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Bob Seyfarth, advertiaing ma: \#ser, watchi
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in his fron tall bleat, and nobod just wonder
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,
Foreign Entanglements


Nevt hany

## Memphis <br> 




Herglock


## Walket shou

that boy. In a few yent pot prol
and be fullback and watertoy ai
at the same time.
Charlie Meacham smiling over of his newly arranged and decorated prescription department.

## Several

north side laughing over the burg, lar scare at the Bayouth 8 mart
Shop one night last week it shop one night last week. It seems
that the proprietors came back from a trip down the road one night last week, and stopped at the store. When they turned on the lights, they saw some of the dresses in the display eass move,
iumped at the conelusion that iumped at the conclusion that
there was a burglar about, and went for the law. When the feart less lawnien arrived and carefully
irept into the stow win Aramn crept into the store with Arsy
pistols, fhey found a kitten.

 Entered at Postoffice at Memphis, Texas, as Second Class Mail Matter Under Act of Mareh 3, 1879

The Democrat may not always be right in the stand it takes; it may not always be wise in standing for what it believes; but, right or wrong, wise or unwise, the Democrat will
stand for the things it believes are for the welfare of the community.

CAN LIFE'S SANCTITY BE EXAGGERATED?
WASHINGION is not the only Sir Phillip immediately quizzed him
$\qquad$

Basil Zaharoff. Sentemen, sir
The commission managed to slide a witness chair under the dignified person of Sir Herbert A. Lawrence, chairman of Vickers, famous for its production of war materials.
Sir Herbert did all right under direct questioning, making the customary denials that munitions makers have any wish to see war come into the world; but he made a little slip in a prepared statement which he read to the commission, and Sir Philip Gibbs, a member of the commission, pounced on him for it.

In his statement Sir Herbert referred to "an honorable but perhapls mistaken ideal respecting the sunetity of life and the iniquity of war:"
"I think," said the chairman of Vickers, "that the question of the
sanctity of human life has somesanctity of human life has some-
fimes been exaggerated to the dis-

## public life.

"Do you think you could exaggerate the intquity of war?" arked Gibbs.
"Yes, I think I can," returned the munitions magnate.

Little unintentional revelatons like this can be of more importance than weighty disclosures concerning production schedules and profit-andloss statements; for while it is good for us to find out all we can about the way war, the weapons war is fought with, and the dividends that are made therefrom, are tangled all together, it is even more vital that we know just what sort of men the war-makers are.
Whether anything ever comes of it, we're learning these bacts in this country and theyre les Ing them in England.

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## WHY SELLS GOODS TO YOU AND ME

 SEX APPEALBe she 16 or 45 , a girl dresses, primps, perfumes and cultures herself to please a man. And conversely, nine men out of ten want to look and act their best to please the little lady who sits across the aiste, across the office or across the breakfast table.

For sex is one of the strongest factors that determine our behavior-including our buying behavior. And the merchant who knows when to make his ads sparkle with sex . . . will he sell more goods?

Yes! Because sex, hunger, mother-love, ambition, the desire for knowledge or comfort or protection are basic lifeurges. We are born with them. They pierce deep into our amotions and make us do and act and buy when argument and logic fail. Advertising that uses these appeals wisely is bound to get results!
Through its exclusive franchise to the Meyer Both Newspaper Advertising Service the Democrat is able to give each advertiser free of charge these potent "urges" . . . in the form of advertising illustrations and copy that make readers buy.


That is why Democrat advertising will sell more goods for you cheaper than any other advertising medium

## Memphis Democrat <br> THE VOICE OF THE

 UPPER RED RIVER VALLEYYour Home Paper



The Merchants of Memphis take genuine pleasure in announcing the CARNIVAL OF VALUES and invite all of our neighbors to join us in this great city-wide celebration.

Memphis Merchants have scoured the markets of the world for new, crisp, rashion-right merchandise, which will be offered for your selection and purchase during this great event, at prices more attractive than any ever offered by our merchants.

To the woman, be she the mother of a family, a dainty debutante, or a busy business and professional woman, the shopping facilities of her home town are of utmost importance and interest. The privilege of viewing and selecting from the newest and loveliest merchandise from the world's greatest markets, is a privilege we offer you in Memphis.

Make preparations now to attend . . . you will find just what you want. Remember the dates . . . . bring the whole family.

## January 23, 24 \& 25

 Thursday, Friday and SaturdayMemphis Merchants Memphis, Texas


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The Strange Case- Two Accidents-


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CARNIVAL OF VALUES CONTESTS
January 23, 24, 25
Memphis, Texas

