

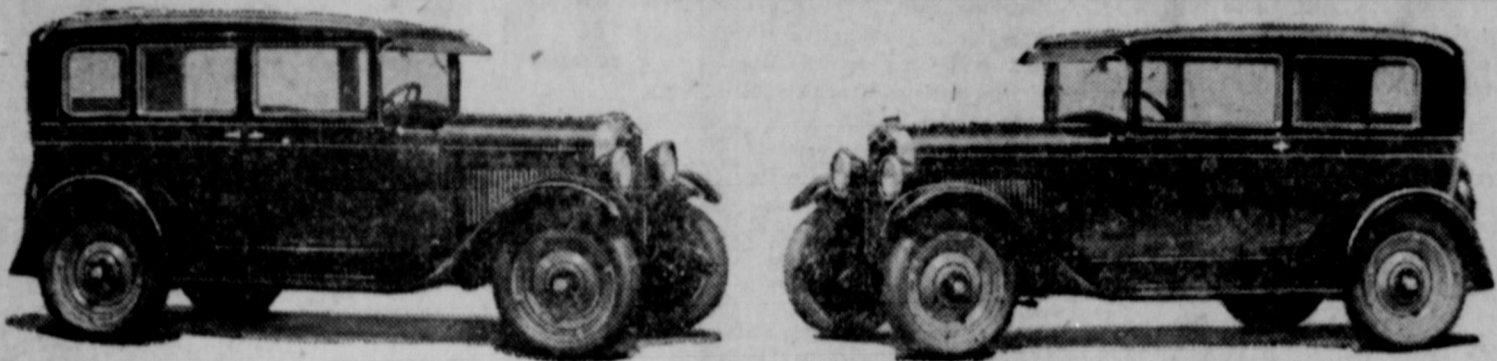
RA The Memphis Democrat EXTRA

MEMPHIS, HALL COUNTY, TEXAS, SUNDAY, JANUARY 1, 1928

NUMBER 27—EXTRA

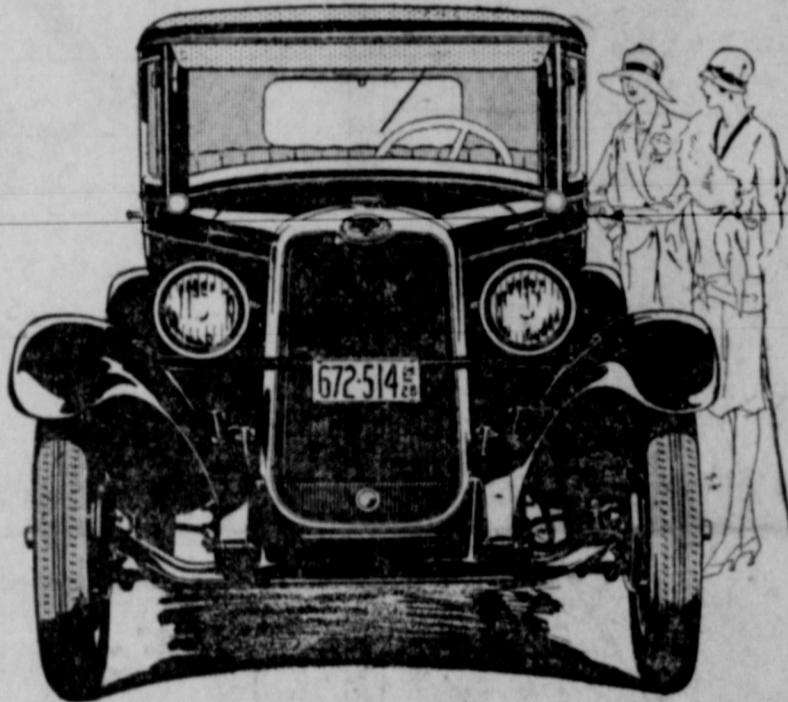
NEW CHEVROLET IS HERE PRICES REDUCED \$10 TO \$50 ON NEW CARS

Unusual Beauty in Low Priced Cars Typifies New Chevrolets



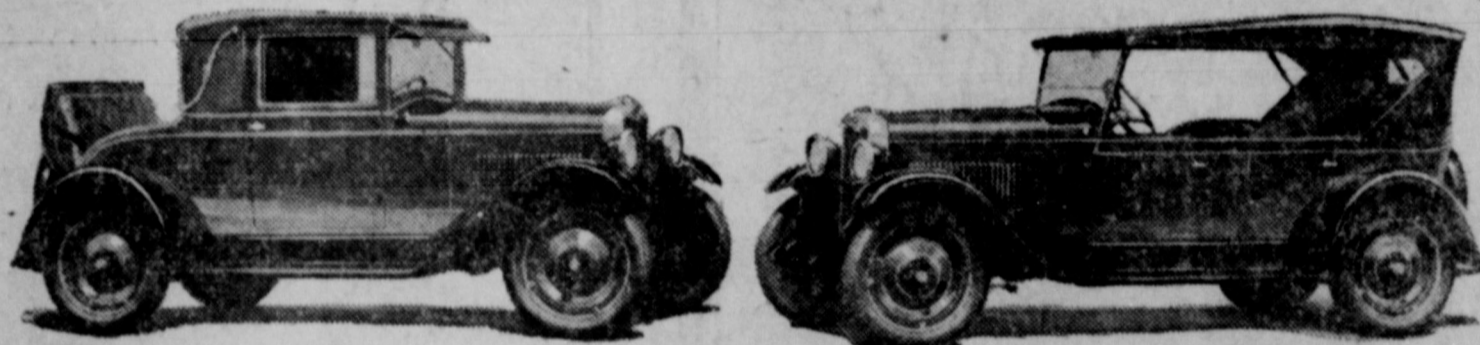
ABOVE—New Chevrolet Sedan. Especially does the longer wheel base add grace and charm to this car. The price on this model dropped from \$695 to \$675.

ABOVE—New Chevrolet Coach. A popular model that contains new body refinements inside and out. The new price is \$585, ten dollars less than this model formerly sold for.



BELOW—The new Chevrolet Sport Cabriolet. The general appearance of this snappy job indicates speed and ease of handling. It is priced at \$665. The former price was \$715.

BELOW—The new Chevrolet touring car, long low and speedy. A reduction of \$30 was announced for this model. The new price is \$495.



ANNOUNCEMENT OF LOWER PRICES DESPITE IMPROVEMENTS SURPRISE TO AUTO WORLD AND MOTORISTS

Spite of hundreds of dollars in improvements and refinements embodied in the New Chevrolet, prices are \$10 to \$50 lower, according to official announcement from President Knudson's office today. The coach, probably the most popular of all the models has been reduced \$10, while a drop of \$50 is noted in the sport cabriolet. Here are the new and old prices, f. o. b., Flint, Michigan:

Model	Old Price	New Price	Reduction
Roadster	\$525	\$495	\$30
Touring	\$525	\$495	\$30
Coach	\$595	\$585	\$10
Coupe	\$625	\$595	\$30
Sport Cabriolet	\$715	\$665	\$50
Sedan	\$695	\$675	\$20
Landau	\$745	\$715	\$30
Light Delivery	\$395	\$375	\$20
Utility Truck	\$495	\$495	

"After announcing so many improvements to motor and body and then lowering prices, Chevrolet sales will no doubt be heavy the country over," C. C. Meacham, local sales manager predicted, "and we especially expect to deliver quite a number of the new models in the next sixty days."

"stops" are provided at the wheels to simplify the adjustment operation. So accurately has the leverage on the foot pedal been worked out between the front and rear brakes that maximum application of the brakes is obtained with a very slight pedal pressure.

In addition to the four wheel brakes the new cars have an emergency brake, with an additional braking surface of 70 square inches. It operates entirely independent of the four wheel service brakes, thus assuring adequate braking facilities at all times.

Smoother Riding
Another important achievement in the 1928 line is the new shock absorber semi-elliptic springs which run parallel to the frame and equal 84 per cent of the increased wheelbase of the car. The springs represent still another innovation pioneered by Chevrolet engineers.

They provide 50 per cent better riding qualities than the old type of spring, according to observers.

In developing the new springs, Chevrolet engineers strove not only for smooth boulevard driving but also for maximum comfort at high speeds over rough roads.

This end could be attained, they discovered after exhaustive testing and experimenting, thru increasing spring friction by putting reverse "checks"—two to each spring—midway between the center shackle and the spring end. These "checks" resemble inverted steel bows with the center section pressed down against the top spring leaf under 600 pounds of pressure.

The new models have a slender 17 inch walnut finished steering wheel, while increased steering ease has been attained by the inclusion of several new features. Ball bearing thrusts have been added to the steering mechanism, and the steering ratio has been increased from eight to nine and one-half to one.

Transmission, universal joint and rear axle are of the dependable construction that gave such satisfactory service in the "Most Beautiful Chevrolet," as is the electrical system. An index of the safety of the electrical equipment and the approved vacuum feed type of system with safety tank in the rear, is the fact that underwriter's approval gives the lowest fire insurance rates.

The chassis, in addition to its four inch increase in length, has a new extra strong front axle. The frame is of channel steel 4 3/4 inches deep, with five rigid steel cross members.

Stewart vacuum fuel feed has been retained, and also the safety ten-gallon gasoline tank with a gas gauge in the rear where a

FOUR MODELS ARE SHOWN HERE

A coach, sedan, coupe and utility truck are the new Chevrolet models the D & M Chevrolet company will have on display beginning today, Sunday. Purchasers are assured of quick delivery of their selections as production on the new cars is already well underway and is constantly being speeded up.

The D & M sales room has been redecorated throughout in honor of the 1928 Chevrolet and the cars are placed so one may quickly see their new beauty and improvements at a glance. The new car is hardly a "Chevy" any longer. It has a distinctive big car appearance and rides and performs like a car of much greater cost.

MADE SPEEDY CHANGE AT FACTORY

Typical of the system and speed that marks every General Motors move, the new Chevrolet has been designed, manufactured and shipped to dealers in a period covering slightly more than 40 days.

The big factory at Flint, Michigan closed November 12 to make necessary changes to machinery to produce the "bigger and better" Chevrolet. Actual manufacture of the new models began early in December and 17,900 were turned out last month. Chevrolet's January production schedule calls for 50,000 automobiles and plans are to largely increase this figure each succeeding month.

The D & M Chevrolet Company, local dealers, are confident they will be able to make a number of deliveries in January, since they have 4 models now on the floor and have already received notice of a second larger shipment.

wide steel rear cross member protects it. The lubrication of the chassis is by the Alemite pressure gun system.

One Piece Fender
All models have one-piece deep full crowned fenders of heavy gauge steel, deep-cushioned com-

D. & M. Sales Greatly Increased Since Company's Organization

The D & M Chevrolet Company, although one of Memphis' younger business organizations is also one of the fastest growing. B. E. Davenport and C. C. Meacham became associated as Chevrolet dealers for this territory February 15, 1926.

During their 10 1/2 months of business in 1926 the new firm sold 134 new cars and 148 used. A remarkable gain is noted in 1927 when 226 new cars and 244 used were sold. Constant improvements have been made to the D & M plant during these two years and today it is equipped to give Chevrolet owners the last word in service.

Mr. Davenport is a native of Hall county, having been born at

Lakeview. Before entering business in Memphis he was vice president and cashier of the First National Bank of Lakeview. The institution was a state bank for a number of years and Mr. Davenport was instrumental in nationalizing it. He is general manager of the D & M.

Mr. Meacham has been in Hall county 22 years but originally hailed from Robertson county in Central Texas. He formerly owned the drug business now operated by Tarver Bros., to whom he sold. Mr. Meacham is sales manager of the firm and is assisted by R. L. Rogers and Ross Springer.

W. E. Wilson, parts manager, also holds an interest in the business. He is from Des Moines,

Iowa and has been with D & M since April, 1926. Mr. Wilson has had 15 years of Chevrolet experience.

P. A. Williams has been foreman of the D & M shop since August, 1926. He is from Plainview and has had 7 years experience in servicing Chevrolets. A graduate of the Chevrolet Service School, he has carefully built up the service department of the D & M Chevrolet Company until it has a wide reputation. Three thousand dollars worth of precision tools are at his command to properly execute repair jobs. R. E. Duren, Chester Thompson, Marvin Habern and L. B. "George" Earl comprise his corps of expert mechanics.

striping; the coupe and sedan in Faunce green Duco with black body beading and striping in gold; the sport cabriolet in yellow; the touring car in French gray Duco with Brocatelle stripes; the coach in avenue green Duco, Tartan tan wheels, black beading and striping in gold; the open touring and roadster in Falmouth gray Duco with body beading in black and striping in French gray.

Mechanically the car has been improved to parallel in performance, speed and roadability its new beauty and advanced body design. It is powered by an improved valve-in-head engine that in road

tests developed 34.6 per cent more power and approximately five more miles per hour than the previous Chevrolet engine.

Better Motor

New features developed in the engine include a new motor enclosure engine, new crankcase breathing system which eliminates the leakage of engine fumes thru the body of the car; new two-port exhaust; new alloy constant clearance "invar strut" pistons, new hyro-laminated camshaft gears, improved mushroom valve tappets, and larger camshaft.

An oil pump provides efficient lubrication to all bearing surface; while an AC oil filter and an AC

air cleaner protect all moving parts of the engine from dirt and other foreign matter, thus adding materially to the life of the motor.

The new four-wheel brakes represent an outstanding achievement of General Motors and Chevrolet engineers. They are the non-locking type, with positive brake linkage.

Front brakes are internal expanding and rear brakes external contracting. Front and rear brakes have been proportioned to prevent side drag or pull. Their total braking service amounts to 189 square inches.

Each brake has an individual, easily accessible adjustment, while

PLAY AT COMPANY DAY

WHEEL BASE, SPEED AND FOUR WHEEL OUTSTANDING FEATURES.

all its former a leader in the cost transport Chevrolet Motor announces the low priced automobile.

"Bigger and better" the new car throughout today, not "Most Beautiful" but incorporating advantages that combine to make it a host of General Motors will be the automobile in-

of the new car to write a new history of the may be had wing highlights wheelbase, greater, four wheel, Fisher, thermocouple, instrument panel built in as learned thru progress.

"Better" Chevrolet virtues at the Chevrolet Motor of the General, the General laboratory, engineering skill and repair Body Cor-

cars, including open types, Every driving for in the of the performance, economy in of the every detail to weeks and of weather, conditions. been proved. As a re- achieves to a standard of performance, conditions, com- and minute comfort and

a distinctive entirely for- four inches bringing the Duco, has been deep- to make a and bet- have been materially in- finished pro- of line are

New Chevrolet Is Announced

Chevrolet President Promises New Car Will Be Most Spectacular Low Priced Auto

DETROIT, Dec. 27.—Promising the most spectacular low priced automobile of all time, the Chevrolet Motor Company announced here today that a complete new line of motor cars will be introduced to the public January first.

In confirming reports that Chevrolet would very shortly introduce a new car of surpassing interest, W. S. Knudsen, president of the Chevrolet Motor Company, declared that the official announcement covering all details of Chevrolet's sensational new product would come Sunday, January first. No details will be available until that time, he said.

Chevrolet assembly plants have been in production on the new car since December 12. Factories in Flint, Mich., Tarryton, N. Y., St. Louis, Mo., Oakland, Cal., Buffalo, N. Y., Janesville, Wis., and Norwood, O., have been humming with activity preparing for the highways the first of the new cars that promise to make motor car history in 1928.

Shipments of the new cars to dealers have been leaving the various assembly plants since December 15 so that the vast country-wide dealer organization may be prepared for the introductory showing next Sunday. Unbridled enthusiasm is being displayed over the new cars by Chevrolet field sales officials, who have been milling into Detroit for private showings of the new line.

Practically every Chevrolet dealer in the United States will have cars ready for public inspection January first. From Bangor, Me., to San Diego and from Miami to Vancouver there will be simultaneous exhibitions of the new car that has caused so much discussion in the last few months.

This gigantic distribution achievement of supplying thousands of dealers with cars in such a brief space of time was made possible only through the far-seeing policy of the Chevrolet organization and the tremendous resources and production facilities of the Chevrolet Motor Company. Never in the history of the industry will so many new models of one make have been placed in dealers' hands in such a limited space of time.

Cars will be ready for the boulevards and highways immediately after the first of the year. Production at the various assembly plants throughout the United States is racing along as fast as precision manufacturing will permit.

Unofficial reports from the Chevrolet offices here say that the new car will embody many improvements in design and construction. New standards of beauty are promised. Easier handling and smoother riding qualities are heralded as some of the outstanding features of the new Chevrolet line.



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

MEACHAM SAYS CHEVROLET A WONDER

New Models Bigger and Better, Says Member of Local Agency

"The new Chevrolet is no doubt destined to be the most popular car in Chevrolet history," declared C. C. Meacham of the D. & M. Chevrolet Co., following his return Wednesday from Oklahoma City where he viewed the new models.

Apparently no expense has been spared in giving these cars a decided "higher price" appearance, Mr. Meacham said. "They are fine examples of automotive engineering and far exceeded my greatest expectations. Every model is a beautiful job."

Mr. Meacham told the Democrat that the Chevrolet organization would not permit him to enumerate any specific details prior to January 1, when the new car will have its premier showing all over the world.

"However," he said, "I can assure the motoring public a sensation awaits them in the 1928 Chevrolet. You will see beauty unequalled and you will witness performance and stamina that will seem impossible for a car of Chevrolet's price."

Many unlooked for changes have been made in the appearance of the car, according to reports, providing the new Chevrolet with a beauty and style appeal, unexampled in the low price field.

Without disclosing details, Chevrolet officials declared that the new cars would embody the results of 13 years experience and progress in the building of low priced transportation. Lessons learned from millions of miles of testing on the General Motors proving ground have been brought to bear on the new product, officials declared. In fact all the resources of General Motors have been employed for months to design and build the car that is heralded to be by a wide margin the greatest automobile ever of-

(Continued on page 3)

COMING

CHEVROLET

A NEW CHEVROLET

Jan. 1ST

When you see it you will say,... "Only General Motors' could produce such a car at **Chevrolet's Low Prices**"

D & M CHEVROLET CO.

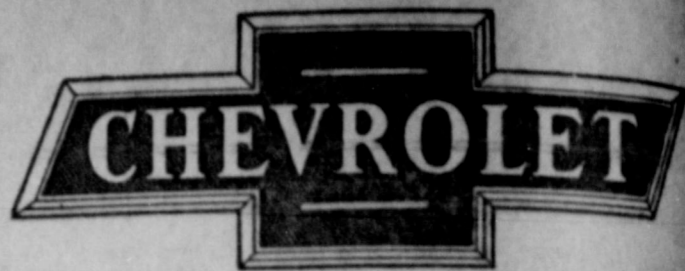
B. E. DAVENPORT

MEMPHIS, TEXAS

C. C. MEACHAM

LEE GREAGORY ESTELLINE, TEXAS

QUALITY AT LOW COST



BIGGER AND BETTER

and prices are

LOWER!

Economical Transportation

Roadster	\$495
Touring	\$495
Coach	\$585
Coupe	\$595
Sport Cabriolet	\$665
Sedan	\$675
Imperial Landau	\$715
Light Delivery	\$375
Utility Truck	\$495

ALL PRICES F. O. B. FLINT, MICHIGAN

No Bigger Values in History

See this remarkable **JANUARY 1** on display at our salesroom

D & M Chevrolet

B. E. DAVENPORT

C. C. MEACHAM

Personal

Mr. and Mrs. B. M. Roberts of Amarillo spent Christmas day here with Mrs. Roberts' parents, Mr. and Mrs. G. H. Hattenbach.

Mr. and Mrs. D. S. Baker spent Christmas day with Mrs. Baker's sister, Mrs. G. N. Scruggs in Wellington.

Mr. and Mrs. Jim Montgomery of Childress spent Friday here with relatives. They were enroute to Clarendon to spend Christmas with relatives.

GILMORE CALLS ATTENTION TO ACCIDENTS

Calling upon all Texans to aid in making Christmas sane and safe this year, Clarence E. Gilmore of Austin, president of the Texas Council of Safety, Thursday issued the following statement:

"To all the people of Texas: For the year ending November 30, 1927, there were 761 deaths and 4,308 injuries from automobile accidents on the streets and highways of Texas. These figures must be appalling to all who will take time to read them and consider what they mean.

"During the two weeks of Christmas holidays in 1926 there were 91 deaths and 321 injuries from all causes, automobile accidents being responsible for 41 deaths and 204 injuries out of the total.

"May we not, as we enter the holiday season, pause for a moment—shift gears, so to speak—while we make a solemn pledge with ourselves to be a little more careful and a little more considerate for the safety not only of our own but those about us. Not all accidents can be prevented but most of them can be by a more careful observance of traffic laws and traffic regulations. A large percentage of automobile accidents are due either to carelessness or indifference, or both.

"The Texas Council of Safety appeals to every man, woman and child in Texas to aid in making this not only a sane Christmas but a safe Christmas."

Mrs. Jack Figh and daughter Peggy left Tuesday for a visit with relatives in Dallas.

Mrs. Joe Gibson and son Joe Bill of Gunter are here visiting her sister, Mrs. Earl Parker.

Mr. and Mrs. Carl Hill spent Sunday and Monday with Mr. Hill's parents at Parnell.

Mr. and Mrs. T. T. Harrison are spending the Christmas holidays with relatives at Lone Oak.

Mr. and Mrs. Curtis Cudd and daughter Lucille and Mr. and Mrs. Pete Cudd visited relatives in Plainview from Saturday until Tuesday.

BENJAMIN WALTER MAY

Benjamin Walter, 14 year old son of Mr. and Mrs. J. D. May died of typhoid fever Monday morning, at 9:30 at the family home. The funeral was held Tuesday morning at 10 o'clock at the family home, conducted by Minister Hawkins of the Church of Christ, assisted by Rev. R. C. Baker. Burial in Fairview Cemetery.

Benjamin Walter was born in Love county, Oklahoma, in April 1913; came to Hall county in 1921 with his parents and live in the Lodge community about six years and in Memphis one year. Besides his parents he leaves four sisters and three brothers to mourn his death.

Out of town relatives attending the funeral were Mr. and Mrs. Walter May of Lubbock.

New Model Is Announced by Chevrolet Co.

(Continued from page 2)

ferred by Chevrolet.

More than 5,500 newspapers across the entire country will assist through their advertising columns in broadcasting the announcement, which will take the form of one of the most comprehensive advertising campaigns ever attempted in the automobile industry. Every city, town and hamlet in the country will read the details of the 1928 Chevrolet on New Year's day.

Mr. and Mrs. B. F. Shepherd of Lubbock spent Monday and Tuesday here with old friends.

The idea in using artificial lights in the poultry house is to increase the amount of feed the chickens eat and so increase the number of eggs produced. Where artificial lights are used judiciously, layers can be kept in better physical condition than when lights are not used. Egg production is increased at the time of the year when the price is high.

AN EXHILARATING EFFECT

A bottle of Herbine on the shelf at home is like having a doctor in the house all the time. It gives instant relief when the digestion gets out of order or the bowels fail to act. One or two doses is all that is necessary to start things moving and restore that fine feeling of exhilaration and buoyancy of spirits which belongs only to perfect health. Price 60c. Sold by Leverett-Williams Drug company 23-5t

Misunderstood

An old negro named John Jones, upon leaving Atlanta, Ga., went to his bank, a negro institution, and had his book balanced, which showed a balance of \$200.

Landing in Cincinnati, the old farker issued a check on the Atlanta bank for \$200, payable to a Cincinnati bank. In a few days the check was returned marked "Insufficient Funds," whereupon the Cincinnati bank sent an inquiry to the Atlanta bank about the old negro's account and the balance they showed on the pass book, against which no checks had been issued. The following reply was received: "Gentlemen—We don't mean that John Jones ain't got sufficient funds, but we mean that our funds are insufficient."—Forbes Magazine.

Betrayed French Secrets

Major Esterhazy became notorious through his connection with the Dreyfus case. It was he who accused Dreyfus of being the writer of the famous "borbeau," alleged to have been sent to certain German military officers, revealing French military secrets. In 1896 Colonel Picquart, head of the intelligence bureau of the army, made discovery pointing to Major Esterhazy as the author of "borbeau." Picquart was made aware of Esterhazy's handwriting and forged it as a traitor. He is not a traitor, however, but was forced to go to England and is to have

Toilet Equipment

Ants are always moving about in close touch with the ground, and yet a dirty ant is practically unknown, for they are continually stopping to clean themselves. The ant is, indeed, very well equipped in this respect, having a most extensive toilet set. The ant's tongue serves, when wet, as a sponge. When dry, tough, file-like bands on the side make a splendid brush. Four of its legs are fitted with hairs which make clothes brushes, and the two forelegs are each fitted with a fine and coarse-toothed comb.

Dogs That Do Not Bark

Siberian sled-dogs are reputed to be the best in the world, are short-haired and generally a kind of gray—might be called mouse-colored. They seem to be more wolf than dog, and never bark but howl like a wolf.

Considering their short hair, I believe you will find them to average larger than the Alaskan sled-dog, writes Captain Oliver in Adventure Magazine.

Texans generally average about eight dogs and they pull sleds across the tundra in summer as well as winter.

J. B. WRIGHT
Public Accountant
Memphis, Texas

Luella "Pat" Wiggins D. C., M. C.
Chiropractor
Office on West Main street, across from Orr's Studio.
Telephone 449

MEMPHIS MATTRESS FACTORY
Old Mattresses Renovated
New Beds
At Old Fire Station
W. H. HAWTHORN

Dr. J. A. Odom
EYE, EAR, NOSE & THROAT
FITTING OF GLASSES
Office Hours:
8.00 A. M. to 1:00 P. M.
PHONE 139

CHAS. OREN
JEWELER & OPTOMETRIST
WATCH AND JEWELRY REPAIRING
ENGRAVING
EYES EXAMINED
GLASSES FITTED

DR. J. H. CROFT
REGISTERED OPTOMETRIST
Eyesight Specialist
Eyes Examined and Glasses Fitted
All Work Guaranteed
Office in Elrod's Drug Store
MEMPHIS, TEXAS

Dr. Turner L. Lewis
DENTIST
X-Ray Work and General Practice
Office Over Leverett-Williams Drug Store
MEMPHIS, TEXAS

V. R. JONES
Registered Optometrist
Eyes Examined—Glasses Fitted
Office Over City Bakery
HERE EACH MONDAY
Phone 452

THANKS — EVERYBODY!

Our customers are responsible for the steady increase in business this drug store has been realizing year after year, and to them we extend heartfelt thanks.

Especially do we appreciate the prescription business entrusted to us. This department has witnessed a great growth in the past 12 months. Remember we are "yours to command" in 1928. The same day and night prescription service will be maintained for your convenience throughout the coming year.

Success to your every undertaking... Peace and Happy Contentment... are the three things we wish you all through the New Year...

LEVERETT-WILLIAMS DRUG COMPANY

YOU WANT
to give you the stations you want when you want them! You want a mellow tone. You want a simple tuning device. You want a set built by craftsmen to give years of steady service.

You want a SHAMROCK!

SHAMROCK
LEADERS BY PROVEN PERFORMANCE

U. H. NORMAN & SON
Auto Tops—Batteries—Charging.


The **VICTORY SIX**

The only car of its kind in the world. Entirely new engineering principles. Years ahead of its time.

A product of **DODGE BROTHERS**

DISPLAY JANUARY 4 TH

Allen-Figh Motor Company



While horns are sounding the noisy welcome to the New Year . . . think of this message: We're hoping 1928 brings you every conceivable joy!

Indeed we heartily thank our good customers for their liberal patronage in 1927. New merchandise that will arrive beginning next week will, we are sure, merit a continuance of your favors in 1928.

You have traded at Stone's in 1927 because "our chain store buying gives you quality merchandise for less," because you found the new things at this big store first, because you never saw shoddy or shop-worn merchandise displayed within our walls, because our buying connections in the East are unexcelled and because the small buyer receives the same attention and courteous service here as the large purchaser.

On this basis, plus a determination to make our personal service more lasting and far-reaching, we humbly solicit your esteemed patronage in 1928.

STONE & LANG
CHAIN STORES

C. E. STONE OPERATED

Our Chain Store Buying Gives You Quality Merchandise for Less

Memphis Democrat

WELLS & WELLS, Owners and Publishers
Memphis, Hall County, Texas.
J. CLAUDE WELLS, Editor

SUBSCRIPTION RATE

In Memphis Trade Territory, per year \$1.50
Outside Memphis Trade Territory, year \$2.00



Entered at the post-office at Memphis, Texas as second-class matter, under Act of March 3, 1879.

NOTICE TO THE PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 417 Main Street, Memphis, Texas.

THE WHY OF IT

To you who wonder why The Democrat has issued this extra edition, here's the explanation:

Davenport & Meacham, local Chevrolet dealers, and doubtless two of Memphis' most progressive business men, have bought this entire edition. They sell a product in which they have an abiding faith and it is only natural that they should advertise on a big scale since the organization behind them—General Motors—is probably the world's largest advertiser today.

A new Chevrolet has been announced and Messrs. Davenport and Meacham, well aware of the power of the press, conceived the idea of "taking over" The Democrat plant for a day to introduce their new models with decided emphasis.

The extra you now hold is not the same newspaper you received earlier this week. Changes have been made on every page and in addition to complete information on the new Chevrolet, readers will find additional live local news published for the first time today.

A FORWARD STEP IS NEEDED

Hall County has a great institution, lacking nothing in quality but suffering greatly from lack of proper housing facilities. This year's Hall County District Poultry Show was a revelation to poultry skeptics, and many exhibitors who are in a position to know declared it excelled by far the Tri-State Poultry Show at Amarillo.

What a pity for an event of this magnitude to be forced in the background because it has no permanent home. Thousands of people failed to profit by the wonderful sights that awaited them because the show had to be held in a comparatively out of the way part of town. Could this exhibition be staged at some central location it would be easily a million dollar asset yearly to Hall County.

The answer, as we see it, is a city auditorium. A municipal meeting place seems inevitable if Memphis is to continue to grow and retain the limelight as one of Texas' model towns. An auditorium—down town—that would meet the many needs of city and county would be a long step forward for Memphis' future. Every city, Memphis' size and larger, needs such a building. Few, however, are progressive enough to make their dreams realities and struggle along in ruts for many years. Already Memphis has a number of big city features of which surrounding towns, less fortunate, cannot boast and now the time is ripe for more improvement.

Too small, you say, to attempt a city auditorium? Is Memphis too small to have 65 blocks of permanent paving? Is Memphis too small to have one of the state's best school systems? Is Memphis too small to have beautiful, expensive church buildings? Is Memphis too small to have a Carnegie Library? Too small to have a downtown, well kept, play park? Too small to have stately and spacious business houses? Too small to have a bright downtown white way system? Too small to have scores of attractive homes? Too small to be the county seat of one of Texas' most productive counties? Perhaps we're narrow-minded, but we see little argument against a city auditorium for Memphis.

A New Year Wish

BY PHEBE K. WARNER

Before me lies a pile of New Year Wishes.
A basketful of love and cheer and friendships dear.
From Maine to Mexico and from France to Canada, they've come
To wish for me health, happiness and prosperity.
From Baltimore to Chicago, from Wisconsin and Washington,
From Missouri and Nebraska, Tennessee and Oregon,
From Arizona to Alabama, Idaho and New Jersey,
From Illinois and Oklahoma and California by the sea
They've drifted in with every mail
Way down to Texas and to me.
They've come in little packages of every size and color.
They've come from hearts and homes of every class and order.
Some gold, some silver, some pink and white and blue
Some even had the latest baby's picture too.
Some rich, some poor, some glad, some sad,
And some from even those the world calls bad.
I wouldn't take a gold mine for what those tinted envelopes hold
Of love and faith and happy memories of the days of old.
To know I'm still remembered by those whose hearts are true
Is worth the world to me when life's skies seem blue.
And if I could have my wish for you through all the coming years
I'd wish that I might say or do something to drive away the tears
Of sorrow, disappointment and tragedy in all our lives,
And find some way to patch up all the broken family ties.
To mother's faded cheeks I'd bring the glow of health,
And for father's life of toil, I'd bring his share of wealth.
For every boy in this rich land of ours, I'd plan
An equal chance to live and learn and grow into a man.
To every girl I'd bring an equal opportunity to grow
Into the useful, beautiful woman her soul longs to know.
All ignorance would melt away in the sunlight of education
And this land in which we live would no longer be
A sixth grade nation.
I'd wish that every family in this world could have a home,
The house in which they live, the garden and the flowers their own
I love this world. But it's just a shame
Since God has given us enough of every thing for every one
For just a few to have it all and others, none.
There's something wrong with such a plan as that.
Got never meant it so to be.
I'd wish that every homeless child could find a home,
And every childless home could find a child;
Then there would be no empty hearts or homes,
Each orphan child would have a clean, warm bed,
Each empty bed would pillow some little sleepy head.
I'd wish that all the crime could be controlled. It could
If all we spend for bad were spent for good.
I can't see why it wouldn't better be
To build each new life from the start fit for eternity.
Why waste so many precious years of youth
Before we stumble into the paths of truth.
It's just too bad, when only once we're given
A chance on earth to rear our priceless children
That we must make so many bad mistakes
And bring upon ourselves so many sad heart aches
Before we understand.
Oh God! If I could have my wish this blessed New Year's Day
For every friend and every foe through out our land
I'd wish that Thou wouldst hip us all to better understand.

Up and At 'Em



Details Given of New Chevrolets Now on Display

(Continued from page 1.)

Comfortable seats, ribbed rubber-covered steel running boards, chromium plated hood catches and hood handles with aluminum bead on the hood, demountable rims with a tire carrier and extra rim, indirectly lighted instrument panel, theft-proof steering and ignition lock, rear vision mirror, and complete kit of tools with tire pump and jack.

In addition the closed models by Fisher have plate glass windows, Termosted window regulators, one-piece VV windshield, remote door controls with lock in handle, military type sun visor, automatic windshield cleaner and dome light in certain models as well as foot rest, ash tray, robe rail, etc.

In anticipation of the demand for these bigger and better cars, Chevrolet factories are running day and night on capacity production. Shipments are leaving daily for all parts of the world, so that Chevrolet dealers may make prompt delivery on all models.

Mr. and Mrs. R. C. Householder and son Norris of Amarillo are here this week visiting Mrs. Householder's sister, Mrs. Jim McMurry.

Miss Frankie Allison returned Thursday night from a visit with her parents at Catarina.

N. B. Herrington went to Wichita Falls Friday on business.

Mr. and Mrs. A. W. Howard and daughter returned this Thursday from a visit with relatives in Amarillo.

SENIOR EPWORTH LEAGUE

Subject: "What's the Use of Praying? Take Time to be Holy."

Introduction by leader.

Song, "Sweet Hour of Prayer."

Song, "I Need Thee Every Hour."

Scripture—Ps. 40:1-8; Luke 11:9-15; 22:39-44.

Prayer.

Story of writing of "Take Time to be Holy," followed by the singing of the song.

What's the use of Praying?—Ellen Jameson.

Prayer is not just Asking for Things—Maude Worsham.

The Example of Jesus and Prayer Opens the Heart of God—Melvin Jones.

Prayer is Saying, Thank You, to God; Prayer Helps us Withstand Temptations and Prayer Helps us Become what God Wants us to Be—Verena Reed.

Prayer is answered.

Pledge to Observe the Quiet Hour Covenant.

Announcements.

League Benediction.

Leader—Ruby Hoffman.

Mr. and Mrs. C. L. Sloan Jr. moved this week from the A. T. Lokey residence on South Sixth street to the Read residence on Brice. A. T. Lokey and family will return from Tucson, Arizona, next week.

H. E. Berry and Jess Grundy were among the out of town visitors attending the funeral of Elbert Kittinger.

George Moore of Tulsa was a business visitor here Thursday.

Mr. and Mrs. M. J. Draper and daughters are in Dallas this week visiting relatives.

Frank Greene of Tulsa, Oklahoma, is here for a visit with his parents, Mr. and Mrs. S. O. Greene.

This and That

By L. E. R.

Lindbergh is one of our best ambassadors. He does much and says little.

If an airplane flight is all it takes to create a lasting friendship we're going to fly from Memphis to Childress one day next week. Watch for further announcement.

Sometimes we feel sorry for ourselves because of the deplorable condition of our finances, but the fellows who really need sympathy are former manufacturers of ladies' switches, we're thinking.

1st Judge: Held court after I went to bed last night.

2nd Judge: How's that?

1st Judge: Tried the pillow case.

They call her Dew because she's the berries.

One of the great troubles with the marketing of poultry in the United States, the department of agriculture finds, is the excessive numbers of immature, scrawny chickens sent to market. Early hatching will do a great deal to counteract this condition, because the cockerels will have a longer season in which to build a proper frame and then will have some time to put on a finish.

The forest products laboratory of the United States department of agriculture was called upon last month to identify a piece of wood from a railroad tie which had been in a track for 35 years. The wood was found to be a true fir, and was still in good condition.

New York's Homeless Find a Friend



With Christmas near, even the homeless outcast in New York City can find a friend these days. This picture shows one of Mr. Zero's soup kitchens where hundreds are fed daily. Mr. Zero, shown to the right, is well known as a benefactor of the unemployed.

No Doubt About It!

STUDEBAKER owners will be HAPPY NEW YEAR!

To you who have bought Studebakers—congratulations! Your judgment is exceeded only by your desire for the best.

Your happiness will continue because your unit-built, one-profit Studebaker was made to last many New Years.

You are satisfied because you value speed, durability, dependability, striking beauty always at your command.

It gives us satisfaction to know our friends are driving cars that broken every world's record, best.

Raymond Kellogg Ballew

When Better Automobiles Are Sold, Ballew Will Sell Them



A. BALDWIN

sends best wishes and hopes the next twelve months will be filled with the sunshine of happiness and Prosperity—

During our 20 years in business in Memphis we have tried to serve our customers well. People who have repeatedly come to Baldwin's for their dry goods and clothing are responsible for the success we have enjoyed and it is our pleasure to heartily thank them at this time. And we earnestly invite you to come back as you have consistently returned to our counters year after year since our establishment.

A. Baldwin

PRICE AND QUALITY

So Filled

with Good Luck may the New Year be for you that each succeeding year finds you happier than the one before... yes, smiling and gay.

What more could we wish for you in 1928?

Lin V. Alexander



— that... we extend our cordial Greetings and wish you a "world of Good Luck" in 1928

Kelvy's Quality Furniture

Don't wait until next year to come by and see our new shipment of those popular Phoenix Rockers. They're certainly beauties.



An old year flickers with the new comes the light of hope for greater happiness. Let it be your happiest ever!

The New Year brings greater blessings to Everybody's because it more ever strives to improve its service to customers year by year.

Accept our deepest thanks for the business you have given us this year. We feel certain we may count on you as a customer next year because we pledge ourselves to give you even more values in 1928.

Everybody's EVERYWHERE

Local and Personal

T. L. Rouse and family of Vernon were here Christmas visiting her parents, Mr. and Mrs. A. Baldwin. Mr. Rouse is editor of the Vernon Times and is giving the people of that city a real newspaper.

Mr. and Mrs. John A. Wood and John A. Jr. and Mr. and Mrs. Sam Weaver and daughter Rebecca Ray of Big Springs went to Clarendon Christmas day as guests of Mr. and Mrs. Tom Kennedy.

Mr. and Mrs. Arthur Cratty and son of Paducah, Mr. and Mrs. Bill Alexander and Mrs. T. A. Roberts of Electra and Mr. and Mrs. H. L. Williams of Clarendon were guests of Mr. and Mrs. W. E. Williams from Saturday until Monday.

Mr. and Mrs. Sam Weaver and daughter Rebecca Ray of Big Springs arrived last Friday to spend the Christmas holidays with her parents, Mr. and Mrs. John A. Wood. Mr. Weaver returned home Monday night and Mrs. Weaver and daughter remained for a ten day visit.

Mr. and Mrs. D. Campbell and children of Clarendon and Mr. and Mrs. Andy Campbell and children of Goldston spent Christmas with Mesdames Campbell's parents, Rev. and Mrs. R. C. Baker. Rev. and Mrs. Baker enjoyed having all their children home except Mrs. V. A. Porter of Wellington.

CARD OF THANKS
Dear Memphis Friends:
A thousand thanks for the thousand good cheers and the joy in my heart for all the wonderful Christmas presents you sent me, in remembrance of Baby Jesus' birth.
Sincerely yours,
Sallybel Hawkins Benton,
Sanatorium, Texas.

O. E. S. NOTICE
The regular meeting of the Order of the Eastern Star Tuesday, evening, January 3, at 7:30 o'clock. All members are urged to be present. Visiting members always welcome.
NORA TIPTON, Secretary.
AUDREY NEELY, W. M.

THANKS FOR BUSINESS
We wish to thank the many who patronized us during our stay in business in the Handy-Andy store in Memphis. We bespeak for our successor your liberal patronage.
BAKER & WOMACK.

ENCAMPMENT NOTICE, IOOF
All members of Memphis Encampment No. 60 are especially requested to meet at the Odd Fellows' hall on Saturday night, December 31 at 7:30 o'clock for the final meeting of this year. The Royal Purple Degree will be conferred and a splendid meeting is expected. All Patriarchs are urged to attend this meeting.
W. A. McINTOSH, Scribe.

CARD OF THANKS
We wish to express our deep gratitude and appreciation to our neighbors and friends who assisted us in any way during the illness and death of our beloved son. May God in his infinite wisdom, bless and reward each of you, is our prayer.
Mr. and Mrs. J. D. May.

OUR VICTORY
See Page 3

C. LEE RUSHING
Lee Rushing

Close the year with a clear conscience. Be sure your family is ADEQUATELY protected by life insurance.

phone

4-8-2

SERVICE MAN FOR



DR. HENNON WILL LOCATE HERE IN NEAR FUTURE

Dr. J. C. Hennon and son Bascom and granddaughter Norma Adine Patterson are here from Amarillo today. Dr. Hennon and granddaughter are enroute to Lone Oak for a few days visit an dBascom is enroute to California to make his home. Dr. Hennon will return to Memphis next week, and will locate here. He will have his office for the present in the Hollis Boren building over Leverett-Williams Drug store.

Stock farmers often have to take advantage of forecasts of blizzards to protect their cattle from undue exposure. Shelters are provided at suitable points on the large ranges toward which stock is herded when heavy snow is imminent. Food for the cattle can be collected at such points and much unnecessary loss is averted through the warnings of the weather bureau.

L. A. Flynt was a visitor from Hedley Thursday.

Get it at Tarver's. ttf

OUR VICTORY
See Page 3



If its Plumbing you want why not Phone 561
STAGGS & COMBS
Plumbers
Work Guaranteed



Pre-Inventory Removal of Fall Dresses, Coats and Hats

A check of our stock Tuesday revealed a few Fall Dresses, Coats and Hats still on hand. It is all authentic, this year's merchandise that sold for a much higher figure at the start of the season. The stock is still sufficiently large, to allow you a generous selection provided you come early and buy before thinking women have availed themselves of this money saving event. Rather than take stock of this group on Jan. 1, we offer all Fall Dresses, Coats and Hats, as long as they last, at

ONE-HALF PRICE

BETTER HURRY!

We have only a few of these fine garments and hats left, but each will positively be sold at ONE-HALF PRICE

There is no better opportunity than this to save on wearing apparel you need now.



Hanna-Pope & Co.

Where Quality is Higher Than Price

Come On -- Sign Up!



Old Daddy Time here wants to do you a big favor! With a New Year lying before you, he knows your thoughts are "Will it be a better one for me... will I be any better off at the close of it than I am now?"

Sign Father Time's resolution to let electricity work for you in 1928 and it will be a big step forward in your progress! Decide now that you'll harness your electric servant to do things you are slaving over, but a job of only a few minutes when you press the button! See us about it today!

WISHING YOU THE HAPPIEST NEW YEAR EVER

West Texas Utilities Company

OUR VICTORY

See Page 3

Mr. and Mrs. D. S. Baker moved Monday to their new home, just completed, on South Ninth street.

Howard Wrenn of Wichita Falls spent Christmas here with his parents, Mr. and Mrs. J. B. Wrenn.

FOR ALL KINDS OF FRESH AND CURED MEATS, GO TO

GARDNER MEAT COMPANY

Phones 160 or 280 We Deliver Free!

Meat, Bread and Molasses

PHONES: 10 and 469

NEEL GROCERY COMPANY

20% More Quality

IN THE NEW AMBER-FRICTION



India's new achievement—the Amber-Friction Balloon—actually contains 20 per cent more quality than former India tires. Yet the additional cost to you is a mere trifle. India builds for quality and you will find no tire more reasonable in cost.

The new Amber-Friction feature prevents breaking of sidewalls on your Indias. Hadn't you rather pay a little more and get a tire with a 25,000 mile reputation than spend just a few cents less and buy an 8,000 mile tire?

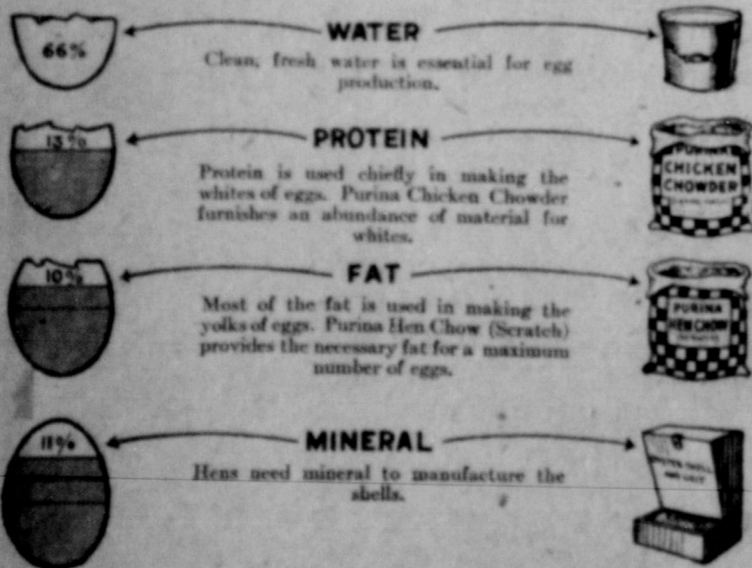


Webster Bros.

DISTRIBUTORS

Let us show you cross-cut sections showing the make up of this remarkable tire

What it takes to make eggs



EGGS will make money for you now! To get eggs, you must feed for them. Purina Poultry Chows will furnish your birds the egg-making materials in the proper proportions. If it's eggs at less cost and more profit you want let's get together on your problem of feeding for eggs.

CITY FEED STORE

The Store with the Checkerboard Sign

MEMPHIS

PHONE 213

Figure in S-4 Disaster



Two figures in the S-4 disaster off Cape Cod are pictured here. At the top Edward Ellsberg, hero of S-51 rescue operations, is being embraced in a diver's uniform. Below is Lieutenant Graham Fitch, who signaled from the forward compartment of the sunken sub that he and five others of the twoscore men on board, when the craft was sunk, were still alive there.



FEEDING WHOLE MILK TO YOUNG CALVES

Whole milk should be fed to calves at the rate of from 8 to 12 pounds daily, depending on the size and their condition of thrift. For the first few feedings the calf should have its mother's milk, and should be fed three times daily, at regular intervals. Skim milk can be gradually substituted for whole milk at the rate of one pound daily beginning with the third week, providing the calves are vigorous and healthy. At this time the total amount can also be increased from 2 to 4 pounds daily. Unless the milk is carefully weighed at each change of feeding and the amount definitely known, there is danger of overfeeding. All milk should be fed at an even temperature of about 90 degrees in clean pails and at regular hours.

You get your Hostess Cakes at Womack's Grocery and save time in baking them. 12-1f

In recent years many grain farmers, recognizing the feeding value of dockage, are taking a greater interest in cleaning their grain on the farm or in having it cleaned at the county elevators and utilizing the screenings as feed for livestock. Country elevator operators, recognizing this demand for screenings, are making a greater effort to clean the grain before shipping it to market.

Red Picket fence, all lengths. J. C. Wooldridge Lbr. Co. 20-1f

Have you tried that Good NORRIS Chocolate and Butter Scotch Pie and Cake Icing. Try it, you will be Pleased, you get it at Womack's Grocery. 17-1f

WEATHER BUREAU AN AID TO COAL DEALERS

When officials of a large railroad in Montana were asked by their headquarters in St. Paul why there had been a noticeable falling off in coal shipments as compared with previous winters, the Weather Bureau was consulted. Weather records showed that there had been a period of unusually mild weather. Similarly records are used by a local lighting company at the close of an unusually cloudy, gloomy month, to show consumers what constitutes an average month and why the one past has been unusual, occasioning larger bills. In winter the coal dealer watches the weather forecasts for a cold wave so that preparation may be made for handling an increased demand for coal. If a cold wave is expected on a Sunday the yards must be kept open and special forces held in readiness to handle the coal.

Red Picket fence, all lengths. J. C. Wooldridge Lbr. Co. 20-1f

Horticulturists of the U. S. department of Agriculture are now developing hard chrysanthemums for gardens in the Northern States. They expect to develop strains which will bloom between September 1 and 15 for gardens of the most northern states and others that will bloom between September 1, and October 1 for gardens a little further south.

A complete stock of New Crop TEA GARDEN preserves at Womack's Grocery. 17-1f

Corn or any other feed that is badly molded should not be fed to dairy cows.

OUR PRE-INVENTORY SALE

continues through Saturday of this week. Hundreds of low prices await you during this money-saving food sale. Here are just a few of them.

Salmon TALL CAN, COOKING GRADE **15c**

APRICOTS GALLON CAN **67c**

BLACKBERRIES GALLON CAN **57c**

PEACHES GALLON CAN **47c**

HONEY COMB 10 lb. Buckets **\$1.50**

COFFEE FOLGER'S COMRADE **\$1.09** 2 1/2 lb. can

"Everybody happy in 1928." We've made that our slogan and we promise to do our best in keeping you all smiling with our services. We're thankful for the business you've given us in 1927. Come back often in 1928!

"M" System Grocery

PAGE, LINE AND PARAGRAPH

The Biological Survey, U. S. D. A., operates an experimental fur farm at Saratoga Springs, N. Y., a reindeer experiment station at Fairbanks, Alaska, and has recently completed an arrangement to establish a rabbit experiment station at Fontana, California.

A total of \$1,285,101.70 was returned by the Federal Government to the states for roads and schools during the last fiscal year, under the law providing for the re-transfer of 25 per cent of the receipts of the National Forests. The total receipts of the national forests from timber sales, grazing and other sources were \$5,166,605.74.

There are cooperative associations handling fruits or vegetables in all but three of the 48 states.

Hostess Cakes at Womack's Grocery. 17-1f

OUR VICTORY

See Page 3

Buttermilk has about the same value as skim milk. Its food value may be increased by adding cream. By this plan it will contain all the original constituents of whole milk. The casein of buttermilk is often more easily digested than that of sweet milk.

Under average conditions hens lay best during their first year of production, after which production decreases gradually each succeeding year. It is important, therefore, to cull the laying flocks closely at least once annually to remove those hens which will not produce profitably the following year and to replace them with the more profitable producing pullets.

FOR HOME AND STABLE

The extraordinary Borozone treatment for flesh wounds, cuts, sores, galls, burns and scalds is just as effective in the stable as in the home. Horse flesh heals with remarkable speed under its powerful influence as for humans. First wash out infectious germs with liquid Borozone, and the Borozone Powder completes the healing process. Price (liquid) 30c, 60c and \$1.20. Powder 30c and 60c. Sold by Leverett-Williams Drug company. 23-5t

On the average, each year in the United States approximately three horses are killed by these three, at least one of them is killed from the front and there is a demand of more than 100,000,000 pairs of their places.

Mr. and Mrs. C. H. ... spend the holidays with ... at Loraine.

Given Fowl in water to prove their appetites, and increase egg production.

FREE TRIAL

STAR ROUPE ... has proven remarkable treatment and in some cases, White Diarrhea, bowel troubles, etc. Write for a trial to try it. A Free Drug Store, or send for ... Co., Arlington, Texas. Sold and Guaranteed by LEVERETT-WILLIAMS



Half Price Sale

on all

Ladies' Coats, Winter Silk Dresses, Children's and Ladies' and Children's Trimmed Hats

Everything Goes — Nothing Excepted

We prefer, each season, to clean out all ladies ready wear at the end of the season—take our loss on it and start new. This season you will find some exceptional values. We have had a big ready-to-wear business—practically all garments which we are now offering half price, were bought during the past thirty days.

We would suggest that you come early, as these garments don't stay on our racks long every season when we put this half price sale on.

No Charge Tickets Made on this Close-Out Merchandise



Greene Dry Goods Co.

THE BIG DAYLIGHT STORE

Memphis

Texas

Local and Personal

Mr. and Mrs. Hugh McKelvey spent Christmas at Hedley with relatives.

S. L. Seago went to Walters, Oklahoma, Saturday to spend the Christmas holidays with his family and spend Christmas with relatives.

Mr. and Mrs. J. R. Parker of Goldthwaite and Mr. and Mrs. W. M. McMuller of Milburn arrived last Friday for a visit with Mrs. M. E. Parker.

Red Picket fence, all lengths, J. C. Woodridge Lbr. Co. 20-tft

Mr. and Mrs. Elsworth Howell of Oklahoma City are here visiting his mother, Mrs. M. C. Howell, and sister, Mrs. C. F. Stout.

Mr. and Mrs. Edgar Cudd and daughter Juanita are visiting Mr. Cudd's parents at Corpus Christi during the Christmas holidays.

Mrs. R. A. Boston and daughter Marie and son Jack of Amarillo arrived last Friday to spend Christmas here with relatives and old friends.

Fords See Mrs. Lindbergh Off



When Mrs. Evangeline Lindbergh embarked on her flight from Detroit to Mexico City to be with her son, Col. Lindbergh, over Christmas, Mr. and Mrs. Henry Ford and Edsel Ford wished her godspeed. Left to right above are Edsel Ford, Mrs. Lindbergh and Mrs. Henry Ford. In the inset is Harry Brooks, who piloted the Stout all-metal plane chosen for the trip.

Local and Personal

Mr. and Mrs. J. F. Wright and daughter Doris of Oklahoma City, arrived Saturday to spend the Christmas holidays with Mrs. Wright's parents, Mr. and Mrs. W. S. Gooch.

Lyman E. Robbins, advertising manager of the Democrat, returned Tuesday morning from Hillsboro where he spent Christmas with his mother.

Mr. and Mrs. George Greenhaw and son Reginald spent Sunday and Monday with relatives in Childress and Hills.

Mrs. W. C. Hightower and daughter Mrs. Ray Snyder of Wichita Falls arrived Saturday for a visit with relatives.

Mr. and Mrs. Lee Foster of Canyon arrived Saturday night to spend Christmas with Mrs. Foster's parents, Mr. and Mrs. J. A. Brewer.

CHILDREN'S FATAL DISEASES

Worms and parasites in the intestines of children undermine health and so weaken their vitality that they are unable to resist the diseases so fatal to child life. The safe course is to give a few doses of White's Cream Vermifuge. It destroys and expels the worms without the slightest injury to the health or activity of the child. Price 35c. Sold by Leverett-Williams Drug company.

Notice to the People!!

Avoid the rush by booking orders for BABY CHICKS and CUSTOM HATCHING NOW. Our HATCHING SEASON opens January 1.

We are glad to announce that we will do CUSTOM BROODING this season with an EXPERT BROODER MAN in charge.

Thanking you for your past business and trusting that we can serve you in a bigger and better way, we are yours for a HAPPY NEW YEAR Memphis Poultry Farm I. W. Thomason & Son

THE NEW FORD CAR IS HERE!

- Beautiful new low body lines
Choice of four colors
55 to 65 miles an hour
Remarkable acceleration
40horsepower engine
Four-wheel brakes
Standard, selective gear shift
Hydraulic shock absorbers
20 to 30 miles per gallon of gasoline
Theft-proof coincidental lock
Typical Ford economy and reliability

COME IN AND SEE IT TODAY!

Arrange for a Demonstration

Parker Motor Co.

OUR VICTORY

See Page 3

FARM BUREAU MEETING

Members of the Hall County Farm Bureau are given notice to attend a special meeting on Saturday, 7, which is the first Saturday.

Members are to elect officers for 1928 for Hall County and select delegates to the annual Farm Bureau Convention at Dallas. The problem of handling cars of poultry in January and February will be up for consideration.

Hall County Farm Bureau

MILLIONS

LOAN ON FARM AND RANCH LANDS AT 5% INTEREST

Farmer's Co-operative Plan—the best and most — run for 34 years and may be paid off in part after 5 years.

5 percent per year keeps up interest and pays off principal in full at the end of period if allowed to mature.

Not required to live on the land.

M. E. McNALLY MEMPHIS, TEXAS

Audience Only Judge of Scenes That "Go"

As a rule, it is easy for the author to discover before rehearsals draw to an end where the weaknesses, if any, of his play exist. It is a peculiar thing that a play which reads well often acts badly, and vice versa, writes Cosmo Hamilton in the Saturday Evening Post.

I have noticed many times, with my own work, and with the work of other men, that there are certain scenes which seem to be extraordinarily amusing on paper, but which have only to be put to the test of rehearsal to drop head first into the pit in which, in less expensive days, the orchestra tuned up. It is, too, quite impossible to ascertain, until a play has been well rehearsed, what lines are to be cut, what entrances altered and what exits are to be brought about with greater or less rapidity.

It has been proved again and again how hopeless it is to make a true estimate of a play's appeal to an audience until it faces one. There are few authors and even fewer directors who dare to prophesy exactly how a play will take. Scenes which have been rehearsed for laughs and which have appealed to all concerned as being extremely funny during rehearsal may be received with stony silence by the people in front on "the night."

Other scenes which appear to be trivial and unimportant may go with roars of laughter, while tragic moments, and those in which the whole drama of the play has been worked up to a high pitch may fizzle like damp gunpowder when put to the final test.

People Have Learned Value of Thermometer

A man named Galileo invented a thermometer in 1592. The liquid was in an open vial, and there was no mark or scale to show temperatures. After a while a mark was used showing the temperature of snow and another for the heat of a candle.

Half a century later a man found he could make a thermometer of a glass tube with a bulb on one end, so that by sealing the other end you could carry the thing about. Another half century or more passed, and Fahrenheit became interested. He developed the thermometer until it was a practical instrument, and by 1714 he had established his now famous Fahrenheit scale.

That was over 200 years ago, says Good Hardware, yet people are just realizing how actually useful this instrument is. For centuries it was looked upon with superstition; a score of years ago school children could tell you the owner of nearly every thermometer in town. The incubator, and then our scientific dairying, cooking and gardening, brought the thermometer into common use.

Thermometers are an important item now. They are in demand every day in the year among folks who have learned a little about their uses. Many people demand a specially designed thermometer for each different purpose.

Mrs. D. A. Davis was a visitor here from Lelia Lake Wednesday.

For colds, grip and flu take



Relieves the congestion, prevents complications, and hastens recovery.

OUR VICTORY See Page 3

The Gem Theatre

SATURDAY— DESERT PIRATES Western gamblers, hard riding and fast shooting in this thrilling story. Featuring Tom Tyler and Frankie Darro, the riding imps.

MONDAY & TUESDAY— A FLAME IN THE SKY See how Jack Luden, an ace of the royal flying corps, handles his machine in the problems of sky-writing at night. Comedy, Color Classic.

WEDNESDAY— INTERESTING GENTS With Buffalo Bill Jr. Where troubles are thickest, where fights are thickest, that's where Bill is to be found. Comedy, Silent Wow. Don't forget this is bargain day at the Gem. 10c.

THURSDAY— THE ENCHANTED ISLAND Fable, Subway Sallie. Comedy, Everybody's servant.

MONDAY, JAN. 2— Starting Monday, January 2, Tom Cofer will be at the Gem for a week's engagement with his musical review.

In a Bad Fix from INDIGESTION

"I had suffered with indigestion for 6 years," says Mr. H. C. Dove, R. F. D. 4, Chester, S. C. "I had gotten to the place where I could hardly eat a thing—everything hurt me. I had smothering spells and fell off 20 pounds. I was in a bad fix. "I read of Black-Draught and decided to try it. I do not believe that I would have been living today had it not been for Black-Draught. I had gotten to where I only ate milk and crackers, but after taking Black-Draught I began to eat and gradually got my appetite back. I gained in weight and felt better. I have not had a bad spell of indigestion in ten months." Theford's Black-Draught is prepared in a powder from medicinal roots and herbs. In use over 85 years. Sold everywhere. 25c.



for Constipation, Indigestion, Biliousness

Greetings

TO MY CUSTOMERS AND FRIENDS:

I believe in good cheer and I believe in handing the flowers to you while you are living and I likewise believe in friendship in business, hence at this Yuletide season of rejoicing my thoughts reverently turn to you, my good friends and loyal customers who I realize, are largely responsible for my small success and achievement.

I am truly grateful for your generous attitude and desire to express my genuine appreciation of your friendship and patronage.

In my three years and four months engaged in this business I have labored to make this year the best in rendering you good service, courteous treatment and giving you quality merchandise to really merit your good will.

I cordially thank you for our pleasant business relationship and from the depths of my heart I wish you and yours a most pleasant and prosperous New Year.

Cordially yours, A. WOMACK Groceries

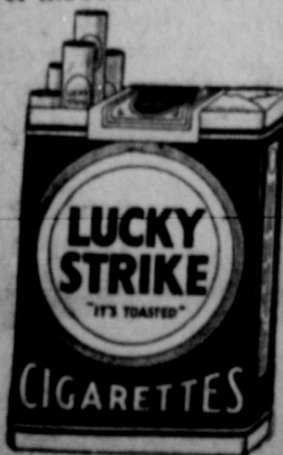
Whose Business Do You Know



The quality that Giovanni Martinelli, Mary Garden, Hodge, David Belasco, Lenore Ulric, Fiske O'Hara, and other famous singers, actors, broadcasters and comedians have found that makes LUCKY STRIKES delightful—possible injury to their voices?

From your experience with LUCKY STRIKE cigarettes they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?

Doctors answered this question. They represent the opinion of 100 doctors, those whose throats are sensitive.



"The throat is a delicate instrument which all singers protect with the utmost care. To avoid irritation, I smoke Lucky Strikes. They are not only kind to my throat but have the finest flavor."

Roasted... No Cough.

MADE OF THE CREAM OF THE TOBACCO CROP... We hereby certify that we have examined 11,103 signed cards concerning the above statement. LYBAND, ROSS BROS. & MON TOBACCO CO. Analysts and Auditors New York, July 31, 1927.

LOCAL PERSONAL NEWS

Mr. and Mrs. Bill Greene and sons of Clarendon spent Sunday and Monday here with relatives.

Miss Vernadine Jones, student of Baylor College is here to spend the Christmas holidays with home folks.

Mr. and Mrs. Joe Gerlach of Vernon spent Christmas here with their parents, Mr. and Mrs. Wm. Gerlach.

Lewis Gober and family of Hale Center visited their parents, Mr. and Mrs. C. L. Gober, during the holidays.

Mrs. Paul Jones of Amarillo arrived last Thursday to spend the holidays with her mother, Mrs. Mary B. Arnold.

Mr. and Mrs. Frank Houston and daughter Mary Jo of Childress spent Christmas here with Mrs. Houston's parents, Mr. and Mrs. T. J. Thompson.

Miss Ruth Pendergrass, who is attending W. T. S. T. College at Canyon is spending the holidays here with relatives.

Misses Georgie Lee and Marjorie Drake of Lubbock are spending a few days with relatives and friends in Memphis.

Miss Yetta Mae Hackworth, attending W. T. S. T. College at Canyon, is spending the holidays here with her parents.

Mrs. Byron Gist and son Jr. of Amarillo arrived Friday to spend Christmas with her parents, Mr. and Mrs. S. A. Bryant.

Mr. and Mrs. B. C. Jackson of Fort Worth spent the holidays here with her parents, Dr. and Mrs. H. F. Schoolfield.

Miss Geraldine Boswell, who is attending W. T. S. T. College at Canyon, is here spending the holidays with home folks.

Mr. and Mrs. H. J. Gore and Miss Neville Wrenn left Friday to visit relatives in Wolf City and Dallas during the holidays.

Miss Catherine Blythe, teacher in Ward Belmont College arrived last Friday for a visit with Mr. and Mrs. W. P. Blankenship.

Miss Mae Nell and Rainey Elliott, students at T. C. U., arrived Wednesday of last week to spend the holidays with home folks.

Miss Madge Williams, a student of Draughons Business College of Fort Worth, is spending Christmas here with relatives and friends.

Mr. and Mrs. Henry DeLamar and son Henry Jr. of Amarillo visited Mr. DeLamar's sister, Mrs. W. S. Cross, Monday and Tuesday.

Dr. and Mrs. D. D. Cross and daughter Betty Jane of Lubbock spent Christmas night here with Dr. Cross' parents, Mr. and Mrs. W. S. Cross.

Mr. and Mrs. C. W. Dunnam daughter Marylehelene of Paducah spent Christmas here with Mrs. Dunnam's parents, Mr. and Mrs. Wm. Gerlach.

Adrian Odom, a student of the North Texas Agricultural College at Arlington, is spending the holidays with his parents, Dr. and Mrs. J. A. Odom.

W. H. Craven and family and Mrs. E. M. Sager, of Crane, Oregon, are here visiting G. A. Sager, brother of Mrs. Craven and son of Mrs. E. M. Sager.

J. O. Pearson spent Christmas with his family in Memphis. He has just completed building the Methodist church at Quitaque, and has started building a residence there.

Mr. and Mrs. Orville Finch and sons Orville Henry and Allen left this Thursday morning for their home in Dalhart after a visit in the home of Mr. and Mrs. W. B. Quigley.

Miss Wilma and Jack Jarrell, students in McMurry College at Abilene, arrived last Friday to spend the Christmas holidays with their parents, Mr. and Mrs. D. M. Jarrell.

Mr. and Mrs. J. G. Gardner and son J. G. Jr and daughter Mary went to Denton Saturday to spend Christmas with relatives. Miss Eunice Griggs accompanied them and will spend Christmas holidays in Dallas.

Get it at Tarver's.

The world still needs inventions. We need a berry box which will prevent all the best berries from staying on top. We need a golf ball with a graphophone attachment which will call out "Here I am." Our USED cars do not need any added improvements. They speak for themselves.

Attend Our AUCTION SALE OF USED CARS — SATURDAY AT 2:30 p. m. D. & M. Chevrolet Company

OUR VICTORY See Page 3

Why Pay More? Nice country butter. Fresh eggs. Fancy Rice, 16 lb. \$1.00. 25 bars Big 4 Laundry Soap \$1.00. Corn Flakes, 2 for 25c. Pecans, per lb. 25c. English Walnuts, lb. 30c. Bananas, dozen 25c. No. 1 Hand Pick Tomatoes dozen 85c. Texas Sweet Grape Fruit, each 6c. Kerosene, 5 gallons 55c. Colorado Coal. Phone 381 Quick Delivery Farmers Union Supply Co.

King Stephens, now of Wellington, spent the holidays here with his family.

Miss Ella Bess Baker, of W. T. S. T. College at Canyon, is one of the students spending Christmas here.

WANT-ADS

FOR RENT—Six room residence on paving, South Sixth street; gas if desired. Dr. J. M. Ballew. 24-2c

FOR RENT—One bed room. Call 337. 26-2c

WANTED TO RENT—Farm on halves from 100 to 150 acres; force to handle that much; refer you to A. Womack. M. L. Rocket, Box 841, Memphis. 27-3p

FOR RENT—Furnished room with or without board. S. A. Peyton, 211 South Eighth street. 1p

FOR RENT—Furnished 2 room apartment. R. E. Martin. 1c

FOR SALE—Four horses, wagon and harness at a bargain. Allen-Figh Motor Co. 27-3c

FOR RENT—Two unfurnished rooms. E. M. Ewen, North 10th street. 24-2c

FOR RENT—One apartment in Bryant apartment house. Phone 115. 1p

FOR RENT—A filling station in good location with business already established. Phone 99, J. B. Read. 27-2c

FOR SALE—Registered German Police pupies, ready for Christmas delivery; guaranteed to please you. W. W. Williamson, Lakeview, Texas. 26-2c

FOR SALE—White Leghorn pullets. G. A. Sager. 27-1f

WANTED—Position as stenographer or bookkeeper; had two years college work; can furnish references. Address R. L. care of Memphis Democrat. 1p

FOR SALE—One 500 size brooder stove, two Buckeye incubators, one brooder house 10x12. See A. L. Sandridge, Giles, Texas. 25-2c

FOR SALE—Would like to sell to one person 100 full blood Barred Rock hens and pullets; also cockerels to go with them. Have spent years in breeding up this flock. Price each \$1.75. D. M. Jarrell, Memphis. 26-2c

Honest weight, honest test and top prices. Bring your poultry, eggs, cream and hides to Farmers Produce. 15-1fc

FOR SALE—New five-room house with all conveniences; pay like rent. V. B. Rogers, phone 459 24-4p

FOR TRADE—A good used piano for a Ford roadster. See J. L. Combs or call 561. 1p

LOST—German police dog, 4 months old. Notify H. B. Gilmore and receive reward. 1p

LOST—Red leather handbag between Will Kesterson's farm and Newlin, Wednesday afternoon. Finder return or notify Rev. Will R. Nelson at Turkey and receive reward. 1p

OUR VICTORY See Page 3

NOTICE TO THE PUBLIC

A complete change in bus schedules, between Amarillo and Wichita Falls, Fort Worth and Dallas is effective Sunday, January 1, 1928.

East Bound

Leave Memphis 10:00 a. m.; 1:45 p. m.; 5:45 p. m.
 Arrive Wichita 4:00 p. m.; 8:00 p. m.; 12:00 m.
 Arrive Ft. Worth 9:00 p. m.; 1:00 a. m.

West Bound for Amarillo

Leave Memphis 1:50 p. m.; 5:50 p. m.; 9:50 p. m.

RED STAR STAGE
C. C. WELLS

ON THE THRESHOLD OF A NEW YEAR WE PAUSE TO WISH GOOD FORTUNE, JOY AND HEALTH TO YOU ALL

CITY GROCERY
W. B. WILSON J. E. ROPER
Phones 463 and 621
Across from Ford Motor Co.

Happy New Year!

To You From —

Memphis Dyeing & Dry Cleaning

Thanks, everybody! May your New Year be a bright, happy and prosperous one!

This firm's promise to measure up to your needs in 1928 is given with an assurance based on the consistent, sturdy service it has given throughout 1927.

Memphis Dyeing & Dry Cleaning
Phone 380 — Use It

Ledgers—Blank Books

The New Year will bring with need of Ledgers, Blank Books, Supplies. Complete stocks here, right. See our windows.

Prescription Department

No delays here. Your prescriptions filled identically as written, from fresh stocks. Prices reasonable.

CLARK DRUG CO.
Main Across from First National

Happy 1928

All our many shelves and shelves couldn't possibly hold our goods for you during the coming year. Be your happiest, filled to overflowing with health, wealth and prosperity.

We are grateful to our many loyal customers for the fine holiday trade account during the last few weeks. Our department stock will be quickly replenished and—as usual—you will find gifts for all occasions.

Phone 30 **W.D. ORR**
STUDIO AND GIFT SHOP
Where Service, Quality and Prices

STARTING RIGHT

We're going to start the New Year right by calling for the clothes soiled during the gay holidays that's not all—just wait. If you we served you well last year, you're going to be surprised, because we tend to give you just twice as much service in 1928.

HORTON
DRY CLEANERS
PHONE 260
716 W. Main

TIME

is about to bless us with a New Year. When the clock strikes 12, let these words . . . our simple but greeting to you:

Sincere good wishes for your Happiness and may Success be yours before the year has many months old.

The City Feed Store
J. F. FORKNER, Proprietor
Phone 213

READY!

Our new repair shop at the rear of our sales room on Main Street is open for business.

Studebaker owners, the service you've been waiting for is now available from

Raymond Ballew
Studebaker Dealer

Greetings—friends

Glad to see you all smiling — happily looking forward to the new year. Perhaps, you surmised the wish we were going to make you. If not, let us add to your Happiness by accepting our —

Sincerest Best Wishes that the coming twelve months will be the most cheerful in your lives . . . yes, 365 days of Progress and Prosperity that knows no bounds!

To help make it that — Consider Us At YOUR Service!

CROSS
Dry Goods Store

