


## Saturday Specials

For Saturday, March 22, 1930
We Offer the Following Specials

| \$1.00 |
| :---: |
| =asw wwi 48 c |
| $\underline{\square}=\$ 1.00$ |
| 50c |

J. R. Jones \&́ Company




## Pace two

## PAGE SIX <br> <br> SOCIETY

 <br> <br> SOCIETY}THE MEMPHIS DEMOCRAT
Friday, March 21, 1930.

## IN MEMPHIS <br> mRS. TOM C. DELANEY, Society Edito



Lucy Hudgins Is Named Freshman Queen At T. W.C.


Auven. She
veryown one on
or
our campus as the sweet lietle
blonde and is alway remember-
ed by her siacete come wown
owe do
Sophomores
Cuey wares our que veen,
Vimning personality



Business Meeting
Of Baptist W. M. S.
Held On Monday
The Baptist W. M. S. met Mon-
day in busiaess session in the as
sembly room of the Eduational
building. at 3 .p. m. Mrs. Hender-
son Smith, the president, presided over the meeting.
After the openig song Mras.
Wheat conducte the devotional,
followed by prayer, given hy Mry. followed by prayer, given by Mrs,
Shepard, of Clarendon. The Pres.
ident declared the meeting open
for the corder for the comsideratim
calline for the
previous meeting.

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 cont. NoBaldwin
Four with
 ch was
 Mizpah Auxiliary Meets In Regular Session Monday

Miss Mable Myers Hostess At Meet Of Gamma Thetas




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Methodist W. M. S. Holds Meeting $O_{n}$ Monday Aftemoon

 | Mrn. E. E. Rebinson led th |
| :--- | :--- | :--- |
| prayer. | Robllowing the prayer given by

Robinos, the minutes of the
peeceling meeting were reain
and the reparts of the ranto

 cuttings, to be set out on the
ehurch yard. Mrs. W. M. Bae-
Weill and Mrs A C. Heffenan
were appointed as a commitee
to purchase the buahes The

## 낭

eiety led in attendance at the
meeting Monday, with twelv
members present. Clrele num
$=2=2$ Mrs. Webster And $=-2$ Mis Wyatt Give
 Fresh shipment of field, garde and fowwer seed at City, gardee
Store. Get yours now. "At the


Your old tires are worth $20 \%$ of the wholesale cost of your new INDIAS, regardless of what condition they are in, just so long as they are inflated and in use when you trade.
Think of it! If you are buyingga $\$ 12.00$ INDIA TIRE, your old tre will be accepted in the transaction
as $\$ 2.40$ in cash. (See prices belows).
No matter how many miles you have run them, your tires are worth money to us if there is any mileage at all left in thom.
This is a special introductory offer to acquaint more people with the high quality of India tires - known to the trade as "The finest tires made - BAR NONE."

## TRADE IN NOW

## Now is your chance to equip all 'round

 with Indias-on a "trade-in" basis never before allowed on India tires.WHOLESALE PRICES - AND A TRADE-IN ALLOWANCE!




Largest Circulation!-More Hall County People Read The Democrat Than Any Other Newspaper $\sqrt{2}$-2 The Memphis Democrat

George $\overline{\text { Sager Named }}$
To Head Movement To Head Moveme
In Memphis








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| American Legion Comedy Presented Two Nights |  |  |
| :---: | :---: | :---: |
| Last Week Is Acclaimed As Highly Successful |  |  |
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| day and Friday nights in the audi- |  |  |
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| LLEGES GIVE Salisbury Club Is FIRE CHIEFS OF |  |  |
| SCHOLARSHIPS |  |  |
|  |  | DSIRICT MEEI |
| TOSCOUTS |  | AT CHILDRESS |
| Many Area Scouts To Be Eligible For Honor Soon |  |  |
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JAMES O. CADE ANNOUNCESFOR CONGRESS
Amarillo Man Gives Platform Planks In Statement







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 Mons, profote $\qquad$ . $\underset{\sim}{2}$ $=$ amphasis being put on diversificatios, live ot home tovement, and the cown, sow and well being.
A better undertanding between Memphic
More respect for city ordianances in connection with parting of cars in the downtown diatrict, observace. of the city in a cleas condition.
More groeral cooperation in all movements, weekive
the betterment of Memphis and Hall Couaty. A menicipal anditorimp.
More paved streets.

## PILGRIMAGE TO FRANCE

COLD Star Mothers-mothers whose sons paid the suprem Gacrifice in the World War-will soon start on a journey
to the battlefields of France. That is, some of them will. No all by any means. Some mothers cannot think of enduring such a trip, recalling, as it witt, the deeds of heroiem, of sacrifice. the great adventure of death by 'going West.' Still, there are other mothers who will take advantage of the opportunity a
forded by the government and will make the trip to France, forded by the government and will make
a tribute to the memory of their boys.
Ten Texas Gold Star Mothers have applied for passage wit the pilgrimage. Between 150 and 200 mothers will be chosen of the government to allow every Gold Star Mother in the nation the opportunity of visiting France. The government
will bear all expenses through a special appropriation from congreas.
The mothers who will go to France will witness the battlefields of twelve years ago, then emblazoned with the shellfir
of the World War. Where war belched forth its mighty car nage. where slaughter of the millions dyed red the soil of
France, the Gold Star Mothers will find fields now sesplendent with foliage and greenery Crops have been planted on many With foliage and greenery. Crops have been planted on many a battiefield and the peaceful sounds of labor have been sub-
stituted for the cry of Mars.
They will visit the American cemeteries-well cared for by an American commission. Here, they will find thousands White crosses, bearing the names of their boys and other boys
who went over the big pond' and were 'washed out' in battle. Thousands of crosses dotting the peaceful French landscap ean ill tell of those scenes of other years-years fraught with mayers on the part of the mothers at home
This will be no pilgrimage for pleasure. Twelve years after the guns ceased firing on the Western Front, a grateful natio seeks to do honor to the mothers of the boys who failed to
some home. Mothers who make the trip will be brave when they reach France, just as their boys before them. As they get will 'carry on' for the sake of their loved ones. There will be no hysteria, no commotion-only the tears of remembrance nil dim. American dead. Probably, they will watch the flag lowere
at sunset-that symbol of protection that stands guard over these fallen soldiers. And if, at the sound of 'Taps, they
teverently face the West, we wish the whole world might witness the scene, for therein is embodied a protest against all fu ture wars. Even the dead, in their tombs of silence, must slee ing home with them to the very for here are mothers, bring boys must know. Home is the

THE ART OF BEING DUMB
WHEN we advised a friend we were expecting
Whove subject, he congratulated us and said that if anyone

## Panhandle Press Paragraphs




 HASCUT CROP Seen By Reducing 50 PERCENT
Says That Reduction
Of Cotton Acreage Is Essential


Acreage In Cotton


POWER FARMING Diversified Plan SURVEY SHOWS
HELPS HANDLE
Of Farming Proves
FEEDSTUFFS
Sound And Logical
FARM COUNCIL

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\begin{aligned}
& \text { Hall County Clubs }
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\text { couraged By Use Of } \\
\text { Farm Tractors }
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Plaska Farmer In URGE PLANTING Favor Of Cutting Down Cotton Land

STAPLE SEED IN COUNTY
Hall County Should Reduce Acreage Considerably Forward looking farmers of
lemphis and Hall County are ing hands in a common cause
uation in this the agriculturat site
uenty be bettered vation in this county be bettered
by reducing the acreage planted
cotton and by pand
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Farmers Who Plant Low Grade Of Seed Face Poor Prices
$\qquad$
Farmers Should Produce Enough Feed To Have 2 Year＇s Supply At All Times



# Why Not "Fewer and Better Bales" in 1930 ? 



## Let's Reduce Hall County Cotton Acreage.

We are not attempting to dictate to farmers, but we do see the seriousness of this situation, and we propose to bring it to you in a suggestive manner. The fact has been clearly demonstrated that if the South produces as much cotton this year as in 1929 the cotton farmers in every section are going to wake up with a ten cent market staring them in the face. The crop of $47,000,000$ acres planted last year must be reduced to a maximum of $40,000,000$ acres this year if the farmers are to expect a fair price for their product. There is no other way.
To reduce the acreage throughout the South means that Texas farmers - Hall County farmers-must do their share. In this county it is imperative that there be a decrease of 25 to 30 per cent. We, as bankers, desire to see every farmer make a substantial reduction. If you have mortgaged your 1930 crop on a basis of a large production, we still want to see you decrease your acreage, and will be more than glad to give you every co-operation in our power. Mortgage or no mortgage, the bankers of this city prefer to see the farmer devote 60 acres to cotton rather than 100 .
To put the local cotton market back on its feet, to be assured of a good price for cotton in 1930, there are two things that Hall County farmers must do: First, reduce acreage substantially; and second, plant a certified seed that will produce a staple cotton of from 1 to 11-16 inch staple. It is to the farmer's own interest that these two policies be carried out .... and it is for the welfare of the county as a whole.
It is our opinion that the farmer who attempts to borrow money with which to buy feed for his livestock or food for his family that he can produce on his farm, will find himself in serious difficulty.
There are many ways in which the extra acres planted to feed may be used to profit, such as the feeding of livestock, including dairy herds; feeding of poultry, etc. We will be glad to co-operate in every way possible in this connection. We want our farmer friends to drop in and discuss this matter further.

Staple Cotton . . . . With Reduced Acreage . . . .<br>Will Insure a Better Cotton Market



# Shall We Have A Reduction In Cotton Acreage? 

## It's A Question of 8-Cent Cotton in 1930Or Reduced Acreage ...

Another crop of $47,000,000$ acres planted in cotton, as was the case last year, will mean a surplus that will be no easy thing to control . . . and the result is sure to be cotton selling for eight and ten cents this year. The entire South must reduce its cotton acreage substantially. To prohibit such a drop in price the maximum acreage this year must be $40,000,000$ acres, which means that every cotton farmer must co-operate in a program of acreage reduction.

## A Decrease of 25 to 30 Per Cent is Necessary

Hall County farmers are urged to get in step with this movement. A 10 or 15 per cent reduction in acreage will not be sufficient for it will take at least a 25 per cent reduction throughout the cotton growing sections to cut the acreage down as it should be.

We urge each individual farmer to consider these facts seriously when he plants his 1930 crop. More feed, more chickens, hogs and cows, will be of much more value than a large cotton acreage. Bankers have announced that they will give more co-operation to the farmer who plants 60 acres in cotton instead of 100 . It's up to you, Mr. Farmer, whether you make or lose! One thing is certain: A large acreage in cotton will bring a low market price and you can realize a much greater profit from a smaller crop selling at a high price. Let's consider this thing seriously.

## CUDD BROTHERS <br> gate ctiv creanery <br> WM. CAMERON \& C0., In.

WILL KESTERSON
CICERO SMITH LUMBER CO.
J. C. WOOLDRIDGE LUMBER CO.

## To Prevent 10 Cent Cotton in 1930

## Reduce Cotton Acreage

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
AN ACREAGE REDUCTION OF 25 OR 30 PER cent is needed this year
In Hall County conditions are much the same as they are eleewhere, and farmerro of this section must get in step with those throughout the country in an effort to prevent over-production. If every farmer will plant 60 acree wher he has been planting 100, he will find himself much better off financially when he sells his 1930 crop.
We urge the production of staple cotton, and the reduction of acreage
for these two steps are necessary for the prosperity of the farmer and of the
county. There has never been an over-production of feedatuffs and the farm-
$\qquad$

Memphis, Texas
$T$ O get a fair price for your cotton this year . . . . to pre vent another surplus and a consequent low price cotton acreage throughout the South must be reduced. Which means that it is imperative that Hall County fall in line with other cotton producing sections with a substantial decrease.

## In Hall County There Must Be a Reduction of From 25 to 30 Per Cent

A decrease of only 10 or 15 per cent is not sufficient. We urge the farmers of this section to do their share in a cotton acreage reduction of from 25 to 30 per cent. If this is done . . . . if the farmers will plant certified seed . . . . grow a staple product . . . . they will be doing the only two things possible to strengthen the market. It is certain hat if the crop this year is as large as that of 1929 cotton will bring only ten cents per pound to the farmer. It is easy to prevent an overflow, but it is no simple task to control it.
We urge every farmer in the county to reduce his acreage, produce only staple cotton, with more feedstuffs and cows, sows, and hens. It is to your advantage.

## Memphis Compress Co.

C. T. MATKIN, Manager

## Finday, March 21. 1930.

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 Win B6 cled tor Redace Every farmer wilr be gilad te
entuec his cotoon aereage if othe
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Diversified Plan-
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in 2 great many instances strongin great many instances strong-
er. Is it any wonder then, that
er. are intereste we are interested in seeing our frormer partners forsake the time-
worn practice of "putting all their worn practice of "pute in one basket?"
Sound Loric Recognized
It is gratifying to note that It is gratifying to note that the
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sification an sound ogic os a prosoram by bank
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agents, is beginning to be reco agents, is beginning to be reco
nized, and put into practice
progressive farmers in our con progressive farmers in our com-
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food requirements as well 1ood requirements as well
other necessities right at home.
They, have learned not to depend They have learned not to depend
upo an uncertain money-crop
for/a living. Some who, a few years ago, bought all their mewt
and lard now have hogs enough to and lard now have hogs enough to
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a feve have realized the value of a fet have realized the value of
fruit as a medium of redueing fruit as medium of redueing
food bills, and as a result quite
a few young orchards may be been a few young orechards may be seen
blooming out. On some farms it blooming out. On some farms it
can be noted that chickens and
turkeyg have made their firt an can be noted that chickens and
turkeys have made their first ap-
pearance during recent years in pearance during recent years, in-
suring another reduction of food expenses, in addition to providing a constant sourse of revenue.
The farm garden has taken on a new significance to those who are
in aceord with the program of producing their living exclusive of
their money-crop. Traetory Repplace Horses A Areat many farmers have ank mules, but have been wise
enough to refrain from reduing
acreage of feedstuff, using the
and acreage of feedstuffs, aning the
feed to sustain dairy hords, larger
flacto of chickens, hogs and other - frocke of chickens, hoge and other
valuable requisites to a divert
fied valuable requ.
fied program.
While the

## 8-Cent Cotton

## or Reduced Acreage Which Shall ? It Be

EVERYBODY, it seems, is agreed as to the necessity of producing a smaller cotton crop this year than last. It is a generally known fact that if the South's cotton crop this year is as large as it was in 1929, the price of cotton will drop to around 8 or 10 cents.
This would indicate that the only plan to adopt is a general cotton acreage reduction throughout the cotton producing sections of the country. In Hall County, as in other sections, this reduction MUST be made.

## A 25 OR 30 PER CENT REDUCTION IS

 THE ONLY SAFE THINGTo reduce the acreage a mere 10 per cent is not enough. There must be a reduction of 25 or 30 per cent $\ldots$ and moreover, this reduction must be general. It is not a thing that can be left to the other fellow, for the farmer will find that the other fellow will do the same thing.

Each individual farmer must reduce his own acreage and not expect to take advantage of the other fellow by increasing. If every farmer will reduce his own acreage, then every farmer will make more money from his smaller acreage and high price than he could possibly make with a large acreage and the price down around 8 and 10 cents.

## D \& PChevrolet Co. <br> T. M. POTTS <br> B. E. DAVENPORT

Memphis, Texas

Proof (Not Claim) Of More Dollars Per Acre For

## FERGUSON'S BRED-UP SEEDS

## Is found in the Row-to-Row TESTS of all Common varieties and strains made

 by the A. and M. College Experiment Stations at College Station, Angleton, Beeville, Temple, Troup, Wenton, Chillicothe, Spur, Lubbock, Texas, Guanito Okla., and many other Stations, thus affording Unequaled FACTS, based o , 10, 15 and 20 -year averages in varying Seasons and Soils, to assist you in safely selecting (1) a Variety, (2) a Strain, and (3) a Seedman. When you tart out to secure "Good Seed" to increase the value of your Community" Crop, you can
## Make Sure of Success in Buying Bred-Up Seeds

By buying direct from the Oldest, as well as the Largest, bona-fide SeedBreeding. Seed-Growing, Seed-Farm, Seed-Business in the Southwest. We are proud of a Record and a Reputation for Master Seedsmanship, that has long been recognized on every continent, and eapecially in the Southweat. based on long use.

Every Southwestern community knows and uses, and the Experiment Statio results also confirm, the varieties Ferguson has originated as the "Standard Best Varieties" for all the Southwest, to-wit: Surcropper. Chisholm and Ferguson's Yellow Dent CORN, Ferguson's Mediterranean WHEAT, and New Boykin and Ferguson's No. 406 COTTON
$\qquad$ for all these years, have Pioneered the strict practical application of Scientific Seed Breeding, to secure that well-rounded development of all the qualities that make cotton valuable, on a 'per acre' and per bale of Seed Cotton' basis. We offer two Triumph-type varieties (New Boykin and Fergumen's Triumph No. 406), with a continuous line of nearly 40 years of Pedigreed Breeding.

## Ferguson's No. 406 Cotton and New Boykin Cotton

have maintained an unequalled record for High Average Yields, High Ginturnouts, Hard, Strong-bodied Staple, in Large. Easy Picking Bolls, that are so storm-proof that they hold their cotton IN the bolls and OFF the ground until you get ready to pick, pull or sled the crop.
"Ferguson's Certified Bred-Up Seeds" are sold only in Branded, Sealed Bags. Ferguson Seed Farms were the originators or Pioneers in pracitical "Seed Certification," based on plant-to-row, or Pedigreed Breeding and 'origin": Write us fully about your Seed Problems. Our 40 -years of Study, Investiga tion and Research in practical and scientific Seedwork for the Southwestern Climate, may enable us to help you some.

We have Gins, Seed Plants, Warehouses and Growing Stations also at HOWE and and PLAINVIEW, TEXAS.

## Ferguson SeedFarmssinc.

Bred-Up Seeds For The Southwest Address Home Office At Sherman, Texas

FIRST in community Service !
The Demecrat points this week, with pardonable pride to its distribution of rose bushee as a community cervice.
1,250 rose buihes have bee distributed among people

 wish to beautify their premises. cuttings to people who
 are undertaken by The Democrati, many are brought to
successful culmination. Just ax long as it knows oxist
ence, this newspaper intends to be a willing public ser. Its community service is one of the everal attibutes
that makes The DDemoecrat FISST IN EVERYTHING in

The Memphis Democrat

Strong Appeal Is Made For Reducing Acreage In Cotton


## Real Improvement Of Farm Situation Is Sp To Farmers



I desire to make the strongest
appeal I know how to make for

mprovement in staple
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This is partienlerty the This is particularty the ease incy.
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speet to more efficient market ir speet to more efficient market- ing, which is one of the great-
est problems, which the farmer
must face.

Farmer Planning To keduce Acreage

