ever misses a convention of either organization.

In The World of Sport

BY PHILIP MARTIN

Your correspondent has seen Primo Carnera and words fail him.

The behemoth that Paul Journee, ex-fighter, found working in a door and window factory in northern Italy, has arrived in the United States. The ocean liner, Berengaria, barely was able to make New York harbor under her own power with this mammoth cargo aboard. 'Tis said that the Statue of Liberty winked coyly at Primo as the Berengaria limped by.

Can "Preemo" fight? What difference does that make? He's big, he's huge; he's gigantic. He came into this world millions of years too late. He belongs to the period when mastodons rumbled over our lands.

Wore Burlap Shoes

Our hero was born about 23 years ago in a little village near Venice. He always was big and so hungry that he finally struck out for himself because of the hardship his appetite inflicted on mother and father Carnera. So

Former Solon



Former Lieutenant Governor W. A. Johnson, of Memphis, who died in 1924, was the author of a bill outlawing all pool halls in the state and of much other remedial legislation, the effect of which is still being felt.

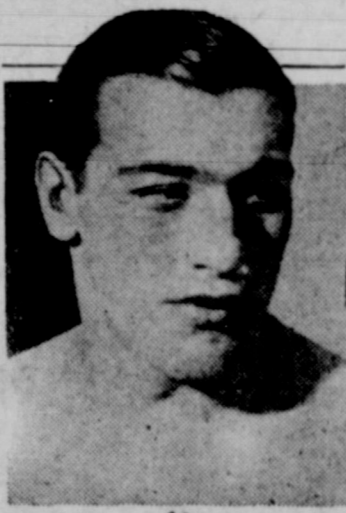
Primo went to work in a door and window factory where his wages, amounting to about one dollar a day in our kind of money, barely kept hunger from his door.

Journee saw him there. Burlap sacks were tied around Carnera's pedals, for shoes the size of his feet didn't exist.

"Good day," was the greeting from the astonished Journee. A deep rumbling "How-do-do," or its equivalent, came from the giant's throat. Then, "What do you do, please?" asked Mr. Journee.

"Starve, mostly," answered our hero.

"Did you ever try to box?" Journee continued. A vacant stare from the giant's inch-and-a-half-wide eyes was his only answer.



Heavy—and how! This is Primo Carnera, 23-year-old Italian boxer, who arrived in this country recently for a beligerent campaign among American "heavies." Primo, they say, has big feet and an enormous appetite, but there is some doubt about his sock.

wer. Journee explained. "But what about the cops?" questioned Primo.

That also was explained by Journee. The agreement was reached whereby M. Journee, the ex-fighter, and M. Leon See, a fight manager, were to teach Primo Carnera to fight, in return for all the food he wanted to eat and shoes big enough to cover his feet.

And now he's in this country, our correspondent is expecting at any minute to read of a government bulletin warning parents to

Damaged Capitol Is Repaired



Just ten days after a blaze which almost wrecked the White House executive offices in Washington, a fire broke out in a room near the rotunda of the capitol building, shown above. Charles Moberly, one of the artists decorating the capitol, was found in the room overcome by smoke, but was revived. Repair work is now under way.

keep their children from the streets in the immediate locality of the behemoth.

Even Break With Stribling

Carnera indulged in 19 legitimate fights in Europe, 10 of which he won by smashing his opponents to the canvas for counts varying from 10 seconds to 10 days. Two of his jousts were with the Georgia aviator, William L. (Young) Stribling, and resulted in a victory by foul for each.

Meantime, the Miami date may or may not be awarded Jack Sharkey, the Great Gabbo of Boston, and his hand-picked opponent. There has been no little gossip with regard to a real heavy-weight classic featuring Primo Carnera and Victorio Compolo under the palms of the Florida resort. They are at least "real heavy."

Get it at Tarver's.

STUDENTS HAVE HARD TIME DURING SNOWY WEATHER

Students of Memphis High School have been enjoying themselves immensely ever since the arrival of the snow. Not only do the boys have plenty of fun rolling every one in the snow, but they have formed skating places, and scores have received bruises from falls.

The snow has been beneficial to the annual staff, as they have received many good photographs that will be of valuable use when the hook is ready to go to the press.

Snow-balling has become too common for the boys, and, as a result, all of the teachers and girls are being rolled in the snow instead.

Send to Clark's for it.

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WE have just unpacked a carload of new Furniture this week, and are now showing a complete stock of the newest in everything you might need for your home.

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The rich, delicious flavor which Gate City Butter imparts to cookery, and its unmatched tastiness when served with hot rolls, biscuits or light bread, are responsible for the preference which culinary experts have for it.

At The Democrat's Cooking School Gate City Butter will be used exclusively, as well as Gate City Ice Cream—both recommended by Miss Christeen Chitwood, in charge.

Gate City Creameries

Memphis Plant—Phone 225

Announcement

--by--

Jim Vallance Grocery

BECAUSE of outside interests I find that it will be impossible for me to be actively connected with my Grocery Business in Memphis for the next few months, and for that reason charge accounts for longer than the customary 30-day period will not be solicited.

I appreciate the patronage of all my friends and heartily ask for a continuance of all cash business and all 30-day accounts . . . but for the next few months my absence from business here forces me to discontinue all accounts of over 30 days.

Jim Vallance Grocery

NOT A CASH STORE—BUT AS CHEAP

Truth Is Stranger Than Fiction

BY DOROTHY B. ROBBINS

Dr. Milo Hudson Gates, vicar of an Episcopal church in New York advances a different theory about the Bible and its reading or rather lack of it. He says he wishes sometimes that the reading of it would be forbidden because of the reverse effect. In early days it was a sealed book, more often a chained one and locked. Prohibition of Bible reading, he thinks, would produce such a craving for the word that some skillful lock picking would result. Dr. Hudson believes in a religious library for every home—not necessarily a large one but a well selected one, with the first book on the shelf being the Bible.

Chung I. Shang, a Chinese research student at Teachers College, Columbia University became disturbed by the thought that American children would get false impressions of his country from the comic strip and the movies, so he has translated ancient folk lore, many stories 1,600 years old; stories of Old Cathay for the young. Mr. Shang's collection will be published shortly and he will get credit toward his degree for his research work. He wants people in this country to know that Chinese mothers have as charming a mythology for their children as any American or English mother.

Typical of the stories in the book are the following told in the language of many old childhood friends like Red Riding Hood and the Three Bears; "The Picnic of the Dwarfs," "The Honorable Horse-man," "The Beautiful Monkey King," "His Troubles With the Vegetable Man," "The Trial of the Stone." Fifty stories make up the collection. Some go back to the thirteenth century, twenty six are from 99 B. C.

The more we understand of other nations the nearer we come to realizing how really alike we are. The Chinese are responsible for many things we enjoy. I heard of a delightful Chinese dish tonight at supper. Chinese are very economical. The only Chinaman Hillsboro has amassed a competence and sailed for China more than a year ago. He became a Christian before leaving. When reading of the terrible death toll from cold and starvation we did not feel that John was a victim because of his savings in Texas would mean riches in China—riches to provide food and shelter. Missionaries regard them with affection and even during rebellions have felt safe; they love the Chinese field and once a worker there nothing less than a complete break down in health would banish them to America again.

Pictured in the rotogravure section of a paper recently was an all American wedding in China; bridesmaids, best man, groom's attendants, flower girls and ring bearer, also minister and a prettier lot of girls and really good looking men you never saw. Nothing extreme in fashion—really sensible—and every girl the same height, that prettiest height for a woman—five feet or a little over. I love the height of the Chinese woman.

Ever and anon we are brought face to face with Esperanto, that simple language, easily learned from a book in a few weeks. No need to attend school to learn such a tongue (or is it?) All that except the question is what M. Archdeacon of Paris, president of the French Society for the Propagation of Esperanto thinks.

M. Archdeacon thinks "commerce between nations will be greatly helped by its use."

He says of us—"You are like the French, you think your language sufficiently universal. You do not realize that there are 1,000 languages in the world."

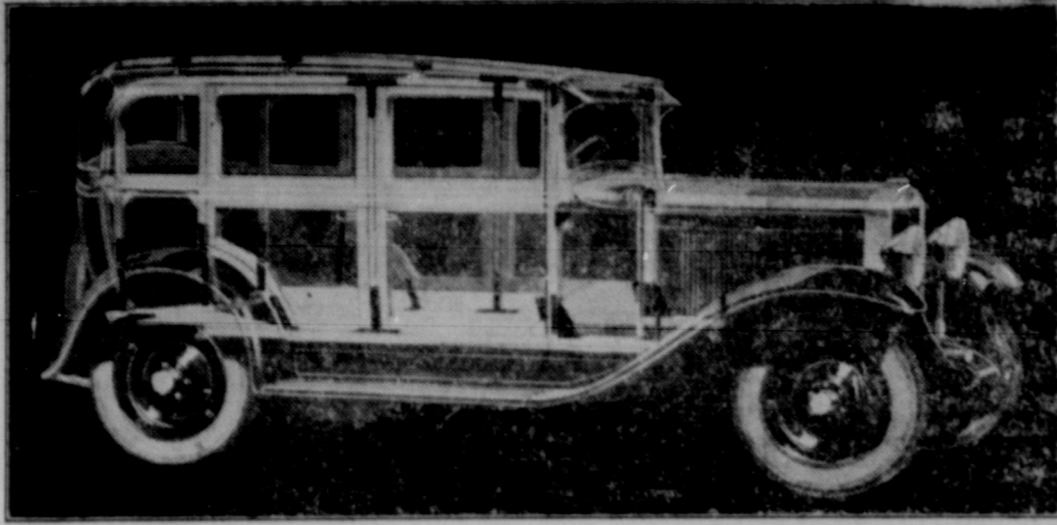
The number now speaking Esperanto is 500,000.

And yet there may be serious draw backs in this self learned language—what about different pronunciations, inflections, etc. We may have a very Babel of speaking. Wonder if those 500,000 could all grasp each others meanings were they thrown together and deprived of all speech but Esperanto. It is hard to realize that so simple a solution exists for communication between nations. The test of the pudding will be when more of us try it to see what it is like.

Franklin, Indiana, announced a policy not long since that has much good sense back of it. Funds for the relief of the poor will not be extended to those owning automobiles. The Franklin Township trustee, Floyd Owens, is responsible for this innovation, and the reason for it was requests for aid from those driving cars.

Mr. Owens expresses his feeling after this fashion, "If these persons can afford to keep an

Safety First In Chevrolet Design



The expert craftsmanship of Fisher Body engineers is well known to the public because of the external beauty of the bodies they design and build. However, this world's largest body building organization devotes perhaps more effort toward building the safest automobile body known to the industry. An example of Fisher craftsmanship in this respect is shown in this phantom view of the new Chevrolet Coach, picturing the special steel bracing at all points where strain is likely to occur.

automobile, buy gas and oil and keep the machine running, they do not need any of the taxpayers' money and they will not get it as long as I am trustee."

An interesting item comes from London—twin daughters were born to Mrs. J. C. Hanbury-Williams, great-granddaughter of the late General U. S. Grant. Don't you remember the interesting things Julia Dent Grant Cantacuzine (Princess Cantacuzine) wrote of Russia, her way of saying them gave us a different insight into things Russian. Her marriage to a Russian Prince was a notable event in the years past and the daughters was one of the brilliant events of Washington society, the happy ending of a romance that started in Russia before the days of revolution.

Dr. Will Alexander in a lecture at Chapel Hill, North Carolina, warned against "permanent paternalism."

He gives the credit for the New South to the 70 per cent poor who had known poverty and ignorance before the war. He says their motto has been "get to work."

Dr. Alexander defines paternal "An inevitable tendency for one who assumes to look after another to make of it a permanent job." He considers those people in a community who have to be looked

after as dangerous.

"But," says the Governor, "North Carolina does not need either capital or labor that is subservient. Neither does it need permanently a citizenship that must be looked after, either politically, economically, or morally. Paternalism is difficult to apply in large units and has often been a cloak for exploitation."

Newlin Lions Best Cubs Of Estelline

The Newlin Lions defeated the Estelline Cubs second team on the court at Newlin Tuesday night by a score of 24 to 9. The game was a succession of fast plays from the beginning to the end. Estelline fought hard, but the Newlin team took the lead in the first quarter and held it to the finish. The lineups were as follows: Newlin, Renfro and Kellison, guards; Hoover and Lawrence, forwards; McGuire, center; Estelline, Hayes and Hinton, guards; Berry and Bennett, forwards; Caldwell, center.

The Estelline Junior boys defeated the Newlin Junior boys by a score of 7 to 6. The little fellows played well for beginners. Newlin All Stars defeated the Estelline All Stars by a score of

21 to 17. This game was followed by a tilt between the Harrell Chapel boys and the Newlin second team. The score at the end was 13 to 12 in Newlin's favor.

Newlin P. T. A. Has Meeting On Friday

The Parent-Teachers' Association of Newlin met Friday afternoon at two o'clock, for the first meeting of the new year. The main theme of the program was "Thrift." Twenty pupils of the Newlin school gave one minute thrift talks.

The Newlin P. T. A. has been quite active during the past four school months, under the supervision of Mrs. W. E. Watson, as president, and Mrs. D. W. Lawrence, as secretary. Perhaps, the greatest benefit derived has been a greater understanding and cooperation between patrons and school. School equipment has been added, such as first aid kits, a set of stage furniture, a number of beautiful pictures, hectographs and other useful things, all of which were furnished by the P. T. A.

The P. T. A. hopes that it can more than double its efforts during the next five months of school.



An ELIZABETH ARDEN Treatment

is based on three fundamental steps—Cleansing. Toning. Nourishing. You can follow this same method at home, using Elizabeth Arden's Venetian Cleansing Cream, Ardena Skin Tonic, Special Astringent and Orange Skin Food. A little Home Treatment each morning and night will give you a clear lovely skin.

Miss Christeen Chitwood

Culinary Expert Conducting the Democrat's Cooking School USES AND ENDORSES ELIZABETH ARDEN TOILET ARTICLES

While Miss Chitwood is a famed instructor of domestic science and hasn't time to treat herself like a hot house rose, patting, rubbing and stretching before the mirror, she must select a cosmetic line that will do what a cosmetic line should do.

For this reason she uses and endorses Elizabeth Arden Cosmetics. When you see Miss Chitwood at the school of Cookery, Health and Charm, you will see for yourself the wonderful results that may be derived from the use of Elizabeth Arden Toilet Preparations.

A Complete Line of

Elizabeth Arden Venetian Toilet Preparations

On Sale at

Tarver's Pharmacy

ON THE CORNER

Miss Christeen Chitwood

Culinary Expert in Charge of

The Democrat's Cooking School

January 20 - 23

Has Selected



B. Y. C. Cleaners

To look after her entire wardrobe while in Memphis and keep all clothes—from Aprons to the Finest Silk Dresses—freshly cleaned and pressed.

Naturally, she selected B. Y. C. because she knew they were adequately equipped for better work on even the finest of materials.

BYC
STORES

Cleaning and Pressing Department

Miss Christeen Chitwood

SELECTED

Chitwood's Market



We Will Supply Her With All Meats and Market Products To Be Used During The Democrat Cooking School

The art of cooking is truly an art, but the best of products are always desirable for the best results. We are proud that Miss Chitwood selected our market to supply her with the tenderest and freshest of meats.

PHONE YOUR ORDER FOR TENDER MEATS TO 22

Chitwood's Market

AT B. & M. GROCERY

ONE FILLING STATION OPERATED IN MEMPHIS FOR EVERY 48 CARS

BY VANCE JOHNSON

When a Memphis automobile owner finds that his car has "run out of gas" and left him "high and dry, without the necessary fluid for further transportation—may he his embarrassment if he stops and considers that there is no gasoline filling station to carry forty-eight cars in Memphis. But it's a fact, nevertheless, actually, no foolin'!

If that person who becomes so stragled at the thought of being "out of gas" when he has just started somewhere in a hurry should only stop to consider how far it is to a filling station, he would cheer up and not feel so rejected about the trifle. As a rule, he grumbles at having to walk the short distance of a few blocks to the nearest filling station, or rather, stations, as there are generally two at every intersection of the city streets.

Think of it! One filling station for every forty-eight cars in Memphis. At the rate these establishments have been set up in Memphis during the few years, each automobile will eventually have a station all his own at a place—on an exclusive place—gas, oil and whatever his car may require.

It seems that there is something very fascinating in the dealing in gas and oil. It is very often the case that some well known business man or farmer will quit his line of endeavor and build, buy, lease, manage or acquire a filling station in some way.

Whatever the attraction may be, many of our best friends are leaving their business houses to their assistants to take chances with this comparatively newly developed enterprise.

Whenever an automobile owner finds his car is dry of the fluid that is necessary to make the car run, and stops to recall that there is a filling station to every forty-eight cars in Memphis, he will find that it is not so bad to "run out of gas" in Memphis after all.

Mrs. Floyd Shields of Wellington has been visiting the past week with Mr. and Mrs. J. R. [Name] and Mrs. T. L. Lewis.

DOCTORS REMOVE PENNY FROM THROAT OF INFANT

HOUSTON, Jan. 18. (UP)—Physicians removed from a 16-months-old child's throat a penny that had been there almost half his life.

Bobbie Means of New Orleans had been ill for eight months. New Orleans doctors were unable to diagnose his case. At a local hospital the obstruction was located by use of the X-ray and removed by means of the bronchoscope.

The doctors said the child would be well soon.

Mr. and Mrs. John Sexauer of New York City, came in Sunday for a two weeks visit with their brother, George Sexauer, of this city.

Mr. and Mrs. Sam Frank Wright of Fort Worth have been visiting their parents, Mr. and Mrs. Frank Wright, for the past week.

Mrs. Tess Potter returned from Wichita Falls, where she has been recovering from a tonsil operation.

Miss Mildred Hughes, who has been employed in the office of I. E. Jolly, Boy Scout director, has returned to her home in Henrietta.

"The most unposthumous person that ever lived" is the characterization given to Amy Lowell by Joseph Auslander in his "Letters to Women" (Harper's). So great was Miss Lowell's energy and industry during the long nights which constituted her working days that publication never kept pace with production and at the time of her death in 1925, soon after the appearance of her "John Keats," three volumes were practically ready for the press. These three, "Ballads for Sale," "East Wind," and "What's O'Clock," together with a volume of "Selected Poems," have since been published, and Houghton Mifflin Company now announces for Spring publication "Poetry and Poets," a volume which will constitute Amy Lowell's third book of critical essays.

AMERICAN LEGION NEWS

Charles R. Simmons Post No. 175

This bad weather has surely put me up against it for something to write about for this column. I do know that there is, and has been, too much snow and cold weather to suit me. The kids have enjoyed it, though. It gives me the "creeps" to see them hanging on trucks and cars, using their feet as sled runners. Too much danger. Let's talk them out of it.

I read in the paper a few days ago of some college professor being refused his final citizenship papers because he did not believe in taking up arms in defense of his country. He is called a "conscientious objector." I, for one, say send him back to where he came from. We have enough of his kind—already.

The government is planning, so I read, to build a hospital for ex-service men in some city in Texas. The Amarillo Legion Post is trying to get it located there. Well, here's to you, comrades of Amarillo, we're with you, unanimously.

I am reminded of a story I once heard. A British soldier, "on His Majesty's Service" registered at a hotel in London, thus: Henry Bington, O. H. M. S. An American doughboy was the next to register and being sort of mellowed by English ale, he registered thus: John Jones, Pvt. A. E. F. A. W. O. L., M. P., G. C. M., S. O. L.

Now laugh that off. When I was in the army, I attended a military ball in Atlanta, Georgia. I overheard a sweet young thing talking to an officer. "Do you command a camp?" she said. "No," the officer replied, "I am a naval surgeon," to which the young lady replied: "My, how you doctors do specialize."

You are a member of the American Legion. You owe yourself the pleasure and advantage, the standing and praise that membership in the Legion brings you. What is that advantage? You know the Legion ideals. So does your neighbor. He approves of them. The Legion, to his mind, is the solid foundation of Americanism, of the patriotism which he loves.

In you, he beholds the American soldier, sailor and marine who fought for him. You represent the highest plane of devotion to home and country. To your neighbor, you are the Legion. When he reads of the Legion battling for an ideal, he thinks of you. If you drop out of the Legion, you lessen that neighbor's respect and support of that ideal.

Your comrades need that support, that moral approval in the mind of your neighbor. The Legion needs your comradeship, and you need the Legion. If, for no other reason, let your name which represents an honorable service, be added to that strength necessary for the Legion to carry on for God and for country. Renew your membership today.

Should the weather man give us an even break, we will probably go to Lakeview the last of next week. Will remind you to watch for the date.

—R. C. H.

The recent controversy within the Communist Party that resulted in the expulsion of Scott Nearing centered about a manuscript by Dr. Nearing on the subject of imperialism. This manuscript, with the single word IMPERIALISM as its title, will be published by the Vanguard Press in March.

Get it at Tarver's.

Little Joyce Lee Goodpasture is on the sick list this week.

Mrs. T. L. Lewis left Saturday for Dallas, where she is to undergo an operation.

H. D. Stringer left Wednesday for Tennessee, where he will attend law school, in Lebanon.

Miss Ella Lokey, of Wichita Falls, is visiting this week in the home of Mrs. A. T. Lokey.

Miss Lois Williams of Lodge, was shopping in Memphis Monday.

Mrs. C. J. Farmer returned Sunday from Crowell where she has been visiting the past week.

M. Bayouth is visiting with friends and relatives in San Antonio.

Mrs. Era North returned from Childress on January 6.

Mr. and Mrs. Sam Frank Wright, of Fort Worth, have been visiting in Memphis with their parents, the past week. They returned home Sunday.

Get it at Tarver's.


DR. V. R. JONES

OPTOMETRIST
Maker of Fine Spectacles
Every Monday Over City Bakery

His glasses give the finest service in the relief of eyestrain, nervous headache and other troubles caused from eyestrain. Special made glasses make better vision, make you more efficient by giving you rest you get no other way. Corrected vision means comfort and comfort means smiles. We design our glasses to fit the form of the face, match the complexion and hair as well as comfortable vision.

If your child is not doing well in school have his eyes examined.

Miss Christeen Chitwood



NEW BAPTIST ANNEX

Mon.-Tues.
Wed.-Thurs.
January
20-23

Will Use
City Dairy
Grade "A" Milk
At The Democrat's Cooking School

Try Her Cooking in which
City Dairy Milk is used
Exclusively

It's Pure—It's Rich—It's Nutritious

City Dairy

Phone 34

It happens in the best families



SUNSHINE poured in through the window. A fat sparrow twittered on the sill. It was a beautiful morning. Norma hummed happily.

Suddenly her husband barked. "Why in the world can't you make good coffee?"

Then he followed it up with the comparison that every bride dreads. "My mother never made miserable stuff like this!"

Norma tried to fight back her tears, but failed. "I make it just the way your mother taught me," she sobbed. "She showed me how to make all your favorite dishes. We never told you."

Gene was sorry. He put both arms about her and kissed away her tears.

"You haven't made any changes at all?" he questioned, puzzled.

"No," Norma told him. "Not one . . . that is, yes; one little one. I've been using a different brand. One of the neighbors said . . ."

"You go back to White Swan Coffee," her husband exclaimed with mock severity. "Darling, there is no better."

So, Norma went back to White Swan and now everything is serene again.

Gene was sorry. He put both arms around her and kissed away her tears.

Some of the artful processes are as old as the happy custom of serving coffee; others are as new as science can devise them; all are employed with the skill acquired by more than a half century of roasting and blending a coffee of unrivaled goodness.

Freshness is one of the most vital of the many factors which insure the White Swan flavor. It always comes to you fresh from the roaster. Your dealer is within easy shipping distance of one of the 22 Waples Platter Houses strategically located to insure prompt distribution. In addition, a fleet of motor trucks operates over established routes, making regular deliveries to the 10,000 White Swan dealers.

By going to the very source for its product, by controlling every step of its preparation and distribution, this sixty-year-old institution of the Southwest makes sure that no finer coffee can be brought into your home for the price you are asked to pay.

To guarantee this, the Waples Platter Company has become importer, roaster and packer, as well as distributor of the inimitable White Swan Coffee . . . available at your grocer's 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.



Mother knows best—and wives agree—that nothing can ever take the place of the engaging aroma and the satisfying flavor of White Swan Coffee.

Supervision as exact as that in your own kitchen is enforced in developing the famous White Swan quality.

WHITE SWAN COFFEE

WAPLES PLATTER COMPANY • TEXAS • OKLAHOMA • NEW MEXICO

SOCIETY IN MEMPHIS

Phone 15

MRS. TOM C. DELANEY, Society Editor

Phone 923

Let Us Smile

The thing that goes the furthest, toward making life worth while, that costs the least and does the most is just a pleasant smile. The smile that bubbles from the heart that loves its fellow men will drive away the cloud of gloom and cause the sun again. It's full of worth and goodness too, with mainly kindness bent—It's worth a million dollars, and doesn't cost a cent. There is no room for sadness when we see a cheery smile. It always has the same good look—it's never out of style—It serves us on to try again when failures make us blue. The smiles of encouragement are good for me and you. It pays a higher interest for it is more by less. It's worth a million dollars, and doesn't cost a cent. A smile comes very easy—you can wrinkle up with cheer. A hundred times before you can squeeze out a sooty tear. It ripples out, moreover, to the heart-strings that will tug. And always leaves an echo that is very like a hap. So smile away. Folks understand what by a smile is meant. It's worth a million dollars, and doesn't cost a cent.

—Selected.

Methodist Circle No. 2 Meets In Yearbook Program

Members of Circle No. 2 of the Woman's Missionary society of the Methodist church enjoyed the first meeting of the new year in the Yearbook program, at the home of the Circle leader, Mrs. T. J. Dunbar, Monday afternoon, from 3 to 5. Mrs. N. A. Hightower assisted Mrs. Dunbar as hostess.

Mrs. Dunbar called the meeting to order and gave an outline of the plans for the year and named the committees. Transportation: Mesdames J. B. Reed, L. Dowell, and George Greenhaw. Phoning: Mesdames Frank Phelan, J. W. Slover and Ed Lofland. Membership: Mesdames Bob Roberts, Fred Clark, and W. B. Quigley. Supt. of Voice programs, Mrs. D. A. Neeley. Publicity, Mrs. Tom C. Delaney. Secretary and treasurer, Mrs. N. A. Hightower.

The theme of the program "The Life that God Approves" was brought in the devotional by Mrs. E. E. Robinson, who based her many helpful thoughts on the Beatitudes. Mrs. Bailey led in prayer, and Annie Renee Montgomery sang "Bend Low, Dear Lord" by Will H. Ruebsch, accompanied by Mrs. E. S. Shelley. The story of Mary Slessor of Caliber was very interestingly given by Mrs. N. A. Hightower and the poem "New Year's Resolve" by Ella Wheeler Wilcox given by Mrs. C. A. Powell made an appropriate ending for the splendid program rendered.

The meeting was closed with prayer by Mrs. Schoolfield. The guests enjoyed lovely refreshments served by the hostesses and assisted by Dot Dunbar.

New Circle members added to the roll were Mesdames W. E. Johnson, H. W. Kuhn, H. F. Schoolfield, C. Gerlach, D. L. Johnson and Jimmie Pullen.

Those present were Mesdames J. P. Montgomery, J. B. Reed, L. Dowell, J. G. Brown, S. E. Major, H. F. Schoolfield, Fred Clark, A. C. Hoffman, Frank Phelan, W. B. Quigley, C. A. Powell, L. Hart, N. Ballew, D. L. Johnson, E. E. Robinson and T. C. Delaney. Mesdames Nolan Walter, Frank K. Fore and Elmer S. Shelley were guests.

Business Women Have Club Meet With Miss Guinn

The Business and Professional Women's Club met in regular session, Jan. 14, at the home of Willie Guinn. During a short business session the selling of calendars for 1931 was discussed, and a report made that samples were on hand and the taking of contracts might begin.

The topic for the evening's program was "America's Greatest Women," with Maud Worsham and Floretta Whitfield taking part in the discussion.

The hostess, assisted by Mildred Harrell and Aline Barnard, served lovely refreshments to about twenty club members. The meeting was dismissed early, so that those who desired might attend the John Ross Reed concert at the high school.

Mystic Weavers Are Entertained Last Wednesday

The Mystic Weavers were delightfully entertained Wednesday afternoon, January 8, when Mrs. G. D. Beard invited the club members to meet her at the Palace for a theatre party. All arrived on time, and Mrs. Beard proved to be a charming hostess. So much merriment prevailed that the hostess gave each a sack of popcorn, hoping to quiet her guests.

After a very entertaining "talking show" the members were asked to accompany the hostess to her home on south Ninth Street. The soft lights and warmth of the fires appeared very inviting after the snow and ice out-of-doors.

The hostess, assisted by her daughter, Mrs. Malone Hagan, served dainty and delicious refreshments to seventeen members. The club adjourned to meet with Mrs. Chas. Oren, Wednesday, January 22.

Annual All-Day Meet Of Society Held Wednesday

The Mizpah Auxiliary met in the Annual All-Day meeting with Joan Bryan, Wednesday, January 8. A lovely three course luncheon was served in buffet style. Pearl Ward was leader of the Mission study, "From Jerusalem to Jerusalem" which she gave in lecture form, then the members enjoyed discussion of the lesson.

The annual election of officers was then in order and the following were elected: president, Ray Bass, vice president, Bootie Grundy; recording secretary, Lorraine Tucker; corresponding secretary, Cy Foxhall; treasurer, Cora Yinger; press reporter, Billie Kittinger.

Those present were Ray Bass, Lola Clower, Emma Deaver, Cy Foxhall, Margaret Gore, Bootie Grundy, Hattie Johnson, Era Mallard, Estelle McCool, Frank Noel, Kate Shelley, Lorraine Tucker, Pearl Ward, Cora Yinger, Kathleen Wood, Beth Moreland, and Frances Drake.

Girl Reserves Of City Hold Meeting Tuesday Evening

The Girl Reserves met at the First Methodist church Tuesday night, January 14, at six o'clock with nine members and three visitors present. The subject for the evening was "The Art of the Piano." An interesting talk was given by Mrs. Conly Ward.

The following piano solos were rendered: "Les Muscadines," Willie C. Wilson; "Crescendo" by Margilie Sigler, and "Country Gardens" by Lucille West. After a business discussion, the club adjourned to meet Tuesday night, January 21.

The 1913 Study Club met in regular session, Wednesday, January 15, with Mrs. Sebron Buck. Mrs. Greene, as leader, conducted the lesson on "Hamlet," giving some interesting points on the life of Shakespeare. The following program was rendered: Character Study, Mrs. H. J. Gore; Was Hamlet Insane, Mrs. M. J. Draper; Was Hamlet Feigning Insanity? Mrs. T. J. Dunbar.

1913 Study Club Meets Wednesday With Mrs. Buck

The hostess, assisted by Frances Joy Tomlinson served delicious refreshments to the following members: Mesdames Andrews, Clower, Draper, Dunbar, Fore, Foxhall, Gore, Greene, Harrison, Jones, Kinard, McNeely, Beard, Noel, Sager, Walker, Watson and Williams.

Pathfinders Elect New Officers At Meeting Tuesday

The Pathfinders Council met Tuesday, Jan. 14, with Mrs. Chas. Meacham as hostess.

The following officers were elected for the new year: Mrs. Earl Parker, president; Mrs. Bailey Gilmore, vice president; Mrs. L. E. Jolly, recording secretary; Mrs. Holt Bounds, corresponding secretary; Mrs. Paul Williams, treasurer; Mrs. Frank Sockwell, press reporter; Dr. Pat Wiggins, critic and parliamentarian; Mrs. Floyd McElreath, librarian.

Mrs. Floyd McElreath led a very interesting program on American Literature, as follows: "History of the Period"—Mrs. I. E. Jolly. "The Courtship of Miles Standish"—Mrs. H. L. Nelson. "To a Water Fowl"—Mrs. Earl Parker.

Fifteen members answered roll call, giving the name of an American writer and some of his works, led by Mrs. Frank Sockwell.

Miss Mildred Hughes spent Thursday in Memphis, returning to her home in Henrietta Friday.

Celebrate 64th Anniversary



Mr. and Mrs. J. W. Wells celebrated their 64th wedding anniversary on Friday of the past week. They were the recipients of many felicitations upon this occasion from friends and acquaintances as well as flowers from their children. They have resided in Memphis for about 26 years. Mr. and Mrs. Wells came to Texas in November, 1880, from Mississippi. They settled first in Wise County. Later they moved to Collingsworth County where they lived for three years before coming to Memphis. Mr. Wells was 85 years old last August and Mrs. Wells will be 83 in March. Both are hale and hearty and are enjoying life to the fullest.

Mizpah Auxiliary Meets Last Monday Montgomery Home

The Mizpah Auxiliary of the Presbyterian church met at the home of Mrs. S. S. Montgomery, Monday night, January 6, with Elizabeth Johnston and Billie Kittinger, hostesses. Ora Denny led the devotional reading the 12th chapter of Romans. Era Mallard was leader of the Mission study, Pentecost, the Birthday of the Apostolic church, beginning with chapter 1 which was given in outline form. The aim of the chapter, "To show that Christianity cradled in Asia made its first out-reach into the East and South—the great successes were made at the first and the reasons for its failure."

The Auxiliary adjourned with the Mizpah benediction.

Mrs. Harrison Is Hostess At Meet Atalantean Club

Mrs. T. T. Harrison was hostess to the Atalantean Club, Wednesday, January 15. The program dealt with the Fourteenth Century.

Interesting roll calls were given by each member pertaining to the Vatican. Roll calls for last meeting were given also.

The Black Death was very vividly described by Mrs. Phelan. Mrs. Bryant gave a good description of Boccaccio "The Father of Italian Prose," and his works. Mrs. Craven read a wonderful paper on "The Italian Renaissance."

After the program the hostess served refreshments to the following members: Mesdames C. W. Broome, S. A. Bryant, W. H. Craven, W. P. Dial, W. C. Dickey, W. B. DeBerry, E. S. Foote, L. M. Hicks, N. A. Hightower, John Lofland, D. A. Neeley, James Norman, Frank Phelan, S. L. Seago, C. R. Webster, and J. M. Humphreys.

Culture Club Has Meet Wednesday With Mrs. Grundy

The regular meeting of the Woman's Culture Club took place at the home of Mrs. D. A. Grundy, Wednesday, Jan. 15, with Miss Lillian Thames as hostess.

Following the business meeting this program was given: Subject, "International Politics." Roll Call—Foreign News. The Hague—Mrs. D. A. Grundy. Arbitration of International Disputes—Mrs. Madden. The World Court—Mrs. Dishman.

After the program the hostess served delicious refreshments to thirteen members and a visitor, Mrs. Sexauer, of New York City.

Missionary Society Of Presbyterian Church Meets

The Ladies Missionary Society of the Presbyterian church held the first meeting of 1930 at the home of Mrs. T. Kittinger, Monday afternoon at 3 o'clock. The meeting opened with prayer by the president, and singing "My Faith Looks Up to Thee" followed by a short business session during which an offering was made which amounted to \$20.50. The roll call was responded to by facts concerning different countries represented in Missionary work. A poem, "The New Years Call to Service" was given by the president. Mrs. Mallard conducted the devotional and two interesting articles were given by Mrs. H. E. Deaver and Mrs. D. H. Arnold on National Missions.

After the benediction a social hour was enjoyed during which the hostess served delicious fruit cake and cocoa to ten ladies. Mrs. Slaton, a former member, was a welcome guest. A four weeks study course in Mission study will begin next Monday at the church with all the ladies participating.

Mrs. Stidham Is Hostess At Meet Of U. D. C. Chapter

The United Daughters of the Confederacy met Tuesday afternoon, January 14, at the home of Mrs. C. J. Stidham, with Mesdames Stidham, Slover and Brumley as hostesses. After a brief business session, the following program was given: Sketch of the life of General Lee, Mrs. Garrott; reading, "The Blue and the Gray," Mrs. L. Stanford. Character Sketch of Stonewall Jackson, Mrs. W. J. Franks; "Stratford Hall—Home of Lee," Mrs. Wheat; song, "Carry Me Back to Ole Virginia," by the chapter.

The hostesses served lovely refreshments to seventeen members.

Mrs. Jim Hawkins was injured from a fall on the ice Wednesday, her arm is hurt badly, but it is not known yet if it is broken or badly sprained.

MAYOR WADDY TATE HAS NEW BRAIN CHILD

DALLAS, Jan. 18. (UP)—Here's the latest brain child of J. Waddy Tate, "hot dog" mayor of Dallas: Patron of the "blue shirts" who put him in office, Tate would junk machinery for the construction of city improvements, thereby providing employment for more laborers.

He said in explaining the plan over a local radio station: "It might take longer. It might cost more to dig ditches, the west bank interceptor and storm and sanitary sewers, by hand than machinery, but it would give more men jobs. It therefore would pay more grocery bills, more doctor bills, and make everybody happier."

Church News

"I was glad when they said unto me, Let us go unto the house of the Lord."

Announcements for the week beginning Sunday, January 19. Plan to have a part in some of these services.

M. E. CHURCH SOUTH

Dr. E. E. Robinson, Pastor

SUNDAY—9:45, Sunday school. D. A. Neeley, Supt. 11:00, Junior church in annex. Miss Lillian Thames, director. 11:00, morning service, subject, "Is there a Decline of Men of Light and Leading?" 5:30, Junior Hi League in Annex, Mrs. Bagwell, counselor. 6:15, Hi League, ladies parlor. Ida Jones, president. 7:15, Evening service. Subject, "God's Long Delayed Chariot Coming."

MONDAY—3:00, Circles No. 1 and 2, Woman's Missionary Society meet in joint business session at the church. Mrs. J. P. Montgomery, president.

7:15, Christine Allen Missionary Society meets at the church in Voice program. Miss Verna Crump, president.

WEDNESDAY—Prayer meeting. Subject, Church Policy.

THURSDAY—Choir rehearsal at the home of Mrs. R. S. Greene.

FRIDAY—Young People's Missionary Society meets in ladies parlor at 3:15 for installation of officers.

FIRST CHRISTIAN CHURCH SUNDAY—Sunday school 9:45. R. C. Howerton, Supt. Intermediate C. E., 5:30. Frances Wright, president. Young People's C. E. 5:30.

PRESBYTERIAN CHURCH

Dr. J. Hardin Mallard, Pastor

SUNDAY—9:45 Sunday school, Dr. M. McNeely, Supt. 11:00, Junior church in junior chapel, Mrs. Mallard in charge. 11:00, morning worship. 7:00, evening worship.

MONDAY—Missionary society at the church in Mission Study.

Mizpah Auxiliary, at the home of Mrs. Conly Ward. Miss Mary Noel, hostess.

WEDNESDAY—Prayer meeting.

THURSDAY—Choir rehearsal.

FRIDAY—Troop 4, Boy Scouts Hall at the church at Mallard, Scoutmaster.

SATURDAY—6:00, C. E. Seniors with I. D. Pierce Jr. Mary Johnston Walters, president. 4:00, Intermediate C. E., with Mrs. J. Hardin Mallard.

THE CHURCH OF CHRIST

Lester W. Fisher, Minister (Meets in District Courtroom)

SUNDAY—Bible classes 9:45. Preaching service 11:00. Communion service 11:45.

Young People's meeting 5:30. Song Drill for children 6 p. m. Gospel service 7:00.

MONDAY—Ladies Bible class 3:30 in the new church.

THURSDAY—Mid-week service at 7:15

SATURDAY—Bible drill for children at 2 o'clock in the basement of the new church.

FIRST BAPTIST CHURCH

Program for week unavailable.

Long Coats For Afternoon And Short Coats For Evening, Vogue

BY HARRIET

Long coats for dressy afternoon events and short coats for evening present the latest "long and short of it" when it comes to style.

The coat that I mention is the dressy daytime coat that is practical as well as chic for the stay at home woman who wants to take advantage of the New Year sales. It is an excellent choice for the second coat of the working girl and very practical for the business woman who has made good and can afford a change of coats.

These usually have rounded hemlines, with quite a long back and sides, often curving up to less length in front. The new ones are of soft, dull finished, deep woads. Excellent colors are both beige and gray, dull medium blue and any of the green tones.

One of these is fashioned of Kasha-velour in beige of a deep tone and is collared and cuffed in beige fox. This is an exceptionally dressy coat and one that most women would adore having hanging in their wardrobes. It can be made into an ensemble so easily by using a flat crepe in matching tone, or a flat crepe in any green, red, or soft blue. Or a figured frock can make it look like a million dollar ensemble. But the frock under it must match or else be quite gay and appealing on its own account.

This type of coat now is apt to have a slightly pored back so that the suggestion of a princess line is seen. It is a safe bet to buy for the princess line is likely to be stressed more rather than less as spring and summer come.

The coat, one usually has to buy. But the tricky little jacket that will make Paris your frock look like a Paris import, one can fashion herself.

They come in all lengths, all fabrics, all colors and practically any cut, the more individual the better, however. Over a printed frock of gay flowers against beige background, a Palm Beach dinner dress takes a flaming orange little jacket of taffeta, with its cut very quaint in the way it rounds its corners to almost a cutaway effect. The sleeves flare out over the hands, too, in old-fashioned manner.

This little jacket achieves its distinction because of the unusual trimming which is hand-made cording, of the taffeta. Several rows of it edge the jacket and round the cuffs.

This garment is illustrative of the newest things in fashion shops. The jat crepe frock that uses cording to weave a pattern design on its bodice and skirt is very smart. The one that uses self-covered buttons to make a flower on a pocket a nosegay on the shoulder, or one that uses fine tucks to work out designs in the French "nerveur" manner are the ones that women crave.

These early months of the new year are the ones in which to plan your spring wardrobe. But to get ready for spring, you usually need a coat, a dress or something to finish the winter right. Both of these garments are excellent ideas to consider.

GOOD THINGS TO EAT

This is the time of the year to eat doughnuts, and you will find this a good recipe—have a doughnut with your cup of coffee at breakfast.

One cup sugar, 1 cup fresh buttermilk, 2 tablespoons melted shortening, 2 eggs, 1-2 teaspoonful soda, pinch of salt, nutmeg as you like it.

Roll each doughnut in granulated sugar after removing from the pan.

A cheap salad dressing and one that can be easily made is a great help to any housewife. Try the following:

One well beaten egg, salt, celery salt, sugar and mustard to suit the individual taste, black pepper; one third cup of vinegar, one half cup of water, a lump of butter, two flat tea spoons of flour.

Cook thoroughly and when ready to use add a little cream—for fruit salad it is best to omit mustard. For a small family this quantity will make salad twice.

MRS. IMA G. COOKE.

C. F. Jones of Ethridge, Tenn., is visiting his brother, J. R. Jones, of Memphis, and L. C. Jones, of Wellington, for about ten days.

Jim Vallance returned from Lubbock, Wednesday, after making a deal for a drug store, there.

N. C. Herod is still confined to his bed after a fall which he received some three weeks or more ago.

AMUSEMENTS

'WOMAN TRAP' IS FAST MOVING MELODRAMA

Brother Hunts Brother in Picture Coming To Palace

Thank the talkies, if you must, for bringing us a more powerful form of entertainment than their predecessor, the silent drama. One of the really fine things which come to us out of this talkie is "Woman Trap," the most all-talking attraction at the Palace theatre for Wednesday and Thursday.

"Woman Trap" is from the play "Brothers" which is showing to capacity houses everywhere and it is very easy to see why. The conflict of brother vs. brother started with the first two brothers on the face of the earth. But it remained for Paramount to give to the stage play that added life which is impossible to encompass on any stage.

It is a sensational, daring picture with a theme that moves audiences in perfect rhythm to its action. The theme touches your heart. The action moves so swiftly you gasp for breath, fearful of breathing lest you lose a single movement. And the smashing climax brings you right out of your seat, for the unusual happens.

The cast is as nearly perfect as it is possible to make them; they do not appear as actors, but more like the real puppets in the hands of life. Hal Skelly, who did such a neat bit in "The Dance of Life," again adds to his laurels. Evelyn Brent adds vividness to the pictures and Chester Morris the younger brother is superb.

Woman to Woman Depicts Conflict Of Love's Passion

Can a man's wife and his sweetheart get together and fairly decide to whom he owes fidelity? One woman thinks he is hers by right of law and duty—the other holds him only by the ties of a deathless love.

These two women are responsible for the title, "Woman to Woman," of Michael Morton's famous stage play that has been brought to the screen by Tiffany-Stahl as an all-talking Tiffany Tone production, recorded by RCA Photophone, and showing Friday at the Palace Theatre.

Betty Compton, George Barraud and Juliette Compton head the cast of "Woman to Woman," which includes Reginald Sharland, Margaret Chambers, Winter Hall and George Billings. Victor Saville directed.

Glimpses from "Woman Trap"



Scenes from the Paramount talking picture at the Palace Wednesday and Thursday. Hal Skelly, Evelyn Brent and Chester Morris play featured roles.

Scene from "Woman to Woman"



Betty Compton, George Billings, the new child star "find" and George Barraud in a scene from "Woman to Woman," all-talking picture at the Palace Friday.

Miss Compton is cast as the sweetheart—the famous Deloryse, the sensation of Paris and now taking London by storm. She has been engaged to dance at a charity bazaar, and when the husband goes to the theatre to see her perform, one of her songs strikes a responsive chord in the depths of his memory and a period that had been rendered a blank through a war wound is brought back to mind. Deloryse is Lola, the little French singer he left six years before in Paris with a promise to come back with an English minister who would wed them. But he was snatched back to duty in the front line and wounded. And now he is married to a woman of his own world for whom he has no love!

An interesting triangle drama concerned with three interesting human beings, each one of whom it is promised you will like. Barraud, of course, plays the man and Miss Compton the wife. Betty Compton sings three songs and is the principal in three ballets, each one distinctly different in type, setting and costume. The production has been elaborately staged, reproducing Paris street scenes and panoramas, Montmartre gaiety and London society.

Tickets for 1930 Football Follies Are Selling Fast

With a concerted effort Saturday, members of the cast of the "Football Follies of 1930" sold a big block of some of the best seats available for the production which will be staged in the auditorium of the senior high school two nights, Thursday, February 6, and Friday, February 7. While a number of the best seats have been sold, plenty remain to be had if prospective purchasers secure them at once at The Democrat office.

All seats for both nights are reserved. Each seat is marked and definitely identified. All persons desiring a seat may look over the chart of the auditorium and see exactly where they would prefer to sit. No tickets will be held back. The policy of first come, first served, will be observed. The entire first floor of the auditorium will sell for one dollar the seat. These, of course, are the choice seats. However,

the balcony is almost as good. All seats in the balcony sell for seventy-five cents each. A good view of the stage may be obtained from the balcony, and people sitting there can see and hear perfectly.

The "Football Follies of 1930" is being produced on an exceedingly lavish scale. The most modern ideas in art and stage decoration will be incorporated into the production. Particular attention has been given to the costuming and lighting effects. A four piece orchestra, under the direction of Carl Reece, will furnish the music for the dances and incidental numbers.

The show is a guaranteed attraction. There is not a dull moment in it. It is vivacious, entrancing, full of life. Those who want to laugh will be given the opportunity. Some of the latest Broadway song "hits" have been included, as well as original songs.

The show will be given exactly the same both nights. One performance will be as complete as the other. This is the one show of the year Memphis people cannot afford to miss, if they like color, harmony, and wit. All three enter into the production in large measure.

PALACE

Home of Talkies

Here's One You Musn't Miss!



Hal Skelly of "The Dance of Life," Chester Morris of "Alibi" and Evelyn Brent of "Interference," all in one melodramatic super feature with 3 great stars.

A woman spurned extracts a terrific revenge.

The law was his creed, forcing him even to arrest his own brother.

"Woman Trap" the kind of picture you've often wished to see.

WOMAN TRAP
(All-Talking)
WITH HAL SKELLY, EVELYN BRENT, CHESTER MORRIS
A Paramount Picture

—Also—
"What Do I Care"
Talking Comedy
and
Paramount Sound News

COME EARLY!

ATTEND MATINEES
PRICES—15c & 35c

Wednesday and Thursday

Palace Friday



Betty Compton and George Barraud in "WOMAN to WOMAN" All Talking

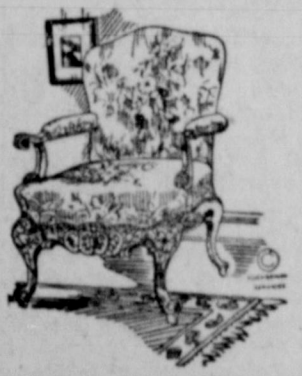
"The 13th CHAIR"

All Talking

MONDAY and TUESDAY

-with-
Conrad Nagel
-and-
Leila Hyams
and a strong supporting cast

What Was the Mystery of the 13th Chair ????



An all-talking mystery photoplay that will live in your memory. Suspense—thrills and surprises in this melodrama.

—Also—
"HOOSE GOW"
Talking Comedy
and
Fox Movietone News

Palace
Monday and Tuesday

FOOTBALL FOLLIES OF 1930



Featuring Albert Pearson and All-Star Cast
MIRTH! MELODY! MOVEMENT!

High School Auditorium—Two Big Nights
THURSDAY, FEBRUARY 6TH AND FRIDAY, FEBRUARY 7TH

Advance Seat Sale Now at Democrat Office
Choice Seats Are Selling Fast—Get Yours While They Last!

Lower Floor, \$1.00; Balcony, 75c
ALL TALKING—ALL SINGING—ALL DANCING—
BUT

NOT A PICTURE
GLAMOROUS! DAZZLING! COLORFUL!
Produced With Incredible Lavishness—
Threaded With Thrilling Melodies
YOU CANNOT AFFORD TO MISS THIS
MUSICAL COMEDY

Reviews of Books and Literary Notes

WILLIAM RUSSELL CLARK

FIRST POETRY BOOK BY DALLAS AUTHOR HAS A FINE LYRIC NOTE

BLACK POPPIES. By Jan Isabelle Fortune. Dallas: The Southwest Press.

In the eleven years I have known Jan Fortune, I have been expecting her to produce poems worthy of a book collection. At the instance of The Poetry Society of Texas and through the medium of The Southwest Press, this collection has, at last, been realized. Jan is an inveterate worker. She carries on in the face of difficulties; she produces poetry, in spite of everything. Even with the many deficiencies of the present volume, I confidently expect it to be a forerunner of better, and deeper-throated, songs from this singer. Jan has been practicing with her muse for more years than I care to recall and the near-perfection she realizes in some of the poems included in the volume under discussion proves indubitably that conscientious work has its rewards.

Lyrics Have Fine Ring

The lyric note, so obviously overworked by many Texas' women who claim to be poets, has a fine ring, a daintily obstinate flair, a new presentation in "Black Poppies" that no other woman poet in the Southwest has, as yet, achieved. Reading the book from cover to cover, I am compelled to share with the writer many of her moods. Thank God, Jan is no Pollyanna, who goes through life gathering the sunlight from dark patches of shadow and enlivening the drivel of prosaic and mediocre verse with bombastic attitudes as false as they are uncalled for and ridiculous. Her high lyric notes become strident, boisterous, lacking self-restraint at times, but withal, vital, understandable, real.

No Stickler for Convention

Of all the women who write poetry in the Southland, Mrs. Fortune is, perhaps, one of the few who is not a stickler for convention. The true, the pure, the noble, the beautiful, all find a placement in her work, but not grudgingly so. She does not smear on the colors too thickly, nor does she often permit sentimentalism to get the better of her judgment. Many of the refinements of poetry are lacking entirely from Jan's verse, but this is much to be preferred over the crude efforts at refinements so many of our poets attempt to achieve with so much disparagement and lack of finesse. It does seem, at times, that Jan turns herself loose in a cupboard full of precious plate, mutilating horribly the gold and silver of it, but be it to her eternal credit, she always does a good job of it. There is no misunderstanding left in the minds of the readers as to the person who has been on the literary spree into the cupboard of Parnassus, and such cannot be said of the many who break one plate and spill tears freely over the happening to the utter discomfiture of everyone who, even in a passing way, comes in contact with their writings.

Notes on Pronoun

Jan seems to dote on the personal pronoun "I." She opens twenty-five of her poems with "I." She talks about her emotions and feelings until the reader is ready and eager to cry, "Enough!" But even with the outstanding fault of linking her personality too closely with her attitudes and feelings, she puts a sincerity of purpose into the poems, a depth of vision, a simplicity of expression that make every poem readable and some of them memorable. It is true her lyric mood often takes one certain bent and it is hard to sidetrack this for another more desirable, but since these are not made-to-order poems, the poet should not be blamed over-much. If she could get gypsy, dusk, the sea, wanderlust and a few other things out of her mind her poetry would stand out with far more beauty. The repetition of certain words becomes tiresome and adds nothing to the spirit of the poems.

Are Far From Perfect

Metrically speaking, the poems included in "Black Poppies" are far from perfect. I have a sneaking idea that Jan knows when her metre is incorrect and for that very knowledge, she continues to take liberties with her muse. She is not well enough established as a writer to disregard utterly the forms of poetry, nor does she do so, entirely. Surveying the metre

as a whole, I find that it is considerably "off" and could be remedied extensively without doing it or the poems any harm.

Insists on Vers Libre

Jan has always insisted upon writing vers libre. To begin with, let me explain that I hate free verse above all poetry and it is only natural, therefore, that I should dislike the free verse in "Black Poppies." The astute poet does not permit himself or herself to perpetrate much vers libre. To do so would be the equivalent of admitting that the regular metres are too difficult of assimilation and interpretation. Jan is at her very worst when she breaks away from metre and no amount of originality on her part, newness of expression, change of thought sequence or attempt to write the unusual will condone this fault or get around its glaring structure.

Is Utterly at Sea

As is usual with most writers, and poets in particular, Jan writes knowingly and with ease of subjects with which she is more or less familiar. When the threads of her thoughts have to do with visions of strange shores and equally strange people, she is utterly and absolutely at sea. Her poems will continue this practice, I do not know. It adds nothing to a book collection, but detracts considerably from such. Intense animation, colorful words easily woven together, do not keep the whole from reeking strongly of the casual thought, the mind-wondering of a person in search of imagery that does not come freely from contact with the intimate scenes of home. The great poet finds his themes near at hand. Jan is far from being a great poet. There are elements of greatness in her work and an occasional spark of real genius flares up fittingly at unexpected moments to be lost in the void of wordiness and self-satisfaction.

Is Best in Sonnets

With the exception of a few lyrics, Jan shows her ability best in the sonnets included in the collection. Although, for the most part, nauseatingly coated with love and the mimics it produces, she has learned to express herself well in fourteen lines—something that only one woman in a thousand can do—intelligently. In fact, I am agreeably surprised at the intelligence this poet has displayed throughout the entire volume. I have known, for long, she was thus capable, but to see it before my very eyes—in black and white—is a treat denied the many, or should I say the few, who place a serious evaluation upon poetry as one of the greatest of the fine arts.

Should Have Ready Sale

"Black Poppies" should have a ready sale. There is fire and life in it, to say nothing of beauty and love. Jan has kept the book throbbing and pulsating with her own individuality, her activity, her fleetness of accomplishment. It is a book to be read when the dull hours of routine living have held the ascendancy for long. The reader has a more vigorous conception of things when he finishes with the book. Jan admits in what, to my mind is the best poem in the collection, that it is not well to listen too long to the lute, for there is danger of madness in its music. What a potent truism that is, but let her tell you in "I Have Broken the Lute":

"I have broken the lute with ruthless hands—
(I who loved singing more than most).

Have scattered the strings and shattered the drum
Until all of the music is lost.

For singing has filled me with flame of desire
For beauty of being that I have not had;
(Better die young, and in peace, without song,
Than to listen too long to the lute,
and go mad)." —W. R. C.

Two lawyers, who are in the habit of exchanging harsh words in the courtrooms and Christmas gifts at Yuletide, discovered this year that their thoughts were running in parallel columns. Each sent to the other THE DISSENTING OPINIONS OF MR. JUSTICE HOLMES.

Houston Biography By Marquis James Found Outstanding

THE RAVEN. A Biography of Sam Houston. By Marquis James. Indianapolis: The Bobbs-Merrill Company.

By a series of happy coincidences, it has been my good fortune to have access to a number of the letters of Sam Houston which have never been published. I have read these letters thrilling to the thought that, with the possible exception of a few relatives and close friends of the Houston family, I was the only person who had been permitted the privilege of inspecting many of the private letters of Sam Houston, picturesque frontiersman and empire builder, whose life has been covered so adequately by Mr. James in his outstanding biography.

Granddaughter Is Charming
While living in Dallas, it came about that I was introduced to Margaret Belle Houston, grand daughter of Sam Houston. Her father was Houston's oldest son. This introduction lengthened into an acquaintanceship extending over a period of years. Margaret Belle Houston, who is now a writer residing in New York is one of the most charming women I have ever met and the long talks we had together concerning her distinguished grandfather are among the golden trinkets I have stored away in my memory. We discussed the advisability of having the letters published, and Miss Houston gave me permission to edit the letters in book form. Many things have kept me from accomplishing this set desire, but I am still hopeful that some day I shall be able to accomplish my original purpose, with the assistance of Margaret Belle Houston.

Biography Authentic
The biography by Mr. James is the only authentic one I recognize, and I have made it a habit to read anything and everything concerning Sam Houston I could get hold of. Some time ago, George Creel perpetrated a biography which I reviewed on this page. It did not do credit to Houston or the times in which he lived. Although I will not vouch for the authenticity of the statement, I have heard that Mr. Creel spent only three weeks in Austin, gathering the material for his biography, and the book, "Colossus in Buckskin" showed that the job of writing was hurriedly done.

Man of Many Moods
Sam Houston, to my mind, is at once the most colorful and romantic figure in all American history. He was a man of many moods; of many energies. He could easily have been President of the United States on two separate occasions, but he would do otherwise. As a warrior, a diplomat, statesman and lover, I have searched the pages of history without finding an equal to this man who kept his honor intact in every affair in which he was engaged during his long and stormy career as the petrel of American politics.

Unprecedented Popularity
Sam Houston was not a man who, when struck upon one cheek, would turn the other to receive a like punishment. He duelled. He gambled. He deserted his lawfully wedded wife to live with an Indian concubine. He was called by the savages, with whom he lived for many years, "Big Drunk," and the name fitted him nicely. For the period of thirty years, the history of this country was linked with the name of Sam Houston. He rose to heights of unprecedented popularity, but he never seemed to care for the vicissitudes of fortune. While Governor of Tennessee, he resigned from office, left his wife and went into the wilds to live with the Indians. No one knows to this day the reason for his action. Speculation by the many has been made, but no good explanation has been established.

Helped Establish Republic
In 1832, Houston came to Texas, helped establish the Texas Republic, became commander-in-chief of the Texas army, and gained a great victory over Santa Anna, the Mexican "butcher," at San Jacinto, on April 1, 1833. His force of 743 men obliterated a Mexican army of 1,600 men. After the formation of the Texas Republic, Houston waited patiently for recognition from the United States. It came. Then he

River Goddess

The gutturals of sound have wrapped the smoke
And heavy mist about her loins,
her head
Caresses heaven in a subdued
dread—
She dares not falter lest she
too should choke
Of liberty and freedom, time-worn
joke
Since both are sleeping calmly
with the dead
Inglorious past, and in their
very stead
The warping scales of justice
find a cloak.

The ships of nations as they
stalk their way
Into the distance pass her lightly
by.
She is an ornament for such
as fight
The waves of disillusion for
a day.
And find eternal solace in the
cry
Of seagulls swooping on the
rim of light.
—William Russell Clark
in the New York Herald-Tribune.

Tale of Gotham Is Resplendent With Too Much Glamour

YOUNG MAN OF MANHATTAN. By Katherine Brush. New York: Farrar and Rinehart.

Many of the readers of this newspaper will remember reading "Young Man of Manhattan," which appeared serially in The Saturday Evening Post. This gaudy and fast moving romance has all the earmarks of the modern school of writers, who sacrifice intelligence, thought-unity and compactness of interest, for effect.

Impatient of Plot
Miss Brush is seemingly impatient of her plot—what there is of it—and conducts the hero into the novelist class with less ado than it takes to tell of it. The shock of the sudden rise of Toby McLean is all the more startling, giving the author did not prepare her readers for the almost comical-like shoot to fame. Anne Vaughn, Toby's adroit partner in the conventional Broadway idiom and slang is a character held together by delightful little speeches which she utters almost in a natural vein.

Unworthy Glamour
Glamour is plentifully sprinkled around the characters of the newspaper folk who invade the pages—glamour that is often unworthy of its salt. The writer gives the general idea that she knows next to nothing definite about the lives of newspaper folk, but has read somewhere that they do thus and so and she makes them true to all discourses on the subject.
—W. R. C.

set his heart upon having Texas admitted to the union. It was due to his diplomacy that this was finally brought about and Houston went to Washington as United States Senator from this state.

Fought Secession Movement
Houston showed little enthusiasm for the war with Mexico. He supported the compromise of 1850 and fought the secession movement. In 1859, his term as United States Senator expired and he returned to Texas to be elected governor. When the Texas convention voted for secession, Houston refused to swear allegiance to the Confederacy and let himself be deported rather than to turn against the Union. He died of pneumonia in 1863 at Huntsville, Texas, in the arms of his devoted wife, who was, previous to her marriage, Margaret Lea of Alabama, for whom my friend, Margaret Belle Houston was named.

Draws Accurate Picture
The biography Mr. James has written is, by far, the best to date. He draws an accurate picture of a great man who helped shape the affairs of this country during its formative period. The volume is a genuine contribution to American letters and as such will become increasingly recognized as the book gains wide circulation, as it is sure to do.
—W. R. C.

NOVEL DEPICTS CONFLICT OF EMOTIONS

Mermaid and Centaur. By Rupert Hughes. New York: Harper and Brothers.

The fact that Rupert Hughes has not "slipped" very far is demonstrated by his newest published novel, "Mermaid and Centaur." There have been many critics who have had unkind things to say concerning Mr. Hughes and his work, within recent years. They did not hesitate to voice the opinion that he was "slipping" and that within a short time, his place on the literary horizon would be completely obscured. Hughes paid no attention to this criticism, unless it was in added effort to prove anew his right to the title of "master of fiction," which name he has borne for long with clear title.

It Requires Thought
"Mermaid and Centaur" is not a book to be read in snatches or with a thousand fitful illusions entering the mind of the reader. The book requires thought. The plot is so constructed as to be clear and understandable to those who will interpret it. The work is not light fiction, nor does it have in it any of the elements of elementary prose which can be grasped and assimilated by the reader without conscious effort.

Overpowered With Beauty
Hughes tells the story of Jason, a well-to-do young farmer in a mid-western town, who has a sister, cruelly deformed, with the head of an adult and the body of a child, to whom he is devoted. A street carnival comes to town with Zarna, the Diving Venus, and her singing seal, Susanna. At the carnival, Jason is overpowered with the beauty and grace of Zarna and persuades her to take the seal out to amuse his sister. Zarna and Jason fall in love—he fascinated by the glamour of carnival life, she by the quietness and peace of his farm—and when the carnival moves on to another town, he follows, and brings her back after a terrific fight with her carnival lover. The combat, the fight for happiness and love into which this mermaid and this centaur are thrown goes on to a dramatic end, giving a vivid and enthralling picture of carnival and farm life.

Combat for Happiness
In portraying the combat for happiness in love between the mermaid and centaur; in developing the contrast between carnival and farm life; and finally in his characterization of Jason's deformed sister, Rupert Hughes tells one of his most fascinating, most powerful, and most dramatic stories.

A new and startling insight into ordinary human nature is developed by Hughes—new and startling in that it is the sad truth. We have come to look upon carnival people as demanding and exacting money without giving value received. Hughes shows how the public is just as gullible as the carnival followers in wanting something for nothing.

Human Nature Appraised
One paragraph, bearing on the above, gives a splendid appraisal of human nature: "Suddenly he (Jason) saw his own friends and neighbors and the citizens he knew only by sight in a new aspect. They were themselves wolves, coyotes, weasels. They did their best to get the better of their entertainers. Few of them were content to be amused for the sake of the fun. They pulled their dimes from their pockets as if they were extracting their eye-teeth. They ventured their coin only on games that promised them unbounded usury. They watched the wheels with miserly greed. They flung good money after bad only because they figured that their next gamble was sure to win it back and more. They tried to pass off plugged-nickels, lead quarters. They matched their cleverness against the simple-looking people behind the counters, who played upon the basest motives of the populace, but after all only cheated, greed and tricked tricksters."

Poignant Paragraphs
The entire book is full of such poignant paragraphs. Rupert Hughes has achieved a real human document in this book—one that will survive in the minds of those who read it for years to come. It is a book for the masses to read, if they will, and the classes to appreciate, if they can. It is a confession of man's inhumanity to man. It explains why countless thousands mourn.
—W. R. C.

Children's Stories Have Wide Variety Of Appeal In Them

CHOPSTICKS. By F. I. Codrington. Illustrated by Helen Jacobs. New York and Dallas: The MacMillan Company.

MASTER SIMON'S GARDEN. By Cornelia Meigs. New York and Dallas: The MacMillan Company.
DAVID AND THE BEAR MAN. By Margaret Ashmun. Illustrated by Robert Crowther. New York and Dallas: The MacMillan Company.
THE ADVENTURES OF ANDRIS. By Elizabeth P. Jacobi. Illustrated by Kata Benedek. New York and Dallas: The MacMillan Company.
BUILDING A MODEL RAILROAD. By Albert Sprague Coolidge. New York and Dallas: The MacMillan Company.
TWO MICE AND A KING. By Grace Kilgus. Illustrated by the author. New York and Dallas: The MacMillan Company.

Here are six delightful books for the little folks and children. Possibly MacMillan keeps more closely in touch with the desires and wishes of children in the matter of books than any other American publisher. "Chopsticks" is a delightful story of Chinese life as interpreted by the children of that far distant land. It is brimming with good humor and is profusely illustrated.

Romance of History
"Master Simon's Garden" is a romance of American history, full of ships and Indians, war and treachery, witches and heroes, which starts and ends in Master Simon's wonderful old garden in New England. Master Simon held up an ideal of courage, freedom to think his own way and love of his fellowmen which lasted through many generations. It brought young Margaret safe to her wedding in the garden. It guided Stephen in his devotion to Washington. It started the clipper ship, "Miss Margaret" on the sea road to Cathay. This is an interesting story for children in the early "teen" age.

Pleasant Reading
"David and the Bear Man" will furnish pleasant reading to every growing boy and girl. David, a lonely boy of ten, met a man who was travelling through the country with a trained bear. He joined them and together they spent a most pleasant summer tramping the countryside and giving performances at small towns.

Far Away Scenes
"The Adventures of Andris" is a book that will have an especial appeal for children who like to envision strange and far away scenes. Andris and his sister Kati live on a big estate in the center of Hungary. They go to school and have a good time just as American boys and girls do, but the games they play, the clothes they wear and the stories and songs they love are very different from those American children know. In this book, children learn all about harvest festivals, Bethlehem minstrels, grape picking, Easter eggs and tobogganing. There is also an exciting story of the return of a soldier who had disappeared during the war.

How to Build Railroad
Those children who have an inventive turn of mind will appreciate "Building a Model Railroad." From experience, the author has written careful directions of how to make a model railroad. All the tools needed and each step of the building process is carefully described and illustrated by photographs and diagrams.

Story for Little Tots
"Two Mice and a King" is a story for the little tots, four to six years old. The book tells the tale of Fluffy-Wester and Weeny-Fly who were two little mice who lived in the paneling of the King's dining room. They had lived there all their lives. In fact, it

was their ancestral hall. If they had not tried to dress themselves like humans, the great adventure with the royal cat would never have happened.
The six books reviewed here are as good as can be found for children. They are all different and each is packed full of those things which appeal to the childish mind.
—W. R. C.

BOOK BY DOBIE DETAILS LIFE OF COWBOY

A VAQUERO OF THE BRONCO COUNTRY. By J. Frank Dobie. Dallas: The Southwest Press.

Reviewed by Jerry D. The book, mainly a collection of John Young, one of Texas cowboys, (known as "brush-popper" in South Texas) is also a range cattle industry of America. Mr. Dobie, a member of the faculty of the University of Texas and president of the Texas Folk-Lore Society, is a nationally recognized authority on the cowboy and all things pertaining to the cattle range.

Authoritative Matter
In addition to the reminiscences of Mr. Young, the author has incorporated much authoritative matter that has never before appeared in book form. This is particularly true of Chapter Five entitled "The Bloody Border," and a bibliography of the sources from which this chapter is derived is given in the back of the book.

Tendency to Rope
In another chapter, dealing with the cowboy's belongings, and the uses to which he put them, he tells of the bandanna, spurs, rope and so forth. Telling of the rope and the cowboy's tendency to rope "anything from a locomotive to a prairie dog," a former Mill Iron "Hand," Horace Wilson, is quoted (the quotation is given here because of the local association) as saying: "The gobbler I roped with a calf-sized loop, around the neck, over one wing and under the other. I jumped him out of the brush on Turkey Creek in the southwest part of Hall County where there used to be oodles of them.

"Another time, I ran across two panthers on a flat at the head of a canyon, but lost them in the roughs after a hard chase."
Jumped Big Panther
"Bob Green, general manager of the Mill Irons, had better luck. Early one morning when he was leading the drive, we jumped a big bear panther out in the shiner and the whole outfit, eighteen or twenty of us, spurred it after it. Green was the first man to get a loop on it and it took him but a few minutes to drag it to death in the brush. The old cat clawed the air and growled and spit as he bounced around on the end of the line behind Green's horse, but it didn't take long to choke him to death. He was a whopper and had one eye shot out, evidently a long time before.

"Bob Green was one of the best and most fearless ropers I ever knew. He would tie into a 1,200 pound bull while riding a green bronc—and get away with it."
Binding Is Unique
The book is a large volume of over 200 pages, including the index, and will prove interesting to any reader, particularly so to those associated with cattle range business in Texas in the past. The printing is from large, clear type on paper of a buff tint, making the reading easy on the eyes. The binding is unique, an imitation rattlesnake skin. It is a very handsome volume.

was their ancestral hall. If they had not tried to dress themselves like humans, the great adventure with the royal cat would never have happened.
The six books reviewed here are as good as can be found for children. They are all different and each is packed full of those things which appeal to the childish mind.
—W. R. C.

His Majesty, the King of Spain has expressed himself as pleased with "Patio Gardens," the new book of Spanish gardens written by Helen M. Fox and published by MacMillan. The Marques de Torres de Mendoza, personal secretary to the King, writes to Helen M. Fox: "I am ordered by His Majesty the King to write and thank you kindly in His Royal name for the copy of your book ('Patios Gardens') which you sent to His Majesty and that has been greatly appreciated by my August Sovereign."

MANY NEW MODELS SHOWN HERE

GRAHAM - PAIGE ADDS TWO NEW EIGHTS

Numerous Improvements Among The Changes For 1930

A new medium-priced 100-horsepower Graham eight was introduced by the Graham-Paige Corporation at the open New York automobile show...

Other new developments are as follows: Strikingly new front-end effect, with redesigned radiators, headlamps, fender lamps, and bumpers...

Hundreds Acclaim 'Mysterious Eight,' De Soto's Creation

Seldom has a new automobile aroused so much enthusiasm among professional automobile men as the new De Soto Straight Eight, which is now being presented to the public...

Prices of the new models have been announced. They are exceptionally low for an eight as the performance of the car, as shown in the Ligonier demonstrations, is high...

The new De Soto Straight Eight is the lowest-price eight built by Chrysler Motors. Ligonier Mountain has been used for years by Chrysler Motors as a proving ground...

New Bodies But No Mechanical Change In Ford

A showing of new bodies for the Model A Ford, each one of which will soon be available in a variety of new colors...

Emphasis was placed on the fact that the car is unchanged mechanically; that nearly 3,000,000 Model A type Fords are now on the highways...

The policy of the Ford Motor Company in this respect has been to make minor alterations whenever a new device has shown itself worthy to be included in the mechanical plan of the car...

Beautiful New Bodies The new body types have a distinctly refreshing appearance, said Mr. Parker. "They have all the beauty and charm of contour, line and proportion usually associated with the large cars."

Fenders Are Fuller The fenders, much fuller than heretofore, contribute a great deal to the improved appearance of the car...

FOUR LINES ARE OFFERED BY DODGE

New Six and New Eight-In-Line Are Presented

Climaxing 15 years of successful production of dependable motor cars, Dodge Brothers for 1930 present as companions to the present Dodge Six and Dodge Senior, a new Six at amazingly low prices and a new Eight-in-Line of commanding value...

Retaining all the basic ruggedness and dependability that have characterized Dodge Brothers products for 15 years, the new cars embody progressive principles of engineering and design that promise to command a high place in public interest.

Following a motif that is essentially expressive of the finest blending of grace and solidity, the body styles on the new cars, from the wider radiator profile straight through the deftly merged lines and curves at the rear, stamp them with an individual personality fully reflecting the outstanding reputation of the Dodge engineering organization.

Monopiece bodies, incorporating the latest advances made in stamping and welding practices, are used on both new lines. Described by engineers as "the automobile body of the future," this type of construction assures complete continuity of structure.

Outstanding features of the new cars at the show are: HUDSON GREAT EIGHT: Straight eight, high compression engine of lower displacement, but more power and greater economy than the Super...



Hudson—straight eight, replacing the six.

Six: dual oil pump, lubricating engine from both ends equally; individual compression head whereby incoming fuel cools exhaust valve and prevents detonation; Lancheester vibration damper; suction crankcase breather; tapered pistons to prevent piston slap; four rings, two compression, two oil; redesigned manifold; sturdier chassis; offset driving pinion to equalize the load on the differential bearings.

The Hudson bodies: In 10 types, five on 119 inches wheelbase, five on 126 inches; larger, wider, lower; modernistic instrument panel and hard-way design; one-piece windshield opened by means of a toggle lever or knob at center. Available in any of six color combinations.

ESSEX: A six having many of the mechanical improvements of the Hudson Great Eight—dual oil pump; high compression, larger motor; sturdier chassis; new type cylinder head; suction crankcase breather; Lancheester balancer; tapered pistons; improved manifold and offset pinion drive. The clutch, still in oil, is larger and has 88, instead of the old 72, cork inserts. Transmission gears widened.

Essex bodies also are wider and longer; dash and hardware designed modernistically; windshield opening by toggle lever; also available in any of six color combinations.

Optimistic



W. S. KNUDSEN President and General Manager Chevrolet Motor Co.

AUTO PRESIDENT SEES 1930 AS GOOD YEAR

Chevrolet Head Belongs The New Year With Optimism

In considering the prospects for 1930, I take an optimistic point of view. The general forecasts appearing from so many sources, indicating business recession due to last year's stock market adjustment, are, in my opinion, premature.

The economic readjustment had little effect on the automobile business, coming as it did at a period of the year where the production curve of the industry generally bends downward. The plans for the new year were practically matured and inventories adjusted.

(Continued on page 3)

CHRYSLER CARS ARE BREAKING RECORDS

Foreign Runs Over Bad Roads Lower Previous Time

Four Chrysler cars have lowered existing records for three trans-continental runs and a dirt speedway mark, according to word received by J. W. Frazer, general sales manager of the Chrysler Corporation.

A Chrysler Imperial recently broke the record between Perth and Sydney, Australia. Two weeks later on the same continent, another Chrysler set a new record for the 576-mile run from Melbourne to Sydney.

On leaving a steamer that took him from Europe to Australia, Dr. Garnet Manning, a Sydney specialist, found he was urgently needed in Sydney. Accompanied by his wife and a third passenger in his Imperial sedan, Dr. Manning took the open road straight from the ship. In three days, 23 and 27 minutes they arrived in Sydney, 24 hours ahead of the fastest train, and 11 hours and 16 minutes faster than the previous record.

The run of 2,577 miles was made over tortuous roads and trackless wastes. A cablegram to the Chrysler Export Corporation officials told the story of the Melbourne-Sydney record being broken: "Beith, dealer at Albury, driving Chrysler '72," broke all

(Continued on page 7)

Outstanding Power Claimed For New Willys-Knight Six

Powered by an engine that develops 65 horsepower, producing a speed of 72 miles an hour in high and 48 miles an hour in second, the new Willys Six is announced by the Willys-Overland Company as one of the most powerful cars in its price class.

The prices range from \$695 for the 2-passenger roadster to \$795 for the Standard Sedan and \$850 for the DeLuxe Sedan.

An entirely new car, the Willys Six meets the popular demand of the buying public for a low priced six with a speed and power development found heretofore only in cars selling above the \$1000 class.

Numerous features of ultra-modern engineering are embraced in the construction of this new car, such as its rubber insulated engine to provide vibrationless action, highest compression of any engine in its price class, internal 4-wheel brakes all around; Monroë double acting hydraulic shock eliminators; manual heat control; full force feed lubrication; three spoke rubber covered steering wheel; "finger-tip control," crankcase ventilation, heavy counterbalanced crankshaft; hand brake lever at extreme left; adjustable front seats in sedan models; sturdy frame construction; large over-size tires; and unusual oil and gas economy at cruising speeds of

(Continued on page 6)

LOCAL DEALERS EXHIBITING 1930 CARS

Motor Cars Show New Refinements and More Power

January, 1930, bringing with it the New York Automobile Show as well as other auto exhibits throughout the country, ushers in a new era in transportation as shown by the many new models and new automotive features now on display. Almost every automobile dealer in the United States has announced either new models or drastic changes, and Memphis dealers are now either displaying or arranging for a display of their newest products.

For 1930 the trend is decidedly toward eight cylinder engines, four new eights having been announced, as well as additional models in the eight cylinder field by manufacturers who have produced this type of motor for several years past. Local dealers announce that they expect to have models of the new eights on display in their showrooms within a short period of time.

Four New Eights Of the four new eights announced, two replace an old established line of sixes, while the other two come as an addition to the six family. Other manufacturers announce larger and better sixes for 1930, and one additional six by an old line producer.

Although some of the new models are now being displayed by Memphis dealers, a greater part has only recently been announced with first appearance made at the New York Automobile Show. It is expected that dealers of all cars throughout the

(Continued on page 6)

FOUR NEW EIGHTS LEAD AUTO SHOW

Larger Sixes, a Sixteen, Third Front Drive and English Small Car Add to Novelties of 1930

By ISRAEL KLEIN Science Editor, NEA Service NEW YORK, Jan. 19.—Four new eights, two larger sixes, an additional six in an old established line, and a 16-cylinder luxury automobile are the outstanding novelties at the opening today of the New York automobile show.

The new eights are: Hudson, Oakland, Dodge, DeSoto. The larger sixes: Erskine, Essex. The additional six: Dodge. The sixteen: Cadillac.

Two of the new eights, Hudson and Oakland, mark the demise of the sixes these names so long have represented. Only the Oakland is a V-type eight. The Cadillac is a V-16.

Two additional new automobiles are being shown in New York for the first time, although not at the automobile show and not for the public eye. These are the front-drive Gardner Eight, marking number three in front-drive passenger cars, and the new Austin, Americanized copy of the well-known English small car. None of these will be ready for production until some time in the spring.

Outstanding features of the new cars at the show are: HUDSON GREAT EIGHT: Straight eight, high compression engine of lower displacement, but more power and greater economy than the Super-



Hudson—straight eight, replacing the six.

Six: dual oil pump, lubricating engine from both ends equally; individual compression head whereby incoming fuel cools exhaust valve and prevents detonation; Lancheester vibration damper; suction crankcase breather; tapered pistons to prevent piston slap; four rings, two compression, two oil; redesigned manifold; sturdier chassis; offset driving pinion to equalize the load on the differential bearings.

The Hudson bodies: In 10 types, five on 119 inches wheelbase, five on 126 inches; larger, wider, lower; modernistic instrument panel and hard-way design; one-piece windshield opened by means of a toggle lever or knob at center. Available in any of six color combinations.

ESSEX: A six having many of the mechanical improvements of the Hudson Great Eight—dual oil pump; high compression, larger motor; sturdier chassis; new type cylinder head; suction crankcase breather; Lancheester balancer; tapered pistons; improved manifold and offset pinion drive. The clutch, still in oil, is larger and has 88, instead of the old 72, cork inserts. Transmission gears widened.

Essex bodies also are wider and longer; dash and hardware designed modernistically; windshield opening by toggle lever; also available in any of six color combinations.

DODGE: A straight eight L-head engine of 76 maximum horsepower; downdraft carburetor with automatic adjustable accelerator pump, air cleaner and manifold heat control; fuel pump; single dry-plate clutch;

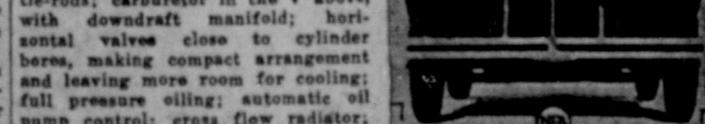


Dodge—straight eight added to the present line.

full pressure lubrication with spray to cylinder walls from oil jet in connecting rod bearings; internal expanding hydraulic brakes; long semi-elliptic springs mounted in rubber; four double-acting hydraulic shock absorbers.

Dodge bodies are all steel "monopiece," with floor boards mounted directly on the frame and center of gravity lowered considerably; skyscraper design of dash instruments, lamps, bumper tie-pieces and hardware. The new Dodge six also has all-steel monopiece bodies of similar design. Engine develops 61 horsepower. Full pressure lubrication.

OAKLAND: A V-eight of 85 horsepower out of 251 cubic inches displacement, making one horsepower to every 27 pounds of weight; accelerates 10 to 35 miles an hour in 10 seconds; new self-energizing brakes; bore and stroke almost equal, permitting a short, stiff crankshaft; piston throws 180 degrees opposed; vibration avoided by unique arrangement of springs and tie-rods; carburetor in the V above, with downdraft manifold; horizontal valves close to cylinder bore, making compact arrangement and leaving more room for cooling; full pressure oiling; automatic oil pump control; cross flow radiator; metric spark plugs; automatic starting motor.



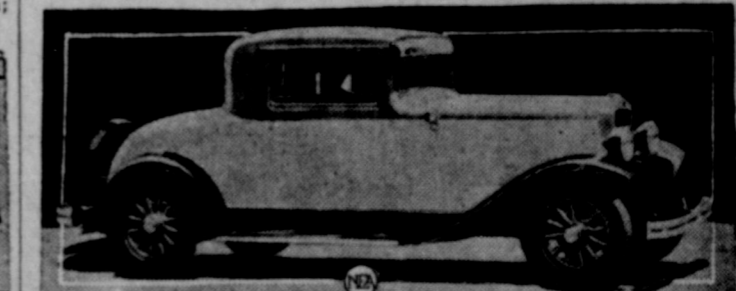
Oakland—a V-type eight.

Oakland bodies are particularly individual from front, with a double gridded V-type radiator; indicator lights on front fenders operating jointly with headlights; vibrator horn under left headlight; slanting windshield.

CADILLAC V-16: Luxury radiator; in a 45-degree V, developing 165 to 185 horsepower; overhead valves with silences at each rocker arm to compensate for expansion and clearance of valves; vacuum assist to permit ordinary pedal pressure for brakes at high speeds; all fittings, under hood and outside; chromium plated or highly enameled; two Cadillac carburetors; two vacuum tanks and pumps; many automatic and thermostatic controls to relieve the driver; Cadillac's silent mesh transmission.

Cadillac V-16 bodies are: special Fleetwood designs; on 148-inch wheelbase and 59-inch tread; luxuriously finished inside and out.

DE SOTO: Straight eight in the less than \$1,000 price field; downdraft carburetor; L-head engine developing 72 horsepower; rubber suspension; full pressure lubrication; internal expanding mechanical brakes; rubber spring shackles; all-steel monopiece bodies; military sun-visor; broad-band radiator shell; modernistic dash and fittings; wired for radio.

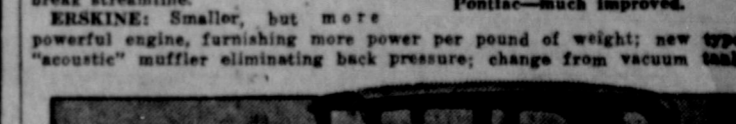


DeSoto—straight eight, under \$1,000.

Other Chrysler products: The three Chryslers, 66, 70 and 77, having only recently been newly introduced remain unchanged. Plymouth, a four, boasts 25 refinements added during 1929.

PONTIAC: Has added several chassis and body refinements; increased crankcase rigidity; rubber suspension metric spark plugs; automatic starter; automatic oil pump control; improved cross-flow radiator; reduced brake pedal effort; reduced deflection rate of springs for better comfort. Bodies are lower and sleeker; windshield slants; pedal seat openings are rubber shielded; cowl lights set below molding so as not to break streamline.

ERSKINE: Smaller, but more powerful engine, furnishing more power per pound of weight; new type "acoustic" muffler eliminating back pressure; change from vacuum tank



Erskine—a larger, more powerful six.

to fuel pump; Lancheester vibration damper added; two-barve mechanical brakes; improved steering, clutch and ignition; wheelbase lengthened from 109 to 114 inches; longer, but lower bodies; wider doors; bodies coming in seven types.

OAKLAND SHOWS V-TYPE EIGHT FOR 1930

New Creation Sells As
Low As \$1045 f.o.b
Factory

Among the new offerings which drew especial comment from automobile enthusiasts at the opening of the New York Auto Show on January 4 was the latest product of the Oakland Motor Car Company—the Oakland V-type Eight, a fast, powerful car which stands alone as the only automobile in the moderate price field using this design of motor.

With the new Oakland Eight and the newly-styled, mechanically improved New Series Pontiac Big Six, the Oakland Motor Car company offers products of fresh appeal to a wide range of buyers. Besides being exhibited at the New York Auto show, the new Oakland-Pontiac line also is being displayed simultaneously at many other points throughout the United States. Factory officials assert that all dealers throughout the country will be stocked with the new models before Jan. 11.

Seven Models

Seven models including two open body types, are offered on both the Oakland Eight and the Pontiac Six chassis. Both cars offer ample reserves of power. The Pontiac develops 60 brake horsepower from an engine of 200 cubic inch expansion at 3,000 r. p. m., while the Oakland Eight develops 85 brake horsepower at the same engine speed. The Oakland Eight displacement is 251 cubic inches. Credit for the remarkable speed and acceleration said to mark the performance of the new Oakland is attributed largely to its high ratio of power to weight. The new Eight develops one horsepower for each 37 pounds of car weight.

Both the Oakland Eight and the New Series Pontiac Big Six are said to offer unusually smooth engine performance at all speeds. The Pontiac retains the Harmonic Balancer, Oakland's original invention, which absorbs torsional vibration in the crankshaft. While the Oakland Eight, because of its compact V-type design, permits the use of a crankshaft so short and massive that no torsional vibration is present throughout the entire range of engine speeds. Complete down draft carburetion, horizontal valve assembly, an entirely new type of two-plane, high-compression cylinder head and many other patentable features distinguish the Oakland "V" engine and endow it with gasoline economy approximately equal to that of the previous Oakland Six.

Improved Brakes

A new braking feature used on both the Oakland and the Pontiac—the introduction of rollers on the toggle joints of the internal expanding brakes—results in greater efficiency despite a marked decrease in necessary pedal effort. Another feature offered on both cars is found in the new semi-automatic type of starter in which the starter pinion engages with the teeth of the flywheel before electrical contact is made, thus eliminating the possibility of the teeth being chipped.

The body of the new Oakland is lower by two inches. New body lines and striping on both cars and the lavish use of chrome plate on exposed metal parts add further snap and beauty to the appearance of both the Six and the Eight.

MARRIAGE IS DISSOLVED AFTER ELECTION WAGER

TRENTON, N. J., Jan. 18. (UP)—Bessie Doktor wagered single blessedness against \$10 with Leo Altman of Union City, that Al Smith would be elected president. Chancery court has dissolved the marriage, for Special Master Gustave E. Hunselker told the court that both parties considered the marriage a joke and had not lived together.

A famous scientist says imagination is more important than knowledge. The stock market slipster seems to have realized this for some time.

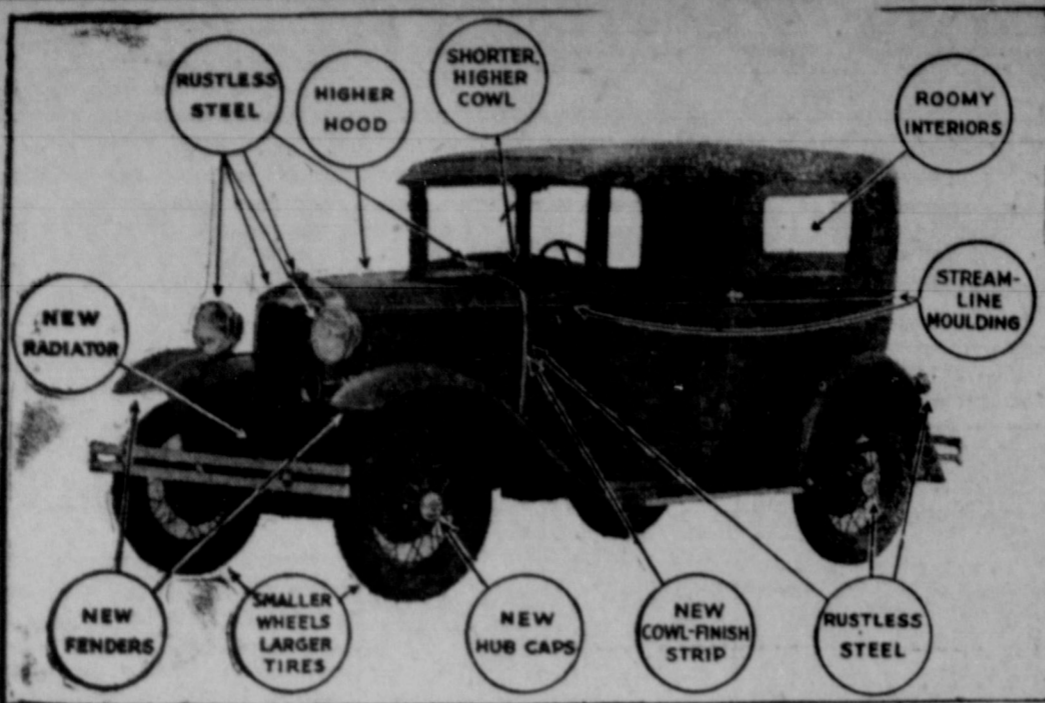
New Bodies—

(Continued from page 1)

new front fenders flow back in graceful curves to the running boards. The rear fenders, which also have high crowns, sweep down over the rear wheels to a point lower than formerly.

The head lamps, set higher on a new arched rod, also contribute to better appearance. A new atmosphere of stability is produced by the smaller steel

Ford Offers New Body In All Models



Outstanding features of the new Ford body are indicated in the above picture of the Tudor sedan. The added beauty is apparent throughout, from the new radiator to the tips of the graceful curving fenders.

spoke wheels and large tires, which bring the bodies closer to the ground, resulting in a lower center of gravity and consequent-

ly increased safety on the road, especially in rounding turns at high speed. Riding quality also is improved.

"The most notable changes in the body types have been made in the Tudor Sedan, the Coupes and the open cars."

When Buying Tires



Buy The Best—Insist On—

Goodrich Silvertowns

The whole world knows the quality that is built into Goodrich Tires . . . the stamina . . . the long wear . . . the super mileage. No finer tires are made anywhere . . . at any price!

When you need new tires, drop in and investigate Goodrich Silvertowns. You'll want a set so you can say, "Goodbye Tire Troubles."



HERE'S A TIRE, Mr. Motorist, that you can depend on. It's a nationally known tire . . . made and guaranteed by Goodrich. Why take chances? Come in today and talk it over with tire experts!

Winter Service for Your Car

The Service Triplets are ready to put your car in A-1 shape. Mr. I. Repairman is just itching to check over your radiator, repair and recore it if necessary, and fill it with your favorite anti-freeze solution.

And if your battery is getting weak from the strains of winter driving, he can recharge it or rebuild it as needed. Whatever your troubles—on the road or at town—the Service Triplets can fix 'em up!

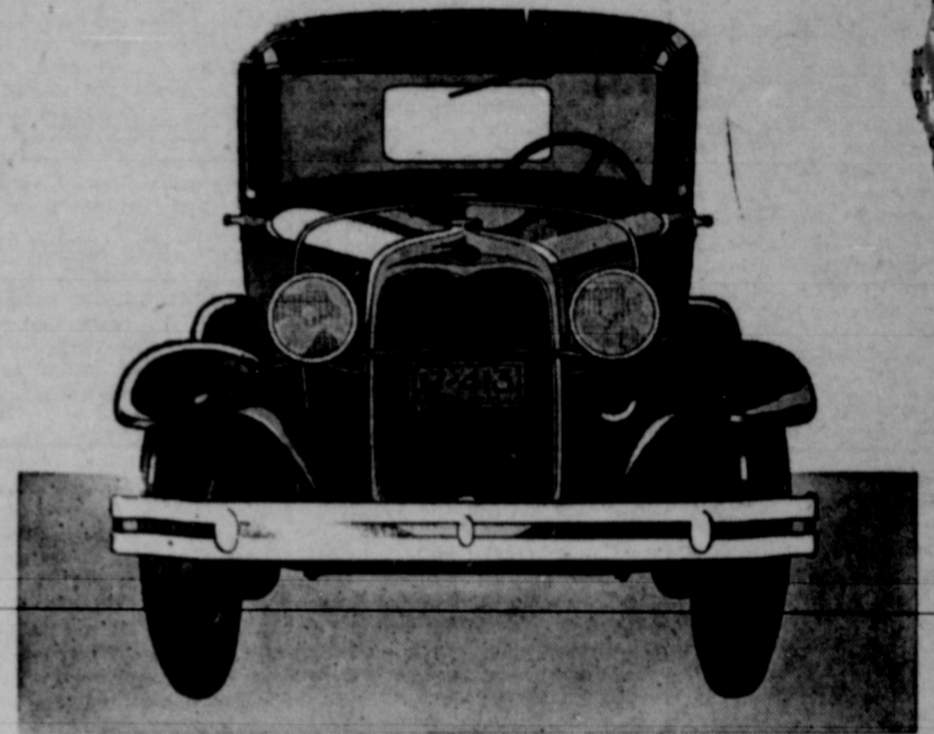
Memphis Garage Co.

SID BAKER

323 Noel—Phone 436

JOHN SLOVER

Have You Inspected the new FORD?



Here's New Beauty

We invite you to visit our showrooms in Memphis and see for yourself the new Beauty that has been built into the New Ford for 1930. You will note new roomy interiors, new deeper radiators, new hood and cowl, new fenders, new streamlines, new wheels and tires . . . and a host of other things that contribute to the beauty of this car.

Ford has added a new grace of line and contour to the outstanding mechanical performance of the Ford. To motorists everywhere this beauty, together with Ford's ease of operation, economy, speed, power and safety, are all combining to reflect the Ford policy of constantly improving the car and of giving value far above the price.

We will be glad to show you this car at our showroom, and a Demonstration may be arranged to suit your convenience

- New Rustless Steel
- New Streamlines
- New Roomy Bodies
- New Larger Fenders
- New Deeper Radiators
- New Smaller Wheels
- New Larger Tires
- And New Colors

All this, We Offer You In the New
Ford for 1930 Selling at

\$435 UP

F. O. B. Detroit

Parker Motor Co.

MEMPHIS, TEXAS

LONG LIFE IS CLAIMED FOR BATTERY

Prest-O-Lite Is Highly Praised by Local Dealers

"Battery satisfaction depends on only two factors: First, the battery you choose, and second, the service station you choose," says Alvis Gerlach, of the Gerlach Battery and Electric Service, Prest-O-Lite dealers in Memphis.

Continuing, Gerlach said, "You will always get a superior battery from Prest-O-Lite—and you'll always get superlative service from us." Prest-O-Lite Standard and Prest-O-Lite Rubberrib Batteries, he pointed out, are guaranteed under the following service and adjustment policy:

During the first ninety days of repairs to a Prest-O-Lite Battery are necessary repairs will be made by any Prest-O-Lite Service without cost to the owner, it is apparent that such repairs are due to neglect or abuse.

Explains Warranty
"Regarding Prest-O-Lite batteries supplied as initial equipment on new passenger cars: After the expiration of the 90 day warranty period but within fifteen months of the date indicated on the Standard battery and eighteen months on the Rubberrib battery the owner will, in case of battery failure, have the option of paying for necessary repairs or of obtaining in exchange a new Prest-O-Lite battery, of the same grade, F. O. B. factory, at a reduced price based on actual months of service rendered."

According to Gerlach, a battery is the life-giving impulse of a car, and deserves the best care and attention. The Gerlach Battery and Electric Service, he explains, is fully equipped and manned by skilled battery men who can help any car owner make his battery last longer by giving it the proper care and attention. "It's so much easier," he explains, "to keep a battery in good condition than it is to repair or replace one—and cheaper, too. It will pay you to bring that battery of yours in regularly for attention about once every three weeks. Or if you get tired nursing along a sick or ailing battery, come here and let us revitalize your car with a fine, new Rubberrib Battery, made and guaranteed by Prest-O-Lite."

89 BALLOTS FAIL TO ELECT COMMISSIONER

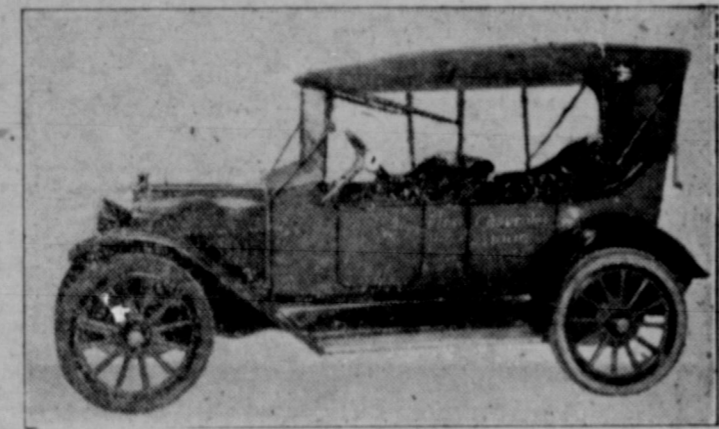
ELIZABETH, N. J., Jan. 18. (UP)—Eighty-nine ballots failed to elect a president for the city commission here and the 12 commissioners adjourned until later in the month.

Who Said 1930 Outlook Wasn't Bright?



B. E. Davenport and T. M. Potts, owners of the D. & P. Chevrolet Co. apparently expect a bumper 1930. Here's the way they entered the New Year. If the outlook on the future didn't cause these broad grins it must have been the 1930 Chevrolet. This is a sample of the reception Chevrolet customers always receive in Memphis.

The Grand-Daddy of Them All



How the automobile industry in its 1930 cars is offering even more car per dollar than ever on record may be appreciated by a comparison of this first Chevrolet ever built (back in 1913) with its counterpart, the 1930 Chevrolet Six Phaeton. The price of the old timer was \$1,000.00.

President Of The Goodrich Co. Says 1930 Outlook Good

AKRON, O., Jan. 19.—James D. Tew, president of the B. F. Goodrich Rubber Company believes that the industrial outlook for 1930 is very promising. In a statement issued to newspapers here today, Mr. Tew says that he believes that the recent recession has run its course and that he sees no reason for curtailing expansion programs planned by Goodrich for next year.

Should Exceed 1929
"Forecasts for 1930 indicate should exceed that of 1929," Mr. Tew said. "While it is probable

that the production of motor cars will be somewhat lower the coming year than for 1929, the decrease in tire volume applicable to new cars should be more than offset by the increase in sales for replacement use. Past records invariably show that dealers' sales in the tire field are relatively better where car production is not rapidly increasing, and particularly so when there is a decrease. This naturally would mean a larger replacement business for the manufacturer and the dealer as well, carrying with it a proportionately larger profit than is enjoyed when tires are sold to car manufacturers.

Expansion Programs
"With the program for expansions announced by the railroads and other industries, we are looking with confidence toward a substantial volume of business in hose, belting, packing and other

mechanical rubber goods. "The rubber footwear business of course is in a large measure dependent upon weather conditions, and from all indications we should have in the winter of 1929 and 1930 ample opportunities to dispose of large quantities of waterproof rubber footwear. This division of our business being a very important one, we are looking forward, as a result of weather conditions, to satisfactory volume sales.

Optimistic View
"In general, the inventory positions in all industries are sound,—very few being over-extended on physical inventories for future commitment. Ample credit is available, and, generally, industrial concerns are looking upon 1930 with optimism. We can see no reason to curtail any expansion programs contemplated, and I believe that the recent recession in

industrial activities has very largely run its course."

Auto President—

(Continued from page 1)

Surplus Explained
1929 was the biggest year in the industry; 1930 will, in my opinion, come close to being as big. History has shown that the raw price field is the least affected by good or bad years, the surplus this year is practically chargeable to one manufacturer making part of his 1928 output in 1929. With all factories in standard shape as to production, the output in the coming year will follow close to the actual demand of the field.

As to this demand, it can only be influenced by the values offered. The product which gives

value at the price will sell in quantity equal to last year or possibly slightly better. The industry will have to demonstrate to the buying public that it is ever progressive and desires to please the owner, whether he buys a new car or is in the market for a used one. The automobile has become a part of the economic life of our country to such an extent as to make the yearly fluctuations in sales a very small ratio to the total.

AUCTION OFF PIES TO SECURE 26 SWEATERS

LAMESA, Jan. 18. (UP)—The athletic association of the Lamesa high school auctioned off pies made by the home economics department of the school here to raise funds with which to buy twenty-six sweaters for letter winners during the 1929 football season.

NOTICE TO AUTO OWNERS

The Gerlach Garage shop is now owned entirely by me and is under my personal supervision. I invite motorists to try Gerlach Garage service. The quality of our work already speaks for itself, but all repair jobs will have my personal attention in the future. Our work is fully guaranteed. You must be pleased before your car leaves this shop. May we serve you? Don't forget our day and night wrecker service.

E. Gerlach
GERLACH GARAGE
710 Noel Phone 296

A SIX IN THE PRICE RANGE OF THE FOUR

.... THE GREATEST

CHEVROLET

in Chevrolet History

Have You Seen

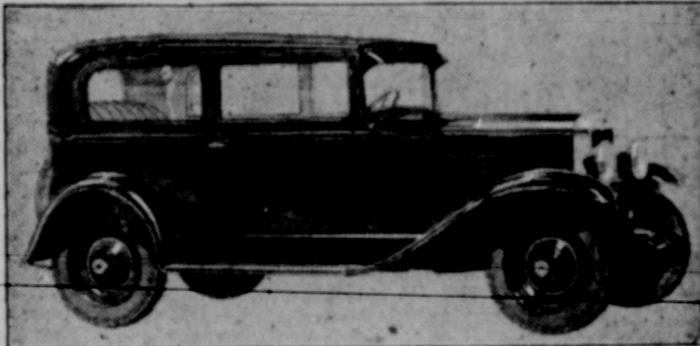
This Remarkable
New Chevrolet
Now on Display
in our
Show Rooms
?

76

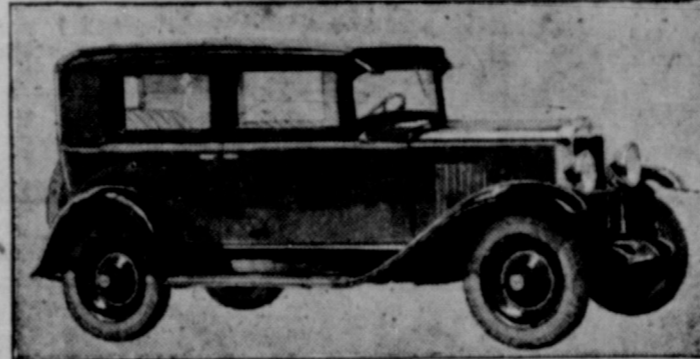
Distinct Improvements
Giving....

- Greater Power
- Increased Riding Comfort
- Greater Beauty
- Added Safety
- Quicker Acceleration.
- New Hydraulic Shock Absorbers
- Improved Braking System
- New Slanting VV Non Glare Windshield
- Larger Tires—Smaller Wheels
- New Colors
- New Luxurious Interior
- Appointments

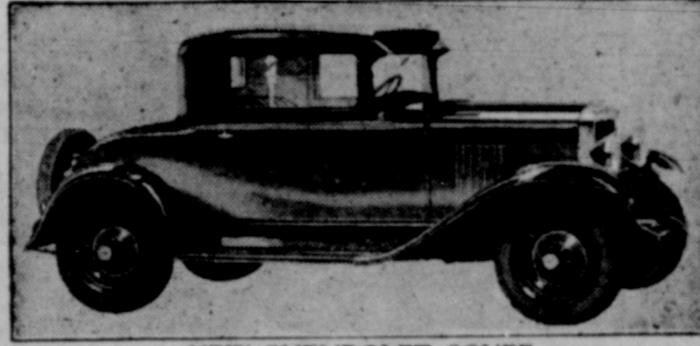
New Lower Prices



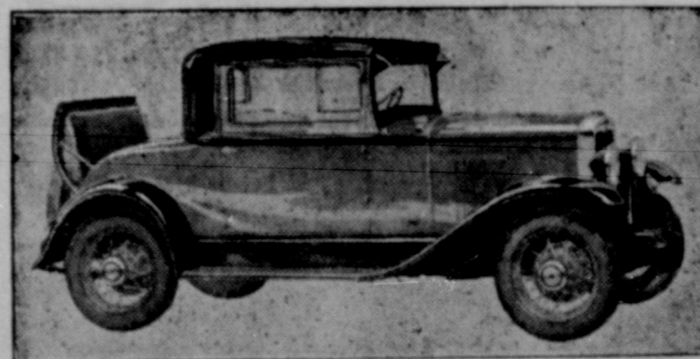
NEW CHEVROLET COACH



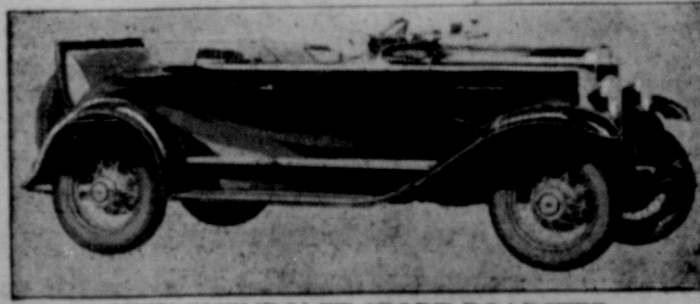
NEW CHEVROLET CLUB SEDAN



NEW CHEVROLET COUPE



NEW CHEVROLET SPORT COUPE



NEW CHEVROLET SPORT ROADSTER

Come by Today and See This "Greatest Chevrolet in Chevrolet History"

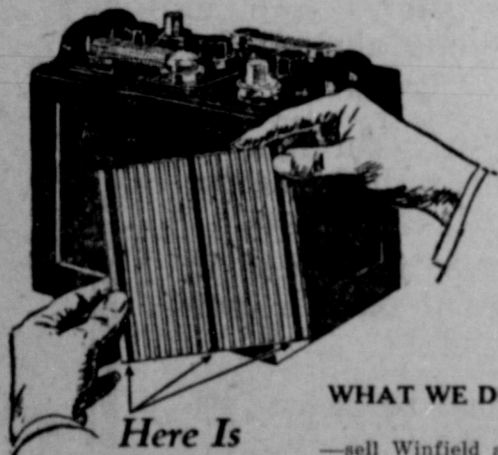
D & P Chevrolet Co.

T. M. POTTS

B. E. DAVENPORT

THE COURTESY STATION

Get a NEW RUBBERIB



Here Is the Secret of its longer life

WHAT WE DO

- sell Winfield and Stromberg Carburetors.
- rebuild all kinds of fly wheels.
- carry complete stock of generator armatures.
- stock ignition cable sets for all makes of cars.

by **Prest-O-Lite**

- much longer life
- many more starts
- more hours of light
- cheapest in the long run
- lowest upkeep
- least bother
- full capacity
- full size (the exact size originally put in your car by its maker).

Gerlach Battery & Electric Service

ALVIS GERLACH, Proprietor

617 NOEL

PHONE 555

ALWAYS ON THE JOB

Graham-Paige

(Continued from page 1)

gines.
A single-adjustment automatic expansion type carburetor on the two sixes and new eights.

New Model Designations.
New chassis designations, taking the place of the former numerical system, are now used. The complete line comprises the following chassis models, each with a variety of bodies.

Standard Six, three speeds, 115-inch wheelbase.

Special Six, four speeds, 115-inch wheelbase.

Standard Eight, three speeds, 122-inch wheelbase.

Special Eight, four speeds, 122-inch wheelbase.

Custom Eight, four speeds, 127-inch wheelbase.

Custom Eight, four speeds, 137-inch wheelbase.

In appearance, the cars are of advanced style, yet completely in accord with Graham tradition. The principal changes are in the radiator, which retains the typical V-shape "cut-water" effect but is entirely new in outline. The shell has been lengthened vertically and is curved across the core. In all the new eights, the head-lights repeat the chief features of the radiator. In the new eights and Special six, the parking lights, mounted on the fenders, are miniatures of the head-lamps. The emblem appears at the center of an arched chromium-plated tie-rod between the head-lamps. Automatic radiator shutters with vertical vanes are used in all the four-speed eights.

New body models include a two-window sedan on the Standard six and a newly designed rumble-seat coupe on the Special six.

Bodies on the Special eight and Special six introduce numerous interesting features. In the rear panel of the front seat is a roomy compartment, with a door held by a spring catch. Two other compartments are built into the cow quarters. The dome light, besides having the usual toggle switch, is arranged to light automatically when the tonneau door is opened.

Improved Body Construction.
The new bodies, built in the Graham plants, are designed on a system that departs from ordinary practice. Accessibility, long ago attained in chassis construction, has now been achieved in the body work as well. Instead of being fastened together with wood screws, which cannot be reached after the welded metal panels are applied, the heavy frame members of the Graham body structure are fastened with bolts, so located that they may be reached from the interior of the car by turning back the trim.

The new eight-cylinder engine, while of conventional eight-in-line layout, incorporates many features not found in general practice.

Bore and stroke are 3 1/4 and 4 1/2; displacement, 298.6. The main bearings are 2.62 inches in diameter; crankpins measure 2.25 inches. Since the combined diameters of the main bearings and the crankpins total more than the stroke, the crankpins overlap the main bearings, promoting torsional stiffness.

The water-jacketing is unusual in that it extends the full depth of the barrels, so that the entire piston is always within a water-cooled area.

Perhaps the most interesting features of the new eights are the manifold design and fuel system. The intake manifold was developed after an exhaustive series of tests during which it was found

that a new effectiveness was gained by a direct departure from the ordinary practice. The cross-section of the gas passage through the manifold is rectangular, the bottom surface being wide and flat, and the changes of direction are made at acute angles instead of around gently curved bends, so that the flow is sharply reversed just before it enters the ports.

New Heat Control Device.
The new exhaust manifold, unlike previous Graham practice, discharges at a central outlet, instead of at the forward end. The exhaust gas may be discharged directly through the manifold, or be diverted through a compartment surrounding the carburetor riser. A large dash-controlled butterfly valve regulates the flow of gas. This heater receives the hot gases from all eight cylinders, instead of from only half of them, as in some designs.

A new carburetor operating on principles that differ greatly from the usual practice is fitted to the Standard and Special sixes and eights. There is only one variable adjustment, instead of two or even three. The correct setting to give good idling performance is all that is required to assure proper operation through the entire range of driving.

The sixes and new eights have a new cross member of unusual form at the critical point of the chassis frame, where a strong brace is of greatest advantage but is usually omitted because of the difficulty of design and assembly. The new cross member is of heavy gauge steel, flanged top and bottom, forming a deep girder-like plate, strongly gusseted at each end. The center is open, so that the cross member surrounds the clutch housing, just forward of the transmission. In this position it is particularly effective as it relieves the rear engine mounting and gives the forward part of the body a rigid foundation.

Springs Shackled in Rubber.
The rubber spring shackles used at all points of the new eight and at the forward ends of both front springs in the sixes, are of a new form, not previously used in the industry. Each pin runs through two cylindrical blocks of live rubber, which fit within an outer housing. The rubber is compressed, gripping firmly the whole surface of the pin and the fixed end plates or shackles. The rubber is completely enclosed in metal, protected from moisture and grit. The required rotary action is permitted by the flow of the rubber. The need for lubrication is entirely eliminated and as there is no wear, the shackles do not become loose to cause rattling and side sway.

The greatest benefits are in the riding, for there is no metal-to-metal contact between the running gear and the chassis frame, so that the body is completely insulated from the noise and minute vibrations that ordinarily are transmitted to the frame and body from the tires, road surface, or rear axle gears. The hoods of both the new eights, instead of having open louvers, are equipped with door type ventilators, four on each side. When closed, they lie flush with the hood. They may be opened separately by pressing small chromium-plated buttons, one for each door. Thus a wide variety in ventilation, to suit weather conditions, is available.

Many wives know all about their husband's myriad business troubles. Especially when she wants a new car.

This is the women's age. And, strangely enough, they're telling everybody about it.

Soundless Slippers for Sound Stars



(International Newsreel Photo)

Racquel Torres, famous Metro-Goldwyn-Mayer star submits to the demand of the all-powerful "mike" by having felt soles cemented to her slipper soles with Goodrich rubber cement. Thus equipped she walks without a sound. Hollywood will now be deluged with painters.

In The World of Sport

BY PHILIP MARTIN

Old Man Time, grim gentleman with scythe in hand, who takes his toll annually from the celebrities in sports, struck in more than one spot in 1929 with a swiftness that cut down or minimized the value of more than half a dozen sturdy oaks of the pitching mound.

Names of athletes who meant much in the box scores of major league contests during the last 15 years were dimmed, all because the grim one blew his chill breath over them, leaving them tottering and dizzy.

The season of 1928 in baseball showed that eight old timers—Grover Alexander, Jack Quinn, Herb Penneck, Red Faber, Sam Jones, Jess Haines, Dazzy Vance and Willie Sherdel, averaging close to 40 years of age—displayed mound form that appeared as if they would continue forever to set the pace in major league hurling. They were able to hang up

a record of 144 victories against 66 defeats for a composite average of .686.

Then Old Man Time laid a heavy hand on the veteran octette. Figures of the 1929 season reveal that this same group of moundmen won only 89 contests, two more than their combined losses, resulting in a composite average of slightly more than .505.

The utter collapse of Old Alex, Haines and Sherdel sent the St. Louis Cardinals reeling cellarward from a pennant-winning position in 1928. They won only 32 games while losing 33; they had turned in almost twice as many victories as defeats in the previous campaign.

Big Red Faber, while winning 13 games and losing a like number for the White Sox, made a better season's record than his young teammates, Ted Lyons and Al Thomas.

"The spitball is the easiest of any delivery on my arm," Red indicates. "I might have been through years ago if I hadn't learned to throw the spitter. I took it up back in 1911 because of a sore arm. Incidentally, that's the last time my arm actually has been lame."

Get it at Tarver's.



C. S. 309

LOW PRICED USED CARS

A small down payment and easy monthly installments will buy any one of our Used Cars.

Prices low.

We give you dollar for dollar value.

IN COLD WEATHER
or in warm
OUR USED CARS
Stand the Test

A used closed car will give you driving comfort this winter at small cost.

Allen-Figh Motor Co.
DODGE — PLYMOUTH

A NEW AGE OF LUBRICATION BEGINS WITH THIS NEW MOTOR OIL CHARACTERISTIC:

"Penetrative Lubricity"

CONOCO Alone Has this New Characteristic

Since the discovery of the wheel, lubrication has been a necessity and a problem. The first rude barrows which pre-historic men built, needed lubrication, and one of the brighter tribesmen began rubbing the axle of his primitive cart with raw animal meat.

With Watt's invention of the steam engine in 1763, metal-on-metal friction resulted. Then it was that animal and vegetable oil lubricants became definitely unsatisfactory. Their tendency to leave corrosive deposits ruled them out.

Mineral Oils Are Discovered

After the drilling of the first oil well in 1859, mineral oils became commercially successful. Because petroleum was plentiful and was free from gumming and corroding tendencies, it rapidly supplanted animal and vegetable oils.

But since 1901 there have been practically no changes of fundamental importance in refining motor oils. Now since 1901, think of the changes that have been made in motors! Probably the make of car you drive today was not even manufactured in 1901. Certainly its needs for oils are far more exacting!

The Development of Germ Process

Forecasting that ordinary mineral oils would eventually fail to meet the increasing strains put

upon them, Wells and Southcombe, two British scientists began a study of the problem which occupied 16 years. The result of their efforts was the isolation of the Germ Essence—a property that provides increased "oiliness" when introduced into mineral oils. These processes were patented and Continental acquired them exclusively for North America. *Taus Continental brings you the first and only fundamentally better oil of the century!*

Germ Process and Penetrative Lubricity

The Germ Process adds one startling characteristic to CONOCO Germ-Processed Motor Oils. It enables them to penetrate metal surfaces! This means that an enduring oil film actually penetrates all working parts and clings under all conditions. In starting when 40% to 60% of motor wear occurs . . . in speeding when any failure of the film is fatal to motor life, remember this—the permanence of this film precludes any possibility of metal abrasion. The germ-essence naturally adds greater "oiliness" and we call that lubricity. So we have *Penetrative Lubricity* as the outstanding characteristic of this new oil.

When will you begin using CONOCO Germ-Processed Motor Oil?

THE FOUR AGES OF LUBRICATION

 ? Years B. C. to 1763 Animal Fats for Wood-on-Wood Friction	 1763 to 1859 Vegetable Oils and Animal Fats for Metal-on-Metal Friction
 1859 to 1918 Petroleum discovered and used—not as "oil" but does not corrode	 GERM-PROCESSED OILS 1929 The first fundamentally better oils of the Century!

* Means—Slipperiness, smoothness, freedom from friction; also the property that diminishes friction, as the lubricity of oil, coupled with the unique ability to penetrate metal surfaces.



GERM-PROCESSED MOTOR OIL
PARAFFIN BASE

Your Car

Must Be Registered
Before January 31

Only a small number of Hall County motor vehicles have been registered for 1930 and now only a short time is left before the expiration of time allotted for this purpose.

Act now, and get your new license before the rush during the last few days of registration.

Your co-operation is needed in this matter. Final date is January 31.

All trailers must be registered, under a new law.

J. Henderson Smith

COUNTY TAX COLLECTOR
HALL COUNTY

Auto Headlights Must Be Tested Before Jan. 31

Only about one third of automobile owners have had their headlights tested to date. Your receipt is necessary before registration of the car can be made and the closing date on registrations is January 31. We urge auto owners to let us test their lights at once for it will be impossible to take care of every one at the last moment. It will be to your advantage to drive in today.

Texas Service Station
1002 Main St.
Only Headlight Testing Station in Memphis

Four Lines—

(Continued from page 1)

ity. The elimination of body squeaks and rattles and adds further to the safety factor. In addition to gains in strength and rigidity due to improved design of the new bodies, headroom, width and general interior comfort and roominess have been increased.

Vision-ventilation windshields, set at an angle which avoids reflections, are features of the new cars.

Body types of the Eight-in-Line include a Four-door Sedan, Coupe with rumble seat, Convertible Coupe with rumble seat, Roadster and Phaeton.

The new Eight is a splendid example of modern automotive design. The motif is based on the perpendicular lines and recesses that give strength and beauty in modern skyscraper construction.

Body mouldings and decoration throughout the car follow this pattern, from the instrument panel in which are the speedometer, engine

temperature indicator, fuel gauge, and oil gauge, down to the

switch plates, etc. Upholstery of the new models is in mohair, both or fine boxgrain leather.

Leather is used entirely in the open models.

The entirely new, ingeniously designed power plant with eight cylinders in line has been pro-

nounced by eminent engineering talent as a marvel in the quiet development and smooth application of tremendous energy. It is of the bloc cast L-head type, with 2 7/8 inch bore, 4 1/4 inch stroke and a piston displacement of 220.7 cubic inches. The power plant develops a maximum of 76 horsepower. Four-point engine suspension system is used, with rubber insulation at the rear supports to absorb vibration.

The crankshaft, which is statically and dynamically balanced, is drilled to permit the forcing of oil at 25 to 30 pounds pressure to all bearings. To the size and perfect balance of this shaft, plus the rigid bearing support, and the effectiveness of an impulse neutralizer is attributed the smoothness of engine performance throughout the entire range of operating speeds.

Pistons are of the light alloy, ventilated bridge-type, each being fitted with three compression rings and one oil control ring.

Metric thread spark plugs with heavy electrodes, similar in design to those necessary in racing car and airplane motors, permit the engine more capably to meet the requirements of both idling and high speed-driving. The latest type of gasoline and oil filters further insure engine efficiency.

The Down-draft carburetor, introducing a new fuelization principle of extraordinary importance, is an outstanding feature. Fuel is "dropped" into the engine, assisted rather than resisted by the forces of gravity.

Fuel from a 15-gallon supply

tank is fed to the engine steadily in measured quantities by a new fuel pump, driven from the camshaft.

Steering is of the semi-irreversible worm and sector type, adjustable for wear. Ball thrust bearings at the steering knuckle head, together with other refinements in design, make steering responsive to the slightest touch.

Dodge Brothers hydraulic, internal-expanding weatherproof four-wheel brakes in 12-inch drums provide a total braking area sufficient to insure positive control of the car at all times.

Exceptional riding comfort at any speed is made possible by the unusually long semi-elliptic springs, mounted in rubber. Spring action is controlled by four hydraulic, double-acting shock absorbers. Balloon tires (5.50x18) with non-skid tread on all wheels, properly complete the roadability of the new Eight-in-Line.

On top of the steering column are, light control, switch, gasoline throttle and horn button. Gear shift is standard, three speeds forward and one reverse. The gear ratio is 4.6 to 1 on all models.

Conical type headlamps of the most modern design with cowl lights following the same general design, are said to achieve a new effect in artistic blending with the symmetry of body lines.

A four-door sedan, coupe with rumble seat, business coupe, convertible coupe with rumble seat, roadster and phaeton constitute the body types available in the new and lower price six-cylinder line.

Basic simplicity of design gives the new six its dignity and richness of style and appearance. Simple lines that lend impressive beauty to the car as a whole are carried out in all details. The instrument panel and all other interior hardware appeal strongly to the discerning because of their plain surfaces, set off with a delicate fringe of laurel decoration.

Dodge Brothers engineers state that in experimental and road tests extending over a period of many months, the new six-cylinder power plant has sustained a consistent record for pulling a maximum power, durability, speed and general efficiency. It develops a maximum of 61 brake horsepower, has a bore of 3 1/8 inches, stroke of 4 1/8 inches, and a displacement of 189.8 cubic inches. The cylinder bloc is integral with the heavily-webbed crankcase. Rubber engine mountings like that of the Eight, are used.

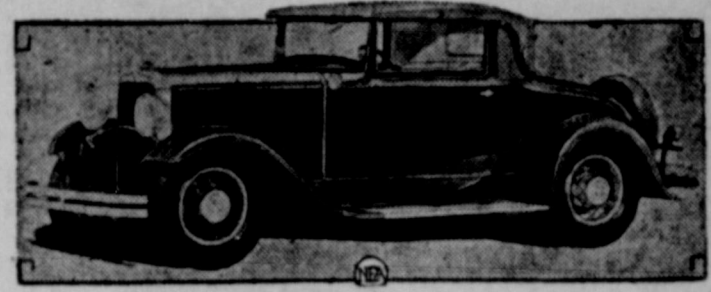
The heavy crankshaft is fully counterweighted and balanced both statically and dynamically. It is supported on four main bearings of much more than average size.

Piston and spark plug specifications, and the design of the

Velour and leather are the materials used in upholstery in the six-cylinder models. In the open cars, a taupe, seal-grain leather is used throughout.

Lubrication is forced under pressure to all crankshaft, camshaft and connecting rod bearings.

Now . . .
a STRAIGHT EIGHT
by DODGE



Dodge—straight eight added to the present line.

DODGE now presents a Straight Eight L-Head Engine of 76 Maximum Horsepower. This new car is featured by—

- Down Draft Carburetor with automatic adjustable accelerator pump, air cleaner and Manifold Heat Control.
- Fuel Pump.
- Single Dry Plate Clutch.
- Full Pressure Lubrication
- Internal Expanding Hydraulic Brakes.
- Long Semi-Elliptic Springs.
- Four Double Acting Hydraulic Shock Absorbers.

Beautiful New Mono-Piece Bodies
Skyscraper Design of Dash Instruments, Lamps, Bumper, Tie-Pieces and Hardware.

and a
New Dodge Six
Developing 61 Horsepower
New Design All Steel Mono-Piece Bodies

The New Dodge **8** and the New Dodge Six
Straight

You will be Interested in These New Models Ask Us!

ALLEN-FIGH MOTOR CO.
DODGE—PLYMOUTH

ANNOUNCING
A NEW 6

OF AMAZINGLY LOW PRICE

AND

A NEW 8

IN LINE

SENSATIONAL IN VALUE

BY

DODGE BROTHERS

Superlative performance—incomparable value—traditional dependability—comfort, beauty and style of an entirely new order—you are assured of these in the new Dodge Six and the new Dodge Eight in generous measure. Worthy additions to the present notable Dodge Six and Dodge Senior, these latest achievements make the current lines of Dodge Brothers cars: the most comprehensive from every standpoint, ever offered by Dodge Brothers.

UPHOLDING EVERY TRADITION OF DODGE DEPENDABILITY

Allen-Figh Motor Company
Seventh & Main

A BROKEN WINDSHIELD?

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

707 NOEL

DAVIS BUICK COMPANY

PHONE 298

Outstanding Power

(Continued from page 1)

35 to 45 miles an hour.

Meets Demand of Public

Never before in automobile history has any car manufacturer met the public demand for speed and power in the low priced six class in such dramatic fashion. In addition the Willys Six incorporates every element of safety and utmost riding comfort at every speed range. The striking new models, which include a Standard Sedan, DeLuxe Sedan, Coupe, Roadster and Coach, are characterized by lines of distinctive beauty with rich color combinations and interior upholstery comparable with cars selling at higher prices.

Not content with a performance of 72 miles an hour in high speed, the Willys-Overland engineers have developed an engine that flashes away from traffic jams at 48 miles an hour in second gear. Such a performance in this price field is another striking example of the company's determination to establish the new Willys-Six in an individual classification.

The engineers have gone even further than providing a car of great speed and power with distinctive lines of beauty—they have perfected a car that is certain to win acclaim because of its remarkably easy riding qualities. Double acting hydraulic shock eliminators give a soft cushion effect over every kind of roadway and assures comfortable riding under all conditions.

Tribute to Former Chief

With this new car representing the greatest mechanical achievement in Willys-Overland's history, it is a fitting tribute that it should be named after John N. Willys, who, for more than 22 years as President, directed the company's destinies until he resigned in favor of L. A. Miller a few months ago and became Chairman of the Board.

More than a year in the course of development, the Willys Six has been perfected after the most exhaustive tests ever made with a product of Willys-Overland. These tests included thousands of miles over all types of highways in every section of the country and power tests on the steep mountains of Pennsylvania, Tennessee and West Virginia. Throughout all the tests, accurate records of performances were kept by the

engineers. Accurate tests show the dynamic flow of power and the resultant outstanding records of acceleration. It will accelerate in high gear from five to 25 miles in 8 seconds and from five to 50 miles in 21 seconds. Such a performance gives the driver an exceptional advantage in heavy traffic whether on city streets or in speeding ahead of a congested traffic lane on the country highways.

Local Dealers—

(Continued from page 1)

country will have several of the new models on display just as soon as the cars can be shipped from the factories.

Many Changes

Larger bodies, larger, faster and more powerful motors, richer colors and harmonious body lines, and luxury in interior appointments are the chief improvements that are noted in the 1930 announcements. Several of the manufacturers have announced the addition of one or two sport cars, usually in the open models. Descriptions of these new cars show that the manufacturers are awake to the needs of the modern motorist and are building cars that appeal to the eye; cars that have every convenience in appointments; cars that give the utmost in driving comfort; and cars that have the speed, acceleration and snap necessary for driving in heavy city traffic as well as on the highways of the nation.

Four speed transmission, down draft carburetion, larger rear axles, heavier and better balanced crankshafts and bearings, improved oiling systems and cooling systems, new piston and spark plug specifications, improved braking power, new engine suspension with rubber insulation, as well as a host of other improvements and added features are found in the new models. In the new eights, one is a V-type while the other three are eight in line.

Safety features incorporated in the various new bodies include lower center of gravity, monopiece and uni-piece bodies, slanting windshields to prevent headlight glare in night driving, improved steering qualities, and in some cases, smaller wheels and larger tires. Longer, lower lines, new colors, a new note in grace

and solidity, and more luxurious interiors are announced by almost every dealer.

Family Jury Can Try Out Philco Before Buying

A "family jury" to judge the new Philco Balanced-Unit Radio before it is voted a necessary item in the home is made possible by the Gerlach Battery and Electric Service, local dealers in this widely popular electrical radio.

"In order that every member of the family may hear the new Philco, new models of which have just been introduced to the American public," Alvis Gerlach, manager, said today, "arrangements have been made to place any model of the Philco desired in a prospective customer's home for a trial period without any charge to the person trying out the set."

"Philco depends for its continued success on its ability to make satisfied users tell non-Philco users of the good points of the set," said Mr. Gerlach. "That's one reason we'd rather have this perfected instrument tried out for a certain period by every member of the family, from the youngest member to the oldest, so that they all can appreciate its value before it is placed in the home as a permanent addition to the family life."

"Once this splendid toned, beautifully made radio is fitted into a room of the house, and a few programs are heard, we are confident that the radio itself will do a great part of our sales talk for us. Already we have used this trial offer successfully in Memphis and we predict that it will have much to do with keeping Philco in the lead in sales in this territory in the months to come."

AMERICAN LINER NOW BREWS ITS OWN BEER

NEW YORK, Jan. 18. (UP)—The George Washington of the United States Lines is the first American liner to brew its own beer for thirsty voyagers. Volsteadian materials are taken aboard here and converted into passable beer within 24 hours after the ship passes the 12-mile limit.

MOTORISTS ARE URGED TO ACT AT ONCE

Light Tester and Tax Collector Appeal To Public

"Only about one-third of the motorists who must have 1930 license plates within the next 12 days have had their headlights tested," declares Bob Cummings, proprietor of The Texas Station, Tenth and Main. "I must request that motor car owners in Hall County act immediately to avoid being subjected to tedious waiting at the last minute."

A receipt showing that motor car lights have been tested, as most car owners know, must be presented again this year at the county tax collector's office before new license plates can be issued. County Tax Collector J. Hen-

derson Smith has also issued an urgent appeal for citizens to pay their highway taxes at once. "To delay in this important matter," Mr. Smith said, "means only to cause oneself undue annoyance when the 'grand rush' comes and also works unnecessary hardships on county employees. I want to respectfully request that motorists lend us every possible cooperation and secure their license plates as quickly as possible."

GOODRICH HAS A NEW RETAIL DIVISION

Goodrich Silvertown, Inc. Is New Name of Stations

AKRON, O., Jan. 19.—Within the next few months, service stations and tire stores in which the

B. F. Goodrich Company has financial interest will assume the identification of Goodrich Silvertown Incorporated. Each unit will be one of a number of stores in this newly organized retail division of the B. F. Goodrich Company.

In an address before the First Ohio Management Conference at Columbus, Ohio, recently, President James D. Tew outlined the purposes of the new retail division and the Goodrich policy toward independent tire dealers. He said that new facts about retailing and better service to motorists learned by a corps of experts in Goodrich Silvertown Inc., will be available to independent dealers to aid them in better merchandising.

Prefer Independents
"We prefer to deal through strong, capable, efficient, financially-able, independent dealers in any locality," Mr. Tew said. "Wherever we have such dealers, and as long as we have such dealers in any community, it is not our intention to establish a company-owned store."

"Goodrich Silvertown Incorporated stores are only set up where

we are otherwise unable to obtain adequate retail representation. Where they are established the manager in charge may be a good dealer—an excellent salesman—who has run into financial troubles solely due to his inability to operate the money end of the business. Or he may be a Goodrich dealer who has made excellent progress in a small way on a side street and we believe that he can do a better job for us at for himself, if established on the main artery; with drive-in facilities where he can make his aggressiveness, his selling ability and his personality pay larger dividends."

With less than 100 stores, Goodrich Silvertown Inc. units are comparatively few when considering the many thousands of tire dealers over the country. But they are located in various parts of the country which makes possible for the retail organization to study the dealer problems virtually every corner of the United States and to originate plans for better service and economical retailing to the general public.



COUPON BOOKS

Are You Taking Advantage of the Savings We Offer With Our

They Make Every Dollar You Spend Here Worth—



They're in four denominations and they're good in trade for anything sold by Webster Bros. at Memphis and Shamrock.

We buy direct from the factory, the same as wholesale Accessory houses . . . We have recently combined two large stocks . . . And we are offering prices on EVERYTHING that mean savings to you. We believe our prices are the lowest that can be found—and now our coupon books bring to you an additional saving.

It has been circulated that we do not list our best merchandise at reduced prices.

Below we will quote the prices on India Tires that are so well known in this territory (as the best tires made—bar none) and which costs more at the factory than any tire built, but we will sell you these tires for less than you can buy any standard tire. By buying coupon books you can save 10% on these prices.

INDIA TIRES		HEAVY DUTY TRUCK TIRES		Why pay such prices for batteries when you can get a 12 months guarantee battery here for only:
Tire size	Price	Price	Price	
29x4.40	\$ 8.33	30x5-8 ply	\$26.91	11 plate battery
29x4.50	8.87	30x5 D. O. S.—10 ply Chevrolet Special.		and your old battery.
30x4.50	9.18	This tire carries 6 inch line and has the same air space as the 32x6 at \$30.15		13 plate battery
28x4.75	10.13	32x6—12 ply	\$44.73	and your old battery.
29x5.00	10.89	36x6—12 ply	\$49.14	15 plate battery
30x5.00	11.21	34x7—14 ply	\$63.41	and your old battery.
30x5.25	13.05	If you want a standard tire here are still better prices and guaranteed to be as good as any standard tire. Made by Pennsylvania Tire & Rubber Co.		And by buying coupon books you can still save 10 per cent off the above prices.
31x5.25	13.46	29x4.40	\$6.77	Give us the volume and we will save you money in 1930.
29x5.50	13.86	30x4.50	\$7.50	Coupons will apply on new and used automobiles with no trade in. We have a complete line of automobile accessories.
33x6.00	16.25	29x5.00	\$9.15	

Coupon Books Mean a Saving of 2 Cents On Every Gallon of Gasoline— You Get 10 Gallons for the Price of 9.

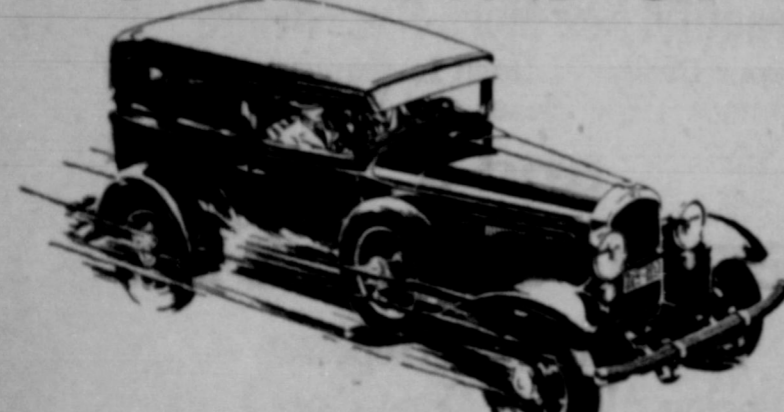
Webster Bros. Auto Supply

Wholesale and Retail

JOE and RAY

Willys-Knight Whippet

A TORRENT OF POWER AND SPEED!



72 MILES AN HOUR

48 IN SECOND . . . 65 HORSEPOWER . . . RICH BROADCLOTH UPHOLSTERY . . . INTERNAL 4-WHEEL BRAKES . . . HYDRAULIC SHOCK ABSORBERS . . . THE FINEST VALUE EVER OFFERED AT SUCH LOW PRICES

In the new Willys Six, Willys-Overland presents a car of such beauty, speed and power as have never before been known in the low-priced field. ♦ Lines, colors, interior appointments and upholstery fabrics reveal an entirely new concept of beauty for inexpensive cars. ♦ The mighty engine is rubber-insulated against vibration, and effects performance which can be appreciated only through personal experience. At the same time, this motor is most economical, exceptional mileage per gallon of gas being achieved at the modern cruising speeds of 35 to 45 miles per hour. ♦ See the Willys Six at your first opportunity.

WILLYS-OVERLAND, INC., TOLEDO, O.

SEDAN DE LUXE
DOWN PAYMENT ONLY

BALANCE IN 12 EASY
MONTHLY PAYMENTS

List prices, \$695 to \$885. Prices f. o. b. Toledo, O., and specifications subject to change without notice.

THE GREAT NEW WILLYS SIX Webster Bros.

Joe and Ray

AUTO INCREASES EFFICIENCY OF ADULT

R. H. Grant Tells Why Every Adult Should Own One

Every adult member of American society who can finance an automobile should have one. The reason for this is that with an automobile an individual can transport himself more quickly and, consequently, within a given day's time can see more people, do more work, and be more effective in his living. This is a fundamental matter in economics.

There are in the world three great necessities that must be provided if the human race is to exist. These great necessities are food, clothing and shelter. After man being provides himself with these three great necessities he has a curiosity as to where to go and how he should go. To put it in other words, man becomes an inquirer as soon as the three great necessities have been provided for.

It happens that the progress of mankind depends more on transportation, which is not in the strictest sense a necessity, than it does on the three great actual necessities of life. The whole history of the progress of the world proves this.

Mankind was retarded in his material progress for many years from a lack of transportation facilities. The great and outstanding material progress of the world has taken place in the last two centuries since transportation has been made efficient. The introduction of the steam railroad, the building of bridges, the introduction of rapid communication in the form of the telegraph and the telephone, the development of rapid transit in congested areas, the introduction of the street car, the substitution of automobiles for horses, and, finally, the partial development of air transportation have been the greatest factors in the material prosperity of mankind. The underlying reason for this is that it enabled men and women to increase their efficiency by covering a greater area, seeing more people, and doing more things within the period of a working day.

In my daily work I am often impressed by the fact that our present sales organization could not be a possibility were it not for our transportation facilities. Thinking along the same lines, when I was in Europe last year I could not help but feel that the efficiency of many countries abroad would be tremendously increased if we could take the people off bicycles and put them in automobiles. In my estimation, in many foreign countries today the bicycle is merely the forerunner of the automobile. When we travel in those countries where even bicycles are not used, we see the reflection on every hand of a lack of progress and only when good transportation facilities are available will those countries compare with countries which today have good transportation facilities.

When the automobile began to make progress in individual transportation, economists pondered the question as to whether or not the diversion of money from other businesses into the automobile business would not be an economic handicap to the country. There of course was no need for this worry as every automobile sold was making for greater efficiency in the country. Later on this economic fact was recognized.

We have now progressed to such an extent that economists watch the expected volume of automobile business to help them judge whether or not the country is going to be prosperous in the coming year, consequently, we can take it for granted that today with such progress as we have made in the automobile business everyone is convinced that our industry is doing the world good and not harm, from an economic standpoint.

For years a favorite topic of conversation has been the saturation of the automobile market. This saturation point has been predicted time and time again but has not come to pass. Looking into 1929, in spite of all past predictions, we are anticipating the greatest automobile year in our history. The reason for this is that we are so sound fundamentally. Not only does the customer buy a car for pleasure but he also buys it with either a conscious or subconscious recognition that he is increasing his efficiency. Again the viewpoint of the American people has been constantly changing and pushing the saturation point further and further away. The two cars to the family idea had a very decided effect in this direction. The general prosperity of the country

Heads Sales



R. H. GRANT
Vice-President of the Chevrolet Motor Company in Charge of Sales

made a very large replacement market necessary and brought into being each year a large number of new buyers.

When I first came into the automobile business in 1924, I felt that we had advanced to a point where we should begin to recommend two cars to the family in all instances where the family was prosperous enough to have two cars. This at the time was considered a radical thought and the question of extravagance came up. Today the average family is equipped with two cars, or is expecting to be, and it is not considered extravagant to have two cars. The reason for this is that again the fundamental rule applies that ef-

iciency is being increased as transportation facilities are being increased.

In considering the transportation subject, many people have wondered whether or not the development of air transportation would not be competitive to automobile transportation and as a result, less automobiles would be sold. I do not believe that such would be the case. I feel that if air transportation is developed to a point where airplanes are used, again, as a result of the introduction of more transportation than ever, the world will again go forward in its material progress.

My conclusions are that the more transportation we have in the world the more prosperous we are, and I feel that the immediate practical step in front of us in this direction is the purchase of a larger number of automobiles in the United States, and I feel this should come about through a changed viewpoint, where every adult member of American society should ask himself the question, "Can I afford to be without an automobile."

Chrysler Cars—

(Continued from page 1)

previous Melbourne-Sydney records today by 12 minutes. Total mileage 576. Average speed 56 point 47 per hour.

A 3,000-mile race against time and distance between Johannesburg and Nairobi over little more than a trail ended with Frank Kingsley and his wife lowering the best former time of nine days, by more than 48 hours. Driving a heavily loaded "75" Chrysler

roadster, the Kingsleys set out from Johannesburg to capture the laurels that belonged formerly to a Chrysler "72" sedan. In less than seven days they arrived at Nairobi—two days ahead of the previous record. Not even a tire was changed on the run.

Sixteen drivers in strictly stock cars entered the race on the Ak-Sar-Ben track at Omaha, Nebraska. Only seven finished, and four were Chryslers. First place was taken by a Chrysler "75" roadster that had been driven more than 23,000 miles. In qualifying, L.A. Hughes, the driver, circled the mile oval in 53.8 seconds, setting a new mark for the track. In the race, he covered one lap in 53.2 seconds, believed to be an all-time record for American dirt tracks. The time for the 100 miles was one hour, 36 minutes and 31 seconds—an average of 62.2 miles per hour, which included one stop for refueling. Hughes traveled 81 miles an hour on the straight-away on several occasions.

Second place fell to a Chrysler "72" roadster, with 37,000 miles on its speedometer, and the other Chryslers finished fifth and sixth respectively.

Hundreds Acclaim

(Continued from page 1)

to be publicly revealed at the New York Show, they felt some word of praise was due the sensational performance of the car without violating confidence. The new De Soto out-performed cars costing twice as much. Said one writer: "The smallest of the cars—of an entirely different style than

they ever saw, and bearing no marks of identification—is daily winning all of the acceleration tests, speed tests, hill-climbing contests and other performance events that are staged hour after hour by expert drivers and mechanics."

And again: "Three of the cars being tested are makes well known to the watchers. They are popular makes of excellent reputation in the \$1,500 to \$3,500 selling classes. Every time the "mysterious eight" beats one of its larger brothers they cheer. The word has

leaked out that the "mystery car" will soon be offered to the public at a price around \$1,000."

In addition to this remarkable performance ability, the new De Soto Straight Eight has many features that make its low price amazing. Among these are a new unisteeel body, giving low center of gravity and permanent quietness; a new down-draft carburetor of the racing-car type; self-equalizing hydraulic four-wheel brakes, and an eight-cylinder motor that delivers 72 horsepower with marvelous smoothness and

quietness. Following the New York Show the new De Soto Straight Eight will be displayed at dealers' showrooms the country over.

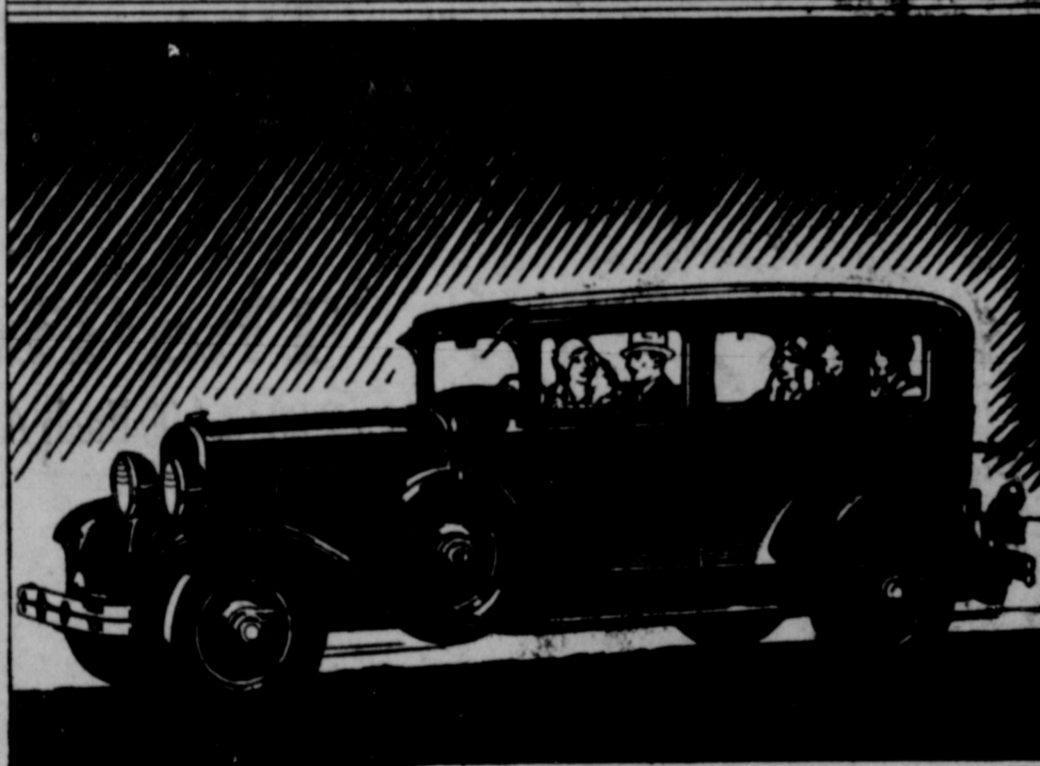
Gate City Whipping Cream will really whip. Phone 225. 1c

The business of supplying wild animals for zoos has slumped in the last few years, an expert says, but monkey sales are increasing. Evidently monkey business is still going strong.

QUICKER—QUIETER—FASTER—SMOOTHER

Multi-Range

CHRYSLER



NEW CHRYSLER "70" ROYAL SEDAN, \$1485 (SPECIAL EQUIPMENT EXTRA)

Different from all others!



FEATURES

LARGE, POWERFUL ENGINES . . . SEVEN-BEARING COUNTER-BALANCED CRANKSHAFT . . . DOWN-DRAFT CARBURETION . . . MULTI-RANGE FOUR-SPEED TRANSMISSION AND GEAR SHIFT . . . RUBBER SPRING SHACKLES . . . CHRYSLER WEATHERPROOF FOUR-WHEEL HYDRAULIC BRAKES . . . HYDRAULIC SHOCK ABSORBERS . . . PARAFLEX SPRINGS . . . OVERSIZE 6-PLY BALLOON TIRES . . . ROOMIER BODIES OF DREADNOUGHT NON-SQUEAKING CONSTRUCTION . . . ADJUSTABLE FRONT SEATS . . . METALWARE BY CARTIER.

There has always existed a real difference in performance between Chrysler and other cars. Today the new Multi-Range Chryslers emphasize that difference more than ever before.

Chrysler engineering has perfected many basic engineering improvements—has adapted from Aviation a new Down-Draft principle of carburetion, adding greatly to power—and has developed a sensational new Multi-Range four speed transmission and gear shift that completely transform even the best of the previously accepted standards of acceleration, flexibility, smoothness and ease of handling.

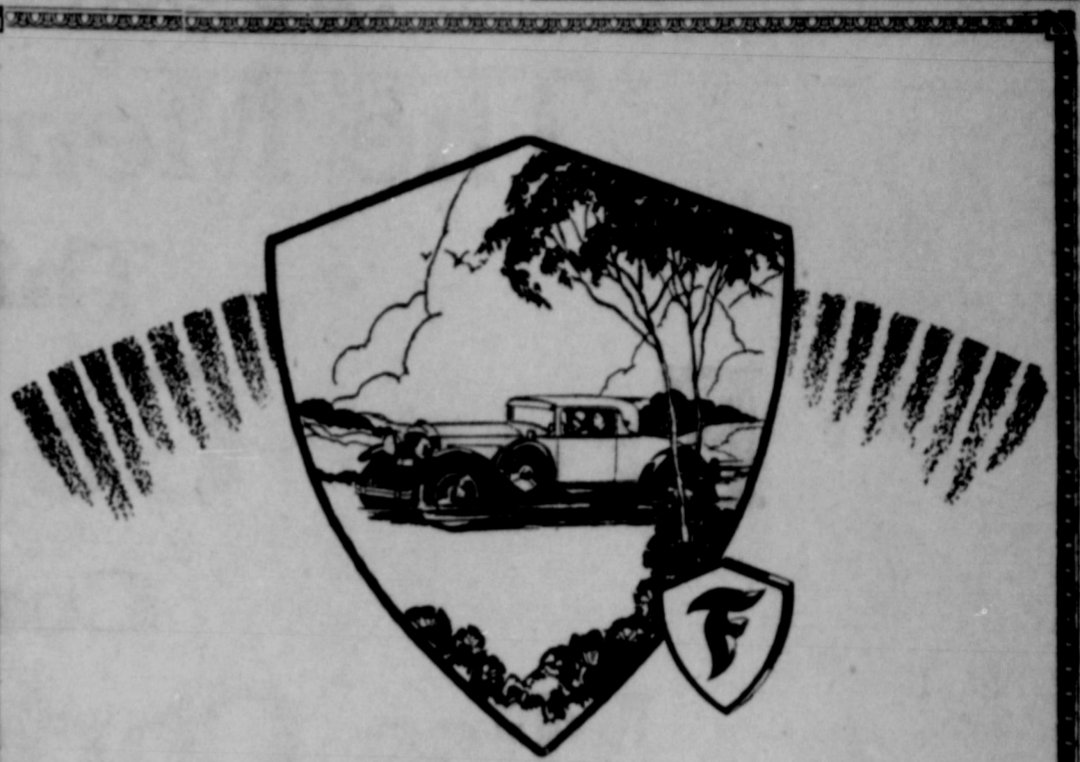
The new cars have improved spring suspension, giving marvelous riding ease—and new and larger bodies of unusual comfort, smartness and luxury, along with "dreadnaught strength and durability." In these new Chryslers motoring takes on new allure, new ease, new security.

Arrange at once to Investigate these New Cars

KUHN MOTOR CO.

411 Noel

Phone 440



Firestone Tires, hold all records under all conditions



THE world's greatest records car, truck and bus have been made on Firestone Gum-Dipped Tires . . . They are the outstanding choice of those who demand the greatest safety for high speeds, supreme endurance for uninterrupted service and utmost economy in cost per mile. Gum Dipping—the patented

Firestone process that saturates and insulates every fibre of every cord with rubber, combined with the non-skid grip of the Firestone tread, produces the greatest security, strength and durability that is possible to build into a tire.

Gum-Dipping Shatters ALL RECORDS

When we say "Gum-Dipping," it's just the same as saying



THEY carried the Studebaker Presidents 30,000 miles in 26,326 minutes. On race tracks—over mountain and desert—on smooth pavements—they have shown themselves the toughest, strongest, and safest tires you can put on your car.

Sold By

Colorado-to-Gulf Service Station

Phone 157

Women of Memphis and Surrounding Territory
Are Cordially Invited to Attend
The Memphis Democrat's
Third Annual
Free Cooking School
Conducted by
Miss Christeen Chitwood
Daughter Of The Nationally Famous Mrs. Ida M. Chitwood

The Dates:

Monday, Tuesday,
Wednesday, Thursday,
January 20 - 23.



Miss Christeen Chitwood
Culinary Expert

The Place:

New Baptist Annex

The Time:

2:00 to 4:00 Each Afternoon

It is with pleasure that The Democrat announces its third Annual Cooking School to the women readers of this newspaper. Plans have been laid for the greatest school and the largest attendance since this popular feature was started in Memphis two years ago.

**FREE
GIFTS
EACH
DAY**

You and your neighbors are invited to avail yourselves of this opportunity to get new pointers on the culinary art. Learn new recipes; learn how to prepare a balanced meal, and learn dozens of things that will prove every day aids in the kitchen. It is absolutely free.

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