

RATE 150th S. BIRTHDAY

SPECIAL HOTEL ADDITION

# The Memphis Democrat

MEMPHIS, HALL COUNTY, TEXAS, TUESDAY, OCTOBER 12, 1926.

FIRST SECTION, NUMBER 16

## FORMAL OPENING MEMPHIS HOTEL TO BE TODAY

### RECEPTION AND BANQUET TO WELCOME NEW HOSTELRY

#### THE NEW HOTEL PRIDE OF CITY OF MEMPHIS

PUBLIC RECEPTION WILL BE HELD DURING THE AFTERNOON FOR VISITORS

Memphis' largest and latest hotel, and one of the most modern in the Panhandle, formally throws its doors open to the public Tuesday, October 15, in a reception which is to be from four to five o'clock in the afternoon, and wind up with a banquet at eight o'clock. A reception and banquet the like of which has not been equalled in country.

The New Memphis Hotel, the last word in modern hotel building, a structure of imposing beauty and grandeur, its stately walls rising gray against the sky, is completed. It is ready from the bottom to the top to serve as the meeting place of this section of country.

The building is complete in every detail. Nothing has been overlooked that might add to the comfort and convenience of the guests. It was built for that purpose by the owner of the hotel, Col. Ernest Thompson, the famous hotel man of Amarillo and other Panhandle towns. During the past few days the finishing touches have been added, such as carpets, varnishing and painting.

While the hotel has been open to the public for some weeks, in order to take care of the people who demanded that class of hotel, the work of completion and finishing is just now coming to an end, and the formal opening Tuesday is the climax of many months' anticipation on the part of the citizenship. The business men of Memphis had planned to engage all rooms opening night as a courtesy to the management, but the rooms have practically all been occupied for some two or three weeks.

Col. Thompson and his manager, Tom Wilson, requested the Memphis Chamber of Commerce to take charge of all arrangements for the reception and banquet, which has been done and a reception committee is ready to show the guests through from four to five o'clock, and a good program has been arranged for the banquet. Two hundred guests will be present at the banquet, according to the Business Girls Club committee which has been busily engaged in selling the tickets at \$1 per plate. The Chamber of Commerce will be hosts to a number of visitors from neighboring towns, who have been invited to attend as guests of the chamber.

#### NEW HOTEL TO HELP IN ENTERTAINING GUESTS

The citizens of Memphis are proud of the New Memphis Hotel because it will be a place where they can entertain their friends, and where they can entertain any kind of convention or meeting.

The large dining room and the splendid coffee shop will enable many guests to get meals at one time, and the number of rooms in the hotel, with the many nice rooms of other hotels of the city, will take care of many visitors in the city. In fact it will be Memphis' meeting place where every comfort and home surroundings will make one feel at home.

While there are several good hotels and cafes in the city, none have the facilities of a large dining room to provide a place for banquets and such like. Then, too, there are not enough rooms in the city to take care of all those who would like to stay for a day or more, even with the rooms provided by the New Memphis.



—PHOTO BY ORR

#### MENT IS OF Y LATEST ND BEST

AND MANAGER OF MEN OF MANY S EXPERIENCE

Memphis is under the management of Col. E. O. Thompson, former Panhandle hotel man, who has been building under a lease, and has furnished with up-to-date equipment used in all modern hotels. Thompson also owns the Panhandle Inn, a hotel at Vernon, and has charge of the under construction at Memphis. He is an able hotel manager, striving to give Memphis the best of hotels that has been built for years. He believes in the future and has purchased lots just east of Memphis to be used for the same arrives.

Management of the hotel is in the direction of Tom Wilson, former Ardmore, Oklahoma, who has had nineteen years in the hotel business, some of the best hotels in Oklahoma and Texas as of clerk, assistant manager, and is thus familiar with the methods of hotel management.

Wilson is ably assisted by I. J. Wilson, who is manager and night clerk. He is known to the community, has had about fifty years experience in the hotel, most of which has been in Austin and San Antonio. Mrs. Tiffany is assistant and chief telephone operator. L. J. Wilson is cashier and Mrs. Tom Wilson is in charge of the maids.

Mr. Vaughan is head chef with a skilled crew of waiters upon the tables, both in the shop and in the main dining room. Colored chef, who has a full kitchen crew and knows his "okra" in and serving lunches and

is provided with a full staff to look after the guests. There are fifty rooms in the hotel, hot and cold baths and forty rooms. Each furnished with Simmons beds, writing desks, grip rockers and straight chairs also in each room with central in the room and to the outside. Rooms are all laid with grade velvet carpets, with ozie, the well and moth proof pads. Dining and dining hall is finished in silver gray, doors and waxed hardwoods, and an upright piano. Also a baby crib by local dealers.

The lobby is the nicest in the city, home like and has an open fire place, finished in variegated ivory, with a steer's head in the lobby. The lobby is as well Pea- and the Coffee Shop, terrace and is very modern in cream plaster, and are natural rough brick. It is entered from two main entrance on Fifth

and on back page)

#### THOMPSON BROS. COMPANY PIONEERS IN BUSINESS IN THE CITY OF MEMPHIS

Thompson Brothers company is the style of the hardware firm doing business in the new Memphis hotel building, and also the owners of the building which has just been completed at a heavy cost. The company is composed of G. M. Thompson and his two sons, E. P. and L. E. Thompson. These men are the ones who had the proper vision and saw the need of a modern building to house a modern hotel, and spent their money in providing such a building.

Besides their hardware business in Memphis, this firm has a large hardware store in Hedley which is managed by L. E. Thompson, to say nothing of other interests they own, and it has practically all been made since the Thompsons came to this city in 1906, from Alvord, Texas.

G. M., T. J. and W. S. Thompson, brothers, bought the business of Berry & Hudgins in May 1906, and their cash capital at that time was \$11,767.60. The building was built of native stone by C. A. Gray in 1905, with B. T. Williams of Childress as contractor. After buying the business Thompson brothers then bought the building, and continued to do business at this same stand for twenty years, and now occupy the new building with the exception of the east and north walls of the old building which were built into the new. W. S. Thompson was the bookkeeper of the business when it was started.

The business was first started by Hudgins & Wheeler in 1902, on the west side of the square in a wooden shack, and in 1904 Berry & Hudgins bought it, and when the building was completed they

moved the business to its present location in 1905, selling it to Thompsons in 1906. This means that this one business has been established in Memphis for 24 years.

Thompson brothers company still have the day book and bank book with which they started business in 1906, May 3. It shows some interesting things. In the first place the amount charged on the first day for goods sold was \$152.57, and the amount put in the bank was \$114.65. Many names were listed on the books that day that are familiar to the citizens today, and about nine of the names listed are of people who have died since that time. Among the number of those listed and now dead are B. F. King, J. B. Beard, J. S. Hickman, B. F. Denny, J. A. Bradford, Tom Hutchens, O. E. Burnett, A. J. Kinard, and others. Other names listed are Smith Lewellyn, J. N. Griffis, J. B. Nase, W. P. Dial, W. H. Neeley, Sam Vaughn, W. J. Wilson, Z. T. Jones, W. H. Melton, all still living in the community; S. C. Richardson and M. C. Dove of Hedley; J. M. Gist of South Plains; Joe J. Mickie, Turner Hudgins, E. D. Glascoe, John Gamble, A. L. Thrasher, S. E. Sweatman, Paul Starr, now living in different places.

Three pounds of rope brought 45 cents, now sells at 35 cents a pound; A buggy whip was listed at 15 cents, now seldom sold at any price; staples at 5 cents a pound, now sell at 8 cents. Uncle Bill Wilson bought an ax and handle at \$1.25, and would now have to pay about \$2.50. W. H. Neeley bought a box of .22 shells at 15

#### Hotel Manager



TOM WILSON

cents, and would now have to pay 25 cents. J. N. Griffis bought 39 1/2 feet of well casing at 60 cents a foot, and would now have to pay about 75 cents.

The three owners of the building and large business are prominent members of the Panhandle Hardware Association. Each one has been honored with the office of president of the organization.

W. S. Thompson was elected president years ago when the association was very young; E. P. some four or five years ago; and Louie is serving as president this year.

#### BURKBURNETT GRIDSTERS FALL BEFORE CYCLONE SQUAD 30-0 IN EXCITING GAME HERE FRIDAY

The Memphis Cyclone smothered the Burkburnett High eleven, 30 to 0, here Friday in the opening conference game of the class B league division.

Memphis scored early in the first quarter after Burk punted to Memphis' 45 yard line. Three plays gained but three yards, but a pass to May, Memphis back, for 30 yards and a 25-yard broken field run by Hammond carried the ball over.

At no time during the game was the Memphis goal line in danger, and the Burkburnett gridsters were held to four first downs, while the Cyclone amassed 19 first downs and a total of 411 yards. Memphis made five touchdowns and failed to score the extra point on all five attempts. However, Dennis, stellar fullback was out of the game with an injured leg.

During the fourth quarter the entire second squad was shifted the scene of battle at intervals, scoring two touchdowns and holding the ball in Burkburnett territory. Many of the recruits will develop into star gridsters in the belief of local critics.

Substitutes were as follows: Walter Massey, tackle; Morgan Dennis, guard; Marshall Keeling, guard; Nat Bradley, tackle; Edwin Hutcherson, tackle; Russell Baldwin, end; David Hudgins, end; Wendell Harrison, tackle; Claude Harrison, full; Alfred Jameson, half; Eldon Thompson, half; Austin McDavitt, end; Colly Delaney, guard; Glenn Thomason, guard.

Fat May, lineman of last season, who has been shifted to the backfield has quelled any and all dissatisfaction from players and fans

who thought he might have been left in the line to a better advantage. The past two games he has failed to gain on but few occasions and has made consistent gains with his 200 pounds of avoirdupois through the line. In Friday's game he was irresistible and gained at will, making from one to 35 yards through center or off tackle. According to many he has won the distinction of having replaced Cohen, the sure-shot line plunger of the Cyclone for the past four years, who graduated last term.

Young Crawford, stepped right along when he was started in the berth of the injured Dennis at full, and his perfect tackle of the Burk half who had intercepted a pass saved a touchdown being registered against the Cyclone.

Henderson played the most brilliant game he has worked in since the Amarillo game of last year and Hammond kept to football the entire battle. John says he is going to let Tunney do the fighting while he plays the backfield.

The Cyclone is fast developing into a team to be feared as is proven by the fact that they are unable to match a game with any high school team for any immediate date.

#### COTTON FIRM LOCATES HERE

The Memphis cotton exchange managed by Paul Estep, was opened in one of the office rooms of the Memphis Hotel last week. This exchange issues New Orleans cotton futures, and is a correspondent of J. H. Levy & Co.

# BANKERS PLAN TO REDUCE THE COTTON ACREAGE TO BOOST PRICE OF THE FLEECY STAPLE

A conference of leading bankers and business men was held under the call of the American Cotton Association for the purpose of giving consideration and devising plans for solving the serious economic problem now facing not only the cotton growing South, but the entire Nation as a result of cotton selling approximately \$50 per bale below the actual cost of production, meaning a monetary loss to the cotton producing South on the present crop of approximately \$800,000,000 (66 per cent of this loss, over \$500,000,000 will

benefit foreign nations upon the adversity of the American cotton farmer, as 66 per cent of American cotton is exported), the cost of production being based upon thousands of carefully kept records of the American Cotton Association, covering the various 800 cotton producing counties of the South and plans to meet these conditions were submitted to leaders in the various cotton growing States and leaders in business in other sections, and have been unanimously approved for the retirement of 3,000,000 bales of cotton from the present crop under the pledge of reduction in cotton

## OWNER OF THE NEW MEMPHIS HOTEL



COL. ERNEST O. THOMPSON, of Amarillo  
Leading Hotel Man of the Panhandle

I HAD THE CONTRACT FOR THE BRICK WORK ON

### THE NEW MEMPHIS HOTEL

BUILDING, AND ASK YOU TO INSPECT THIS WORK.

ANYTIME YOU CONTEMPLATE A BRICK BUILDING I WILL BE GLAD TO FIGURE WITH YOU.

**L. D. SANDERS**

acreage for the coming year under the following plan, which plan has already been submitted to and approved by the banks and many of the financial institutions extending credits in various sections of the cotton belt, and also has the full indorsement and pledge of co-operation of some of the most powerful financial interests of the Nation:

1. On all growers who sign a contract pledging the growing of no cotton for 1927 the entire cotton production for the present year will be financed on warehouse certificates of storage for cotton fully insured for 70 per cent of the value, these loans falling due May 1, 1927.

2. On all growers who sign a contract pledging to reduce their cotton acreage for 1927 as compared with 1926, 50 per cent, one-half of the cotton they produce the present year will be taken off the market and carried for them and carried on loans secured by certificates of storage, loans falling due May 1, 1927.

3. On all growers who sign a contract pledging to reduce their cotton acreage for 1927, 33 1-3 per cent of the amount planted the present year, one-third of all cotton produced this year will be carried for them on loans secured by certificates of storage until May 1, 1927.

On any of the above three plans accepted by the farmer on which contracts have been made, the farming operations will be examined and should the farmer making the contract fail to carry out said contract, loans will be called; however to all whose contracts have been executed loans will be renewed until the fall of 1927. Under this plan the farmer is assured of securing a profit on the cotton he is carrying this way, which is now selling for \$50 per bale less than cost of production, whereas if he sells his cotton for \$50 per bale less than cost of production, thus being forced not only to borrow additional moneys for producing another crop of cotton but of carrying his losses incurred the year, and then through the hazard of risk of production run the risk of piling on additional losses.

The bankers of the State of Texas have raised \$100,000,000 through the banks of Texas for the purpose of carrying 1,000,000 bales of cotton as outlined above, finances to be handled through the clearing house banks of Dallas, Houston, Waco, Galveston and other central points in Texas. This means the moving of 1,000,000 bales of cotton from the Texas crop, the Texas bankers taking position it is safer banking to loan money to carry cotton on certificates of storage fully insured when it is selling \$50 per bale below the cost of production than it is to advance money for the purpose of producing cotton and incurring the hazard of risk to say nothing of running the risk of selling for less than cost of actual production.

Acreage reduction for 1927 was unanimously decided upon and the following plans outlined for it, same to be under the control of the American Cotton Association.

Twenty acres diversified agriculture demonstration farms under a three-year system of diversified agriculture to be operated by practical dirt farmers in each of the various cotton growing counties, and a special prize of \$10,000 in cash to be awarded to the farmer each year showing the greatest earnings on his twenty-acre demonstration farm, this being done for the purpose of permanently changing the agriculture of the South to a sane system of diversified agriculture, making the farms self-sustaining and producing other money crops the cotton. This means a large increase in the planting of small grain for the coming fall, the entire South to be organized under the county unit basis under the control of the various credit sources, banks and merchants, and all extending credits, actual pledges to be secured for increasing food and feed crops 33 1-3 per cent the coming year, automatically reducing cot-

for financial support from growers, bankers, merchants and business men from various sections of the South and other sections of the country are daily being received. The executive committee composed of leading bankers, merchants, business men and growers are giving entirely of their time without compensation to those plans, all finances being handled by bonded officials dneaxpe Nsd linesddn officials and expended only under the direct supervision of this committee; however, they are in great and pressing need of additional finances to push forward this work which is of such vital importance to the economic life of the South, especially at this time, and remittances should be forwarded direct to the treasurer by all who wish to assist in pushing forward the work.

It was unanimously voted at this conference to hold the South-wide meeting of the American Cotton

Association at Memphis in January, 1927. This will be attended by bankers, merchants, business men from all sections of the country, the most important handled at the conference. First, acreage reduction which has been decided for 1927; second, feed and forage increased cotton; third, of diversified agriculture South over a three-year period outlined above.

The early toothbrush, chewstick, a twig of the carpenter's pencil, beaten to a soft, fibrous condition.

The following take the place of the ly sworn before this 'This is a true state under the penalties

THE ONE THEY TALK ABOUT

# Clears Cobwebs!

**White Swan COFFEE**

THE ONE THEY TALK ABOUT

WE CONGRATULATE  
Col. E. O. Thompson, Owner, and Tom Wilson, Mgr.  
upon the opening of

## The New Memphis Hotel



We also congratulate the boy who buys one of our PONY BOY SUITS, noted for their durability, their styling and staunch tailoring.

Coat, Vest, two pairs of long pants, size six to sixteen years. Hi-School models 16, 17 and 18 years.

*Cross Dry Goods Store*

Masonic Bldg.

Memphis, Texas

It is with pleasure  
We Extend Congratulations  
to the new  
**Memphis Hotel**  
on their formal opening

**Hanna-Pope & Co.**

Associated Stores

MEMPHIS, TEXAS

### RAIN HERE IN FRIDAY

Rain fell last Friday night to more than several bridges and washed out and damaged roads again put in a spell did not last a week end as a plenty white norther is blowing in increasing in prospects for more All are hoping that weather will show up in months.

### BAPTIST CHURCH PUBLISHES PAPER

The Memphis Baptist is the name of the church paper published weekly by the First Baptist church of this city. Two issues have been printed by the Democrat office, and it is a four-page pamphlet giving news of the church and contains announcements of the different activities. This eliminates a lot of time that is usually lost Sunday at church in making announcements. Rev. E. T. Miller is the editor and is making an interesting paper of the Memphis Baptist.

A plea of self-defense made in behalf of a bull which engaged in combat with a man was upheld by a jury in a Kentucky court. The defense was that the bull was merely protecting itself when it knocked the plaintiff down loosening his teeth and breaking four ribs.

### GOVERNOR OF ROTARY WILL SPEAK HERE

Bill Edwards of Denton, Rotary District Governor, will be in Memphis Wednesday at which time he will meet with the local club in conference and luncheon. Governor Bill is one of the most popular men in Texas Rotary, and is well known throughout the State, having run for lieutenant governor of Texas two years ago, and received a strong vote in Hall county.

If he can make connections with the Denver he will be one of the speakers at the banquet tonight. He is a gentleman in every respect even if he is a newspaper man.

### PIONEER OF COUNTY DIES THURSDAY

Mr. T. C. (Bud) Hutchins, aged 40 years, of the Indian Creek community, died at a local sanitarium last Thursday morning at 4:15 o'clock, after a short illness with bilious flu. The funeral was held from the John McMicken home in Memphis Friday morning, conducted by the Rev. C. E. Jameson. Interment in Fairview Cemetery.

### OFFICER CATCHES YOUTH WHO ESCAPED

The 15-year-old youth who was arrested near Newlin Wednesday of last week, and who escaped, was found in the canyons south of town Thursday morning by Officer J. Y. Snow. He gave Mr. Snow a good foot race, but eventually gave up, and now Mr. Snow thinks it was because he was afraid of a dog that was barking and assisting in the hunt.

Subscribe for the Democrat.

### MEMPHIS WILL HAVE GAS BY NOVEMBER 15

According to Mr. Upham, of the Upham Gas Co., who was here Sunday, Memphis people will be using gas by November 15. He says crews will be set to work laying the mains between Wellington and Memphis, and over town right away, and the work will be pushed rapidly so that the users may tie on and begin using gas by that time. This means that the work will have to be done in about four weeks, and they will have to go some.

It will be welcomed by all, if the company can deliver in that length of time.

The average farmer gets value of about \$440 in living expenses from his farm, according to data compiled by the Nebraska Agriculture College.

*We Extend A Hearty*  
**WELCOME**  
*TO THE NEW*  
**Memphis Hotel**  
 We were selected to serve them because of the high type of our service.  
**Guest Tailor Shop**

### WELCOME NEW MEMPHIS HOTEL AND COFFEE SHOP

Be proud of your achievement. Feel that it is a progressive step Memphis.

EVERETT-WILLIAMS DRUG CO.

### Modern Dishes That Got Name From Latin

Fricassee has usually been derived from the Latin word Frigere (to fry) through the French frier, but it is thought more probable now that it is derived from the French fraccasser, meaning to break into pieces, or the Latin fricare, to rub. In French, the word is used to indicate any meat fried in a pan, but the English meaning is a dish made from cutting chickens, rabbits, and other small animals into pieces and cooking them in a frying or other oil with gravy.

Molasses came through many mediums from the Latin mellaceus, meaning honey-like, which is derived from mel, honey.

Mushrooms get their name from the same source as moss.

Custard was a corruption of a middle-English word meaning a pie or tart, and was allied to the modern French word croustade of the same meaning. All these words came from the Latin crusta, meaning a crust.

Salad literally means salted, and is a direct descendant of the Latin word sal, or salt. The use of salad to mean the greens from which or on which a salad mixture is placed is one of only recent origin. The Italian insalata and the Spanish salada, meaning salad in those languages, actually mean salted.

Tomato is a word of Mexican derivation from tomatl, the native name in that country for the vegetable. The original tomato was the "love apple."

Pliny records that the Romans more than 2000 years ago, imported Roquefort cheese from France to add flavor to their banquets.

### WELCOME New Memphis Hotel AND COFFEE SHOP

It will be a great asset in serving the Public—we serve the Public with

**GOOD GROCERIES ALWAYS**  
 your groceries here by the basketful. It is both economical and practical. The quality of our stocks assures you always serving the best foods for your family, and at no increase in price.

### A. WOMACK GROCERY

It is with pleasure We Congratulate the new **Memphis Hotel**  
 It is a mark of improvement for our city

have arranged for further progressiveness by adding a complete stock of the well known Glidden line paints and Varnishes to brighten up your home.

**MOORE Hdw. & Furn. Co.**  
 112 Noel Street Memphis, Texas

## We Are Proud of the New Memphis Hotel

AND WISH THEM CONTINUED SUCCESS IN THEIR NEW ESTABLISHMENT



## LUMBER

and

Building Material Furnished by

## J. C. WOOLDRIDGE Lumber Company

A. R. EVANS, Manager

PHONE 11

MEMPHIS, TEXAS

# CONGRATULATIONS

*To The New*



*Memphis Hotel*

## Memphis Democrat

ION AND LEASURES

with four speeds forward. The fare is \$4.00 a passenger plus \$2.00 a head gate tax to pay for upkeep of road, etc. At the camp about half way up the trail, passengers can buy hot lunches of chicken or fish. The rocks on the top are tossed about in wild confusions, hard and gritty like sandstone with shining particles of silicate mica which glitter and gleam as diamonds with reflected sun beams. We experienced no difficulty in breathing up this high 14,109 feet and enjoyed seeing some visitors playing

snowball. In the distance cities appeared as fields of grain, the streets corresponding to furrows between the rows. We preferred to come by automobile rather than by the Cog railroad, one can see more. Coming down the road, the driver loses no time fooling with brakes, but with motor running and shifting gears to maintain his safe limit of speed, the car rapidly descends the winding trail. On the way we stopped to look down into the depths of a great gash in the side of the mountain. It is called the "Bottomless Pit" and like the gates of Hell, its mouth opened wide with fangs of jagged rocks, bared to rend in pieces any careless travelers who might fall away from the right road that leads to the city of Delight.

Memphis Hotel We Extend to You A Warm Welcome

our growing city that you may grow enjoy its prosperity and growth

FRESH AND CURED MEATS

Gardner Meat Co. Memphis, Texas

BUILDING SOIL FERTILITY A VERY IMPORTANT FACTOR FOR PROFITABLE FARMING

By E. A. Miller, Agronomist, Extension Service, A. & M. College

Soil fertility is the basis of profitable agriculture.

Fertile soil, properly managed, leads to profitable farming. Poor soil, on the other hand, makes farming unprofitable.

Soil improvement is one of our main projects in Agronomy Extension Work, as it is essential to a profitable system of farming.

Texas farmers have been largely mining the soil up to this time, and accordingly, the acre yields have been going down. Even the rich black lands of Texas are producing only about half of what they did forty or fifty years ago.

We have reached the stage where it has become necessary to make the soil more productive, because decreased yields and increased cost of production lead to bankruptcy, or a lower standard of living.

Crop records show that farms with small acre yields can only make a profit when prices are high. They also show that by increasing acre yields the cost of production is reduced and profits increased.

Experiments and demonstration have shown that it is not a difficult matter to improve soil fertility.

It is really pathetic to see farmers trying to grow crops year after year on land that is too poor to produce profitable crops. Yet there are hundreds of such cases everywhere. They trust too much to the weather instead of making use of the principles of soil building and thereby making the farm more efficient.

Three necessary conditions for a fertile soil:

- (1) Soil must be in good physical condition. (2) It must have plenty of available plant food. (3) It must have good water holding capacity. One of these will always be the limiting factor, and the yield will be determined by whichever one is lacking.

Terracing Land should be terraced to keep plant food from washing away, and to increase moisture holding capacity. The terraces should be broad. There is a great deal of terracing being done in the level plains country of West Texas. Much terracing has been done, and the time is coming when practically all of the hilly fields of Texas will be terraced.

Value of Organic Matter or Humus Decayed vegetable matter of humus is very necessary and should be considered the life of the soil itself. Without humus a soil is practically dead, no matter how much plant food it may contain. It takes more than just plant food to produce crops. Some of the important benefits derived from humus are as follows:

- (1) It improves the physical condition of the soil. (2) It increases the water-holding capacity of the soil. (3) It makes a home for beneficial bacteria. (4) It helps to dissolve plant food. (5) It helps to prevent washing. (6) It prevents leaching. (7) It gives largest returns from the use of fertilizer.

The humus content of the soil should be increased by plowing under stalks, weeds and trash. Cover crops and legumes in rotation should also be turned under or grazed off for the sake of the humus as well as the actual plant food which they contain.

Legumes Legumes, such as cowpeas, velvet beans, Mung Beans, alfalfa and sweet clover, are particularly valuable as soil builders because they have the power to utilize nitrogen from the air. Legumes contain 40 to 50 pounds of nitrogen per ton of hay, and most of this comes from the air. That is as much as is contained in 600 to 700 pounds of cotton seed meal.

Manure No manure should be allowed to go to waste, as it is one of the most valuable soil builders we have. It is worth several dollars a ton, and the effects of it last for a number of years. The only trouble is that there is not enough of it, and even most of the available supply is not being utilized. Manure supplies plant food, and in addition has a wonderful physical effect on the land.

Commercial Fertilizers Commercial fertilizers are valuable in increasing yields, and a great deal of interest is now being manifested in their use. There has been much improvement in the use of fertilizers, as a great many farmers are getting away from the use of low grades and

are now using the higher grade fertilizers instead.

As stated before, the best results are obtained from commercial fertilizers on land that is in good physical condition and which contains plenty of humus.

Circular No. 3 of the Texas Experiment Station contains suggested formulas for different crops on the various soil types. In addition to these, home mixed fertilizers may be used. The important thing is to use good formulas.

A chemical analysis is not necessary because the various soil types have already been analyzed and the various fertilizer formulas are based on soil types. Further information may be had by writing to the Extension Service or Experiment Station.

Hulver Hints

Farmers are glad of the promising good weather, and cotton picking is again in full swing.

Lee Wheeler made a business trip to Memphis Monday.

Mrs. J. W. Phillips returned Saturday from a week's visit with her sister at Chillicothe.

Mr. and Mrs. Thomason and little son spent a few days with her parents at Clarendon last week.

Mr. and Mrs. W. F. McCoy are in Glen Rose for Mrs. McCoy to be treated.

Mr. and Mrs. W. A. Fraser entertained the young folks with a party at their home last Thursday night.

SENIOR EPWORTH LEAGUE

The Senior Epworth League is taking on new life since the summer days are gone and everyone is getting down to fall and winter work.

We had a very jolly time at a candy pulling at the new Parsonage about three weeks ago in honor of our Leaguers who were going away to school. Mr. and Mrs. W. F. McCoy are in Glen Rose for Mrs. McCoy to be treated. Mr. and Mrs. W. A. Fraser entertained the young folks with a party at their home last Thursday night.

WE JOIN IN

WITH THE COMMUNITY IN EXTENDING OUR SINCERE CONGRATULATIONS AND CO-OPERATION TO THE NEW

Memphis Hotel

The opening of this beautiful new hotel marks another feature in the progress of Memphis. The hotel management and owners are to be congratulated.

Our water service, too, has occupied a large place in the growth of Memphis. By means of it the people have enjoyed comfort and convenience that are without price.

As this city has grown so have we progressed—building more mains and adding features for the betterment of service for our patrons.

Memphis Water Works

CONGRATULATIONS to the New MEMPHIS HOTEL

Harvey and Henry DID IT!

Firestone balloon tires took the bumps away—and Henry Ford removed the rattle.

Better and Cheaper



Than Ever Before

Parker Motor Company Authorized Ford Sales and Service

MEMPHIS TEXAS

Congratulations!

The best test of a man's ability is his foresight in taking advantage of progressive methods. We know Memphis people will appreciate the spirit of the Thompsons in the opening of the new

New Memphis Hotel

And knowing as we do their demand for service and high business principles we feel certain that nothing but success can crown their efforts.

The Auto Supply Station adjoins this new hostelry—Headquarters for

Goodyear Tires and Tubes

Free Road Service

AUTO SUPPLY STATION A. H. MILLER, Prop. PHONE 88

GOODYEAR SERVICE STATION WADE ROBERTS, Manager PHONE 77

## SELECTION OF HERD SIRE VERY IMPORTANT IN BREEDING OF CATTLE FOR DAIRY PURPOSES

By Geo. P. Grout, Prof. Dairy Husbandry, A. & M. College

We often hear the statement, it is almost a by-word, that cotton is King in Texas. Yet in the U. S. according to the annual reports from the Department of Agriculture at Washington, the farm value of dairy products is reported as equaling the value of cotton, wheat and potatoes grown each year. With this in mind, we may readily see how unwise it would be not to put our best judgment into the selection of good stock when introducing cows on Texas that we know why many farmers over the United States and, for that matter, over the entire world believe in dairying. There are at least six good reasons why Texas farmers will find it profitable to keep at least a few well selected milk cows.

(1) The Dairy Cow Produces Human Food at the Lowest Cost of any of Our Domestic Animals: Next to the dairy cow we might rank the hen in the production of digestible protein food, and if we are considering production of net energy we will have to place the pig second. But, at any rate, the cow comes first. Compare if you please, one of our Holstein cows producing 18,000 lbs of milk in a year with that of a steer weighing 1250 lbs. The dairy cow producing 18,000 lbs of milk in a year produces as much total dry matter as four steers. All solids in milk are edible and digestible, while in total dry matter produced by the steer you have included besides the meat, hair, hide, bones and organs of digestion, in fact the entire animal.

(2) Dairy Farming Tends to Conserve the, Even Build Up the, Fertility of the Soil.

(3) High Cash Returns Paid for Roughage Fed to Dairy Cows: On every well organized farm in the state of Texas, and for that matter, in every state in the Union, there is much roughage that would go to waste if not fed through livestock, and the dairy cow furnishes a ready market for all this roughage when converted into salable products, such as butter, cheese, market milk and ice cream.

(4) A Home Market Furnished for Farm Products: Much of the Farm products are very bulky, and with the long freight hauls we have in Texas, transportation eats up the profits on many of our commodities. Cream and butter are a finished product and the freight rates even when shipping out of the state, are not a large item.

(5) A Market for Home Labor Furnished by Dairying: On grain and cotton farms, after the crops are harvested there is very little where stock is not kept. The dairy animals will furnish employment for father, mother and the entire family for every month of the year, and there is always a ready sale for the products of a dairy cow at good cash prices. Dairying produces a continuous cash income.

**FRIENDLY WORD OF ADVICE**

The news was given us this Monday morning that Miss Hazel Ward and Amo Derr were united in marriage last Saturday. Here is wishing them all the joy and happiness, as we think they are a mighty nice couple, and no need of anything but a pleasant future in store for them, if they won't look for perfection in each other, but if they do they will not find it, therefore there will be at least no disappointment, and often disappointment breeds discontent. Just a little warning sometimes helps—Country Correspondence in a Missouri Weekly.

**DRAPER GIVES TRADING STAMPS**

According to Mr. J. Draper of the Draper grocery company, his store will give trading stamps in future with each ten cent purchase. The stamps may be redeemed at their store for valuable premiums which will be displayed in their show window at an early date. The premiums offered are of the highest quality merchandise and will be appreciated by the most discriminating person, according to Mr. Draper. A book, in which the stamps may be pasted will be furnished those calling at the Draper store.

**"VARIETY" SHOWS JANNINGS AS HE IS IN REAL LIFE**

Emil Jannings, famous Continental cinema artist, who like our own Wallace Beery usually hides 'neath a drab wig and hairy face, has at last come out "into the open."

Those who see "Variety," the Ufa film which Paramount will present at the Palace Theatre on Friday will have an opportunity of seeing what Emil Jannings, judged by many to be the world's finest actor, really looks like.

"Variety" features Jannings along with Lya de Putti, a young woman who has taken a meteoric path to fame. It was directed by E. A. Dupont.

Mrs. J. D. Spires spent last week in Quanaah visiting relatives.

Congratulating the New MEMPHIS HOTEL

# SEEDS

for Fall Planting

A FULL LINE OF FEED FOR STOCK AND POULTRY

## The City Feed Store

J. F. FORKNER, Proprietor  
Phone 213  
Memphis, Tenn.

We wish to CONGRATULATE the new MEMPHIS HOTEL AND COFFEE SHOP



The Blouse-Back with the Flange Finds a Friendly Rival in the Popular and Youthful Basque

Peggy Paige examines their Paris credentials and uses both ideas to excellent advantage

A smart new Basque of Black Canton Crepe introduces the new Beauvais Embroidery on full skirted Skirt and the long graceful Sleeve. Both the little square Collar and the bow at the front are lined with Rose Canton.

Very new is this Blouse-back Model of Black Flat Crepe, with the graceful wing draperies at the sides. Skirt, sleeves, and narrow Chinese collar are brightly embroidered. The Bodice, caught snugly over the hips, ends with a bow in front.

Specially designed by Peggy Paige for our Weekly Style Service—exclusive with this Store

**STONE & LANG**  
CHAIN STORES

**SENIOR GIRLS CLUB INITIATE NEW GIRLS**

The senior girls club of Memphis High school met Monday night October 4, at the school building to initiate the new girls or those who were not initiated last spring, into the organization. After the girls were through "pouring it on" the candidates, a delightful weiner roast was held on the campus. A merry time was had by all, especially those who were initiated.

**CHURCH OF CHRIST**

Corner Seventh and Brice streets  
10:00 a. m. Bible school.  
11:00 a. m. Sermon: "A Glorious Church" Eph. 5:25-33.  
11:45 a. m. Communion Service.  
7:30 p. m. A spiritual song service by the congregation. Sermon: "The Same Thing" 2 Tim. 2:2  
3:00 p. m. Monday, Ladies Bible class.  
Wednesday evening, Mid-week prayer meeting.  
Friday evenings, Song practice.

We earnestly covet the fellowship of every Christian in this community. We should consider each other as the precious saints of God, should love each other as brethren, children of the same family and Father, temples of the same body, subjects of the same grace, objects of the same Divine love, bought with the same price, journeying toward the same city, and joint-heirs of the same inheritance.

TILLET S. TEDDLIE, Minister

**RUTURE SHIELD EXPERT COMING**

CHILDRESS MONDAY AND TUESDAY, OCT. 18 AND 19.

at RHEA HOTEL from 10 a. m. to 4 p. m.

Evenings by Appointment TWO DAYS ONLY

No Charge for Consultation

Mr. C. F. Redlich, the successful expert says:

The "Perfect Retension Shields," hold the rupture perfectly no matter what position the body assumes or how heavy a weight you lift. They give instant relief, contract the opening on the average case in ten days and strengthen the weak tissues (the real cause of rupture) so that they frequently recover their previous natural retaining power needing no further outside support. Stomach trouble, backache and constipation caused by rupture promptly disappear.

While providing safety and comfort to all old and aggravated cases, the results are more favorable when the rupture is just discovered and still small; it will save you no end of trouble, pain and expense in the future if you now take advantage of this opportunity. No leg straps or elastic bandages are used. Can be worn while bathing and are highly sanitary.

Letters from highly satisfied clients available.

**WARNING:** Advertised mail order contraptions are worthless and so are elastic belts with their chaffing, filthy leg straps. They not only make your rupture worse, but cause stomach trouble and often backache by pressing on the lump instead of holding the intestines where they belong. There is therefore always danger of strangulation. No medicine will help a rupture and you cannot fit yourself.

Call on me and let me show you. Ninety-five per cent of all children, according to statistics, get rid of their rupture if fitted with the right kind of sanitary appliance.

Business engagements prevent visiting any other city in this section. C. F. Redlich, Rupture Appliance Expert, Home office, 535 Boston Block, Minneapolis, Minnesota.

ANNOUNCING THE OPENING OF THE

# New Memphis Hotel



**MODERN -- HOMELIKE -- CONVENIENT**

HOT AND COLD WATER IN EVERY ROOM—BATHS

Close to railroad station, in the heart of the business section of the city, the New Memphis hotel is ideally situated for either the transient or the "regular." Modern in every respect, hot and cold water in every room, well heated, connecting baths, this new addition to the hotel accomodation of Memphis is already proving most popular with the traveling public.

Of brick construction, the outside appearance of the New Memphis Hotel is most attractive, while the interior has been planned toward every comfort and enjoyment of the guest.

We want you to inspect the new Memphis Hotel—you will be surprised at its beauty and comfort, its accessibility as well as its modern furnishings.

Come in any time—we take pleasure in showing you through this—Memphis' newest hostelry.

**NEW MEMPHIS HOTEL COFFEE SHOP**

**FAMOUS FOR FOOD**

Under Direct Management of the Hotel

# New Memphis Hotel

TOM WILSON, Mgr. ERNEST THOMPSON, Proprietor

October 12, 1926

make their home on North Eighth street.

Judge and Mrs. S. A. Bryant visited relatives in Amarillo Saturday and Sunday.

Mr. and Mrs. A. W. Howard spent the week end in Amarillo with relatives.

## FRONT PAGE WOMEN ARE NOT REPRESENTATIVE OF THE REAL PRESENT DAY WOMAN

By, PHEBE K. WARNER

So much is being said these days about the foolishness of women that it seems the most of us are going to have to do something marvelous if we are ever able to sell our best selves again to the public opinion.

The dear old dead ladies of a hundred years ago are constantly held up before us as the model wives and mothers and daughters of all ages. One of the leading newspaper men in Texas said to me the other day that he honestly believed if women did not change their ways that the Lord would bring the world to an end within another ten years. And he said it in a tone that sounded as though he were actually suffering over the fallen condition of Texas women. I really felt sorry for him and wondered where he got his ideas. For honestly, so far as I can see the women out our way are working just as hard as ever, they are just as good housekeepers and cooks as ever. They are saving and sacrificing every day to pay for their homes and to give their children a better education and a better start in life than they had. For the life of me I don't see a thing in the world the matter of the Panhandle mothers except they know more about the world they are living in than their grandmothers knew and they are trying a lot harder to mold the thought and the standards of living in their home communities than their grandmothers ever dreamed of doing.

But fearing there might be another flood, for it had been raining

for about a week, I decided to make a closer study of women in general and see if there were any truth in the newspaper man's convictions that if the world did come to an end in the next ten years we women would be blamed for it. And believing the daily paper is the truest mirror of the social and moral conditions of any city, town, community, or the whole nation for that matter, I picked up the morning paper to study its front page to see what it had to say about women. And this is what I found:

The first news item on the page about a woman had this headline, "Death for Girl on Her Wedding Day." Then followed this pathetic story: "Miss Nella Mae Young died last night. The day was to have been her wedding day, which had been delayed for years owing to the determination of the young woman to put two of her younger brothers through school." Two inches were given to this tragic story of a sister's love and devotion to her little brothers.

Another woman on the front page that morning was Mrs. Pearl Hussey Flanagan of Wichita, Kansas, singer and music teacher, who had returned from Paris to raise an endowment for a 15th Century chateau which had been given her by a citizen of Paris to use as a school for American girls who want to study music abroad. Two inches were allotted to this item plus the lady's photo.

The third item announced the fact that May Peterson Thompson, famous opera and concert singer of Amarillo, was one of the Texas women whose name appeared in this year's Who's Who. A half inch of space was given this notice.

A fourth item gave an inch space to Glenna Collet, who had scored a victory as a national golf champion.

The fifth name on the front page that day was that of Mrs. M. D. Hornsby of Austin, who had sent her dying message to her son, leader of the St. Louis Cardinals, to stay with his team and lead them on to victory, which meant she would rather sacrifice her last word with her son, and her last look into his face than have him lose the goal of his ambitions. Does that look like mother love is dead? There were two and one-half inches of space given to that story of mother devotion.

And then came Aimee. She was the only one with a whole sheet headline. And to her was devoted almost an entire column. The other five women received in all a total of eight inches of space while Aimee, not including the headlines, had ten inches devoted to her faithless performances. But anyway, I was mighty proud of that front page with its five wonderful women on it. And these are a few of the lessons I gleaned from studying the women on the front page of just one State newspaper on morning:

First, that the women of Texas and America are just as great as and good as they ever were. That we still have just as brave and loyal sisters and just as devoted mothers as ever lived in any generation. That we have just as public spirited, just as highly cultured and just as strong, clean, athletics among our women in 1926 as in any year of our Lord.

And don't you think it was fine that there were five fine, noble women on that page to the one doubtful one? And I have been watching the front page of all the dailies that come to my home every day since and so far I find that Aimee is the only woman in the whole nation for the past month that has made big enough fool of herself to get on the front page almost every day.

And who puts her there? Do the women? Do we want such characters flaunted in our face every day as typical specimens of the 20 Century women? She is so rare is the reason the newspapers have to make so much out of her.

And that is one reason the women of our day look so bad to a lot of our newspaper people. They have to look at the same woman so often they get the idea she is a different person every day, it seems.

But there are just two ways for us women to help overcome this unjust criticism of our race. One is for more of us to DO the worthwhile things. And the other is to be more diligent in sending the big things our women do to the press. The average newspaper is just as anxious to print the good things women are doing as the bad things. But the good things are so common they are hard to locate. It seems to take a death or a tragedy in the home to bring them to the light. What we women need most is more encouragement in the good we are doing and less publicity of our bad qualities.

And that is one reason the women of our day look so bad to a lot of our newspaper people.

## NEW BUILDING HOUSES MANY INSTITUTIONS

The Memphis Hotel building is not only the home of the New Memphis. It is the home of Thompson Hardware company, one of the largest merchantile establishments in the city, which is the southwest corner of the building. Back of this and across the passage way leading into the lobby of the hotel, is the office of the Memphis cotton exchange managed by Paul Estep; next is the barber shop owned by Jack Roach, and is one of the nicest and best equipped tonsorial parlors in the city; and next is to be the home of the Western Union, which is to move into same about November 1, managed by Mr. Stuckey.

### BRIDE DIDN'T WANT TO BE KISSED

Justice Gillis united in marriage a negro couple Wednesday morning and after the ceremony he told the bridegroom, "It is my duty to inform you that you may kiss the bride, if you wish." The blushing (?) bride covered her face and wouldn't let her new husband kiss her. And the spectators laughed.

Trained psychologists will hereafter examine undergraduates at Brown University as to their worries, doubts, despairs, loves, and hates.

## WE CONGRATULATE THE NEW MEMPHIS HOTEL

UPON THEIR FORMAL OPENING

**DUNBAR & WATSON**  
Insurance, Abstracts, Loans and Bonds

Try Democrat Want Ads for Results!

We Welcome  
NEW MEMPHIS HOTEL  
TRUST IT WILL ENJOY CON-  
SUCCESS AND PROSPER-  
ITS SERVICE TO OUR CITY  
aper Grocery

We are proud to  
Welcome the New  
Memphis Hotel  
AS OUR NEIGHBOR

WE ARE ALSO PROUD OF OUR  
SMILING SERVICE  
166 and your request for aid will be answered.  
OPEN ALL NIGHT  
Crawford Service Station  
Two Doors North of Hotel

WE EXTEND  
OUR CONGRATULATIONS  
TO THE OWNERS OF THE  
MEMPHIS HOTEL

have given Memphis a new hostelry of which we  
well be proud, and one in keeping with the devel-  
ment and growth of the city. We offer our hearti-  
congratulations and good wishes.

They offer the best in hotel service, and we  
the best in Drugs.

Arver-Thompson Drug Co.

"A Pleasure to Please You"

MEMPHIS, TEXAS

## ... WELCOME ... NEW MEMPHIS HOTEL



We are proud of Our Job of Plumbing in the fine New Structure. While attending the formal opening we ask you to inspect the Plumbing Work, especially the heating and Hot Water System. Our long list of Contracts Includes the Masonic Temple, Memphis; Tech Ad. Bldg. Lubbock; High School, Clarendon; High School, Estelline, and many other business and residence houses.

### WE WILL SOON MOVE TO NEW LOCATION

In New Rogers Building, occupied by Buick garage on Noel street. This move will enable us to better display our complete line of modern plumbing and gas fixtures. The Public is invited to call and inspect our stock in our new location.

### GAS COMING TO MEMPHIS IN NOVEMBER

A representative of the Gas Company assured us today that gas would be ready for use in Memphis by November 15th. Make arrangements now with us to pipe your property for gas—we are prepared at the present time to give you immediate service by competent, licensed gas fitters.

DON'T DELAY—PHONE 561 NOW

**L. HOLT**

Phone 561 PLUMBING & HEATING Memphis

**Memphis Democrat**  
WELLS & WELLS  
Owners and Publishers

J. CLAUDE WELLS, Editor

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

**SUBSCRIPTION RATE**  
In Hall County, per year -- \$1.50  
Outside Hall County, year \$2.00

**Special Representative**  
TEXAS PRESS WEEKLIES, INC.  
H. L. GRABLE, Manager  
613 Mercantile Bank Building  
Dallas, Texas



**THE NEW MEMPHIS HOTEL MARKS GROWTH OF CITY**

A long felt and badly needed want of Memphis has been supplied by the New Memphis Hotel. The need for this city for several years has been a hotel of modern accommodations and equipment to handle the salesmen and visitors to this city. In this new hotel Memphis has a splendid, modern built and equipped with all the latest apparatus which add to the comfort and convenience of the guests, and marks a new epoch in the history of Memphis.

It shows that Memphis is becoming more metropolitan and keeping pace with all the towns of the Panhandle. It has not been long since Memphis was a town without any modern conveniences. Now she has paved streets, modern church buildings, public library, great school buildings, and a court house that stands out as a work of art and shows to the world that Hall county is in the lead in more ways than one. Being in the heart of the best and finest farming land in Texas. Memphis needed a modern hotel to keep pace with her other modern conveniences, and now she has it in the New Memphis.

The Memphis Chamber of Commerce is to be congratulated for working faithfully and unceasingly to secure a hotel in keeping with the town and the owners of the New Memphis Hotel building and the owners of the hotel are to be congratulated for their business wisdom in spending much money



G. M. THOMPSON



E. P. THOMPSON

Two of the owners of the Memphis Hotel Building, and prominent hardware men of Memphis and the Panhandle country.

in giving to the town just what it needed in the way of a hostelry. The Memphis Democrat unites with the citizenship in extending congratulations and commendation to all who had a hand in the designing, building and equipping the hotel.

**DEMOCRAT KEEPING PACE WITH PROGRESS**

It is with a feeling of pride that the management of the Memphis Democrat informs its readers that it is striving to keep pace with the fast growth of Memphis. During the past few weeks new machinery and printing material has been added to the office at a cost of several thousands dollars. A new linotype and a new press are two of the things added. Several new faces of type and other equipment have been bought.

This is in keeping with the plans of the management, upon becoming owner of the Memphis Democrat last year, and as the town and country grows it is our aim to keep pace with it in advance of the needs of the community for a larger and better newspaper and printing office.

All this has been done without brag or blow, but quietly and without any great show. In fact it has been left up to the readers to observe whether any advancement has been made, and as to how faithfully the public is being served with a first-class newspaper. The rapid growth of our list of readers is evidence that the paper is being read and appreciated by the people of the community.

southbound Tuesday night and went to Fort Worth without anyone going with them. However, the hospital authorities wired they would meet the train. Both were eager to go, and were smiling happily when the train pulled out.

The local Shrine club was the first one issued out of Kniva Temple of Amarillo, and has retained the president J. H. Read, and secretary Max King, since the organization. The local club has done some good work in getting these boys entered in the hospital. The dues paid by Shriners go to the support of the hospital, and many crippled children are treated and cured annually. Only those children, whose parents are unable to pay for treatment, are accepted at the hospital.

**CHILDRESS WANTS PROF. PAUL JAMES**

The following, taken from the Childress Index, shows what other towns think of Paul James as a band leader:

"While no contract has been closed yet it is believed that Paul James, director of the famous

Gold Medal Band at Memphis, will locate in Childress and be director of the Denver Road band, a down town band and assist with the school band. The directors of the Chamber of Commerce now have the proposition before them to employ a full-time band director.

"The recent fair spent more than \$600 for the Quanah band. It was a good band and worth the money. It is possible to reduce this expense considerable each year if a band master of reputation can be secured. Most of the musicians would be willing to play at a nominal price if their band could be directed by a leader of the reputation of Paul James.

"Mr. James resided in Childress before going to Memphis. He not only won honor for the Memphis band but also received a gold medal for being the best band director in Texas."

Joe B. Stacy, who for several months was manager of the Fain & Co. store of this city, has been made manager of the Fain store at Childress. He is a good business man and made many business friends while in Memphis.

**TWO CRIPPLE BOYS SENT TO SHRINE HOME**

George Glover and Elzie Berry were sent Tuesday to the Scottish Rite Hospital for Crippled children at Fort Worth by the Memphis Club of Khiva Temple Shrine. Both boys have been in the hospital before and are sent back for further treatment.

It will be remembered that George Glover, aged 12 years, was sent to this hospital July 14, 1925, and after several months treatment, was returned to his home near Newlin very much improved and able to walk with crutches, when before going he could not even use or stand on his feet. Elzie Berry, aged nine years, was sent by the Bonham Shriners to the hospital and was released from the hospital shortly after Glover arrived there. Since that time he with his people moved to this city, and through the efforts of the local club, George and Elzie were returned Tuesday for further treatment. Both suffered from infantile paralysis, and the treatment already received has been of great benefit, and further treatment will likely put them on their feet in good shape.

The boys were put on the

**We Congratulate**  
**The New**  
**Memphis Hotel**  
**On their Opening**

MILK AND DAIRY PRODUCTS  
FURNISHED BY

**FLYNT'S DAIRY**



*Our New Building*

We are proud to announce the completion of our new Hotel Building and extend to all an invitation to come and go through the building on Tuesday, October 12, the day the Hotel will be formally opened.

Visit our store while here, as we have a very useful item that we want to give each visitor on that day.

**ANOTHER MARK OF ACHIEVEMENT**

FOR MEMPHIS IS THE BEAUTIFUL

*New Memphis Hotel*

WE CONGRATULATE THEM ON THEIR OPENING

**Central Power and Light Co.**

J. A. BREWER, Mgr.

**Thompson Bros. Co.**  
HARDWARE AND FURNITURE



### CRISIS ACTION J. T. ORR

ment is highly throughout the state marketing, and al- opinion seems to be unanimous that this necessary to save the Texas, immediate applications of these paramoun if any- done toward solving tions, in the opinion president and gen-

eral manager of the Texas Farm Bureau Cotton Association.

"Every day thousands and thousands of bales are dumped upon the market in the face of the decline, each adding to a further price reduction," he said. "Since the bankers and business men of the state became alarmed over conditions to the extent that they started a movement to raise \$100,000,000 in Texas to retire a million bales from the market to make orderly marketing further possible fully ten days has elapsed. During this time the market has been further flooded, and while an emergency of no small magnitude does exist; and while the action of the bankers is unquestionably of outstanding necessity and importance still the element of time in putting such action into operation is a factor that must be contended with.

The Texas Farm Bureau Cotton Association is behind their program solidly and enthusiastically. It will mean much to bring forcibly home to the people of Texas the principles of orderly marketing which this organization has fostered and encouraged during the last five years, and upon which foundation its entire structure is built. It is the only organized agency within the State to meet the existing emergency through the application of orderly marketing. We are making a liberal advance at the time cotton is shipped, we immediately take it out of the possibilities of county damage and fire hazards, store it in the most modern warehouse in the State, properly and fully insure it, and then market it in an orderly manner to the consumer.

"These are the factors which if generally applied will relieve tremendously the present market pressure and make possible the application of permanent methods of marketing the South's crop.

"Our receipts during the last twenty days has shown remarkable gain and every day's deliveries are adding substantially to the volume of cotton that is being taken from speculative channels by the association. Public opinion and sentiment has crystallized in favor of this program. The Texas Farm Bureau Cotton Association has the agency and the machinery from receipt, handling, storage, sales, insurance, financial and accounting, of the cotton from the consumer and back again. No further time would be lost in applying the principles of orderly marketing if this agency and this machinery would be utilized.

"The organization is strictly non-profit sharing, except to the members themselves and then in proportion to the amount of cotton delivered by them, as made possible through orderly marketing and co-operative marketing. It is an organization set up and operated to carry out exactly what is now generally conceded as the solution of existing cotton conditions. It must be utilized, however, by the producer of cotton, encouraged by the banks, bankers, and business men who see in it a means of carrying out that which they are now forcibly agitating. Each day's delay means an additional volume of cotton dumped upon an already glutted market, and a resulting further price decline.

In this connection, W. L. Martin, president of the Marshall National Bank of Marshall, said that any effort to raise the price of

### Texas and Texans

(By Will H. Mayes) Cotton Holding Essential

The COTTON price situation is the most important problem now confronting the entire South. Aall agree that present prices are much below the cost of production and that if price do not advance while the present crop is still largely in the hands of the producers many will have to face bankruptcy. The farmers will not be the only sufferers, for industry and trade, in the South at least, are inseparable from farm prosperity. Being the largest cotton producers, Texans will suffer most. The banks can not carry all the financial load of the cotton crop and this should not be expected. Merchants can carry some of it, but not all or even a greater part. Business interests should help as far as possible and the farmers themselves will have to carry the rest of the burden if they bring prices up. It is a case in which the whole country should stand patriotically together for the common good.

#### How All May Help

First of all, every farmer who can possibly do so should take his entire cotton crop, after it is baled, back to his home and store it and insure it there, or else place in a warehouse and hold it for a price of not less than twenty cents or whatever price may be generally agreed should be received. Then every farmer should agree to reduce his cotton acreage 20 to 25 per cent as may be generally determined. Farmers who are compelled to sell some of their cotton, should sell as little as possible, and this should be bought by bankers, merchants, and capitalists, who should agree to hold it for the stipulated price. It would be better for the farmers to hold their cotton themselves where they can borrow enough money on it at a reasonable interest. Mass meetings should be held in every county and definite holding and planting plans should be worked out by farmers and business men together along lines outlined by some co-operative central organization, and adherence to plans adopted should be a test of one's loyalty to his fellowmen. No half hearted, poorly organized and poorly supported plan will be effective. All must help or all must suffer.

#### All People Should Assist

The "Buy a Bale" plan will not in itself solve the trouble, but it will help, and those who can buy and hold a bale for the agreed price should do so. Cotton consumption should be largely increased. It is said that a large per cent of the homes in the country now need many yards of white cotton goods, bedsheets, toweling, etc. By a concerted movement, practically every yard of cotton goods now on the market could be absorbed by the homes of the country in thirty days and a demand could be created for cotton to manufacture more goods. While one of the most difficult things is to induce people to subordinate vanity and pride to the common good, both men and women might be persuaded to wear more cotton goods. A return to cotton dresses, underwear and hosiery, at least for everyday wear, would in itself be a large factor in advancing cotton prices, and certainly the school children of the cotton growing states should not be sent to school clothed in silk.

#### Inconsistency Largely to Blame

I am not enough of a dreamer to hope that any great change in the practices or habits of a people can be brought about overnight or even in a year, but I do believe that if the right kind of concerted effort should be made and kept up, the people of the South would in time adopt a more consistent attitude toward the use of cotton goods. It would appear to be to the interests of industry and trade in the cotton growing states to do something to stimulate a pride in the home consumption of the principal home-grown crop of these states, but so far as I know no effort has ever been made to kindle such a pride in any of our own products. It is true that at one time we had under way a poorly supported "Made-In-Texas" movement, but what is needed is a universally supported "Grown-in-the-South" movement to be especially applied to cotton and as clearly defined as the California-grown brands of products. "Grow it and use it" would be a consistent motto for the cotton growing states.

#### Pecan Crop Market

While pecan prices have not yet been fixed, the crop reports indicate that the yield will be larger than last year and enough to cause buyers to feel justified in offering

cotton to 20c would be futile. The world knows how much cotton is on hand, and any effort to raise the price higher than is justified will not be successful. There already is an organization for the orderly marketing of the cotton crop in the Farm Bureau, and it seems that further organization would be unnecessary.

a low price. Although the demand for pecans is constantly increasing, prices are not making a corresponding advance. The Southern States grow practically all the pecans, and, like cotton, they are rushed on the market in a few months. Pecan growers are going to have to get together and organize a marketing system that will stabilize prices. Until this is done they will be at the mercy of the buyers. When it is done, they, and not the buyers, will fix the prices. Pecans can be placed on cold storage and kept in good condition almost indefinitely. Some day those who produce the food and clothing for the rest of the world will learn that marketing is just as essential as production and should be given as careful attention.

#### Suggest Uses of Pecans

Now that pecans are becoming a staple product in Texas, why is more not done to get them more generally used as food? It is generally admitted by dieticians that they are more nourishing than meats of any kind and have greater food values. They are certainly more appetizing, and may be used in many ways that meats can not be used. They improve both vegetable and fruit salads and may be advantageously cooked with many other kinds of foods. Pecan growers need an "educational bureau" to acquaint the public with the hundreds of ways in which these nuts may be used. No good reason can be given for pecans being sold at lower price than is paid for bacon or other high priced meats.

A foreman in a lumber camp in the Cascade Mountains, Washington, stepped into a hole and found that he was standing on a bear enjoying its winter sleep.

The last herd of the wild white cattle that roamed over Britain in the days of Caesar live in a park in the North of England. Their cry is more of a roar than the familiar 'moo' of domestic cows. They stampede on the slightest provocation.

Ermine received its cognomen of 'royal' from Edward III of England, who so liked the fur that he made it an offense for any person except those of royal birth to wear it.

The first theatrical press-agent stunt took place a century ago when an actor drove a tub drawn by a flock of geese for three miles along the banks of the Thames. The act was successful in filling the theater for the subsequent performance.

Scientists now propose to utilize poisonous gas in killing mosquitoes.

Radio has extinguished a flame for the first time. A man in San Francisco broadcast a shrill note which put out a sensitive flame in Berkeley twelve miles away.

Andrew Jackson was the only American President ever to figure as a duelist. Abraham Lincoln was once challenged by a

young politician and chose as weapons cavalry broadswords of the largest size, but the affair was called off.

A variety of mushroom with a shiny elastic skin is a natural bomb. It has a white spongy center which changes to black powder as the plant matures and, at a certain stage of development, aided by heat from the sun, explodes.

FOR SALE—1925 model Ford truck. Call for Moss this office.

### WELCOME MEMPHIS HOTEL



#### PIECE LIVING ROOM SUITE

you can buy in confidence. You see it to appreciate its high quality—suite consists of Davenport, Fire-chair and Easy Chair, upholstered in jacquard velour.

**KELVY & REED**  
QUALITY FURNITURE

Congratulations to the new Memphis Hotel

Progress Must be the Password

WE LOOK UPON YOU WITH PRIDE. YOUR SERVICE WILL HELP TO BUILD MEMPHIS INTO A PROGRESSIVE CITY.

Memphis Cotton Oil Co.

CONGRATULATIONS TO THE NEW MEMPHIS HOTEL

**QUO VADIS**  
Presented by the 1913 STUDY CLUB  
Thursday PALACE

A First National Picture

"Howdy, Neighbors"



CONGRATULATIONS TO THE NEW MEMPHIS HOTEL AND COFFEE SHOP

ON THEIR FORMAL OPENING

WE ARE JUST ACROSS THE STREET

**A BALDWIN**  
EAST SIDE SQUARE

PRICE AND QUALITY MEET

CONGRATULATIONS  
TO THE NEW  
MEMPHIS HOTEL

Southwestern Life Insurance Co.  
C. A. REYNOLDS, Agent Memphis, Texas

PAUL JAMES SCHOOL OF MUSIC

Teacher of Wind and String Instruments

Will be in my studio on  
MONDAYS, WEDNESDAYS, THURSDAYS  
and SATURDAYS

From 2 p. m. to 6 p. m.

Phone 201 or call at Band Bungalow.

Will Organize High School Band Orchestra  
WEDNESDAY, OCTOBER 20, 4 p. m.

GOVERNMENT ESTIMATE FOR  
COTTON OUTPUT TOTAL FOR  
1926 IS 16,627,000 BALES

Washington, Oct. 8.—This year's cotton crop will be the largest ever grown, totalling 16,627,000 bales, as compared with the previous record crop of 16,135,930 bales produced in 1914, according to Department of Agriculture figures since the previous forecast in mid-September, it was indicated in a crop report Friday.

The Sept. 16 condition of 69.5 per cent indicated a crop of 15,810,000 bales. Last year's production was 16,103,679 bales and the Oct. 1 condition was 56.6 per cent.

The indicated yield per acre is now placed at 168.4 pounds compared with 160.0 pounds a fortnight ago and 167.2 pounds the final yield last year.

The condition on Oct. 1 and the indicated production by states follow:

Virginia: Condition 65 per cent; production 44,000 bales.  
North Carolina: 68 and 1,200,000.  
South Carolina: 56 and 1,120,000.  
Georgia: 59 and 1,340,000  
Florida: 61 and 25,000.  
Missouri: 64 and 225,000.  
Tennessee: 65 and 390,000.  
Alabama: 65 and 1,310,000.  
Mississippi: 68 and 1,600,000.  
Louisiana: 62 and 700,000.  
Texas: 59 and 5,350,000.  
Oklahoma: 60 and 1,630,000.  
Arkansas: 61 and 1,370,000.  
New Mexico: 85 and 79,000.  
Arizona: 80 and 105,000.  
California: 91 and 122,000.  
All other States: 67 and 18,000.  
Lower California (Old Mexico): 92 and 82,000.

COTTON ADVANCING  
SINCE THE REPORT

Cotton this week is on the upward climb, in spite of the heavy report of last Friday. Buying is more active, and the price has advanced to about the same as before the report of last Friday.

Local and Personal

Mrs. Steve Edwards of Estelline shopped in Memphis Friday.

Ernest Pope of Clarendon was a business visitor in Memphis Thursday.

Mrs. Addison, wife of Rev. Addison of Estelline, was a Memphis visitor Friday.

Mr. Beauchamp, hardware man of Oklahoma City, was a Memphis visitor Saturday.

Mrs. Monroe Hensen of Canyon visited her father, Mr. Rountree, the past week.

Jim King made a business trip to Amarillo and the Panhandle oil field last week.

Horace Tarver and Lindsey Davis left for Dallas Saturday night to buy holiday goods.

Mrs. Mat Ward of Wichita Falls visited relatives and friends in Memphis the past week.

Mr. and Mrs. C. W. Dunham of Paducah visited friends and relatives in Memphis Sunday.

Mrs. A. Baldwin departed for Vernon Friday to visit her daughter, Mrs. T. L. Rouse of that city.

Miss Marcelle Brewer is in Memphis for a time, as the Parnell school has closed for cotton picking.

J. D. Spires, buyer for J. F. McGeehee & Co. cotton exporters, made a trip to Childress this week buying cotton.

Miss George Ella Mickle, enroute for Dallas, stopped in Memphis a short while Saturday night and visited friends.

Miss Autie Anthony, who is teaching in the Brice School, spent the week end with her parents, Mr. and Mrs. J. A. Anthony.

Miss Doll Merrick, who is attending school in Wichita Falls, spent the week end with her parents, Mr. and Mrs. Joe Merrick.

Mr. and Mrs. Quentin Shelton and daughter, Betty Jean, of Amarillo visited Mrs. Shelton's mother, Mrs. T. R. Franks, of this city last week.

E. L. Harris of route one renewed for the Democrat Monday. He believes that cotton picking will get under good headway this week, if the rains will quit coming.

E. A. Porter and family of Bellevue are moving to Memphis to make their home here. Mr. Porter is to be connected with the Gardner-Stallings Wholesale Candy Co.

Mr. Kennedy of Amarillo, representative of the Firestone Tire company has leased the W. B. Baldwin house on North Tenth street and will make his home in Memphis.

Mrs. Von Nostrum of Holliswood, Calif., is here visiting Mr. and Mrs. E. N. Hensen. She is a fine vocal artist and sang at both the morning and evening services at the First Methodist church last Sunday. She made a pleasing hit with the audience with her splendid singing.

IT SEEMS TO ME

Some people should be labeled, as medicine—So we'd know how to take them.

IT'S A GREAT PLEASURE TO  
WELCOME THE  
NEW MEMPHIS HOTEL  
TO OUR CITY

Make It a Habit  
To Come Here  
for Clothes...

Men who once get the habit of coming here for Clothes seldom if ever break it, for they have found that dollar for dollar they get more Clothes' value than they can get most anywhere else. If you have never tested the quality of our Clothes, now is a splendid time to do so. Plus-value, plus-style Clothes moderately priced.



EVERYBODY'S STORE

"Built on Value—Growing on Value"  
West Side Square Memphis, Texas

Congratulations  
to the new  
MEMPHIS HOTEL

We, too, are New in Memphis, but an old Reliable Lumber Company.

Completely stocked with a high grade line of Builders' Supplies.

H.R. HAYES LBR. CO.

Congratulations

TO THE NEW

Memphis Hotel

Let us help beautify your home and rooms with our Frame Pictures, Art Prints and Easel Frames.

SPECIAL PRICES

During National Picture Week—October 10-20

We have selected a choice line of pictures for this occasion. Call and see them.

W. D. ORR

STUDIO & GIFT SHOP

The New Memphis Hotel



COMPLETE ARISTOCRATIC HOTEL

To make the new Memphis Hotel a source of pride for the owner and every occupant as well as to the city of Memphis has been my chief aim.

To those interested in planning their new apartment houses, hotels, residences, or other buildings of interest to a greater Memphis, we invite your close inspection of this new and beautiful hotel building.

It is with pleasure that we always furnish estimates free of charge and lend our helping hand on any particular job.

T. KITTINGER

Phone 531 CONTRACTOR Memphis

October 12, 1926

### FOR INNOCENT

K. WARNER

Week never that I am not re- Pasover and the little innocent

Demon such as a some terrible pest along EVERY

truly murder 8, -cent children and our innocent citi- m at the stake, or them out of this

sternity in the way, what would be honest, fathers Texas and Amer- id we do? Would about our every let the same gain next year and never do a or give it one of the publicity time the American press

the Si(e)mple Me- is another pecu- us Americans. commits a crime his wife, or his or bootlegging, robbing a bank, weeks and months of dollars trying not true. That did it or else it

is all imagination and never hap- pened at all. But if the courts do finally prove something did happen and somebody is sent to the penitentiary for a while, how many of those criminals ever pay the death penalty for their crime? How many men and women were executed in any of the various ways for the crimes last year in the United States?

Ask Will Rogers when he comes home from Ireland. Perhaps he can tell you. Do you think the number would reach 8,000 for any year? That's the number of innocent children who paid the death penalty by fire last year for the negative sins of us all. Children! EIGHT THOU- SAND were burned to death in the United States cremated alive 7,000 of her citizens last year. Didn't you read just last week that Texas burned six men, women and children in one day a short time ago? And Texas' en- tire quota to this terrible slaugh- ter of the innocent was 284 lives in 1925. Now really, which is the worst? To pardon the crimi- nals that have served a part of their time or allow 284 innocent men, women and children suffer the death penalty for something they never did? And our best fire experts tell us that at least 85 per cent of the fires and the loss of life and property by fire could be prevented. And if it is a crime to take a life in anger and because of some unhappy condition in our lives or for the sake of plunder that does not belong to us, what is it to just sit around and allow our homes

and our school houses and our churches to play the part of a fire trap to burn our children to death? Have we all forgot- ten the passage that plainly says our "Sins of omission are as bad as our sins of commission?" If the real truth were known would not most of us be criminals?

Here is our national record: An average of forty-eight human beings are burned to death in the United States every day. That is equivalent to one life sacrificed on the altar of fire every day of the year in every one of our States. I never read the story of Isaac that I do not shudder and draw a breath of relief because God stayed the hand that was about to sacrifice its child on the altar of fire. And then to think this awful sacrifice of human life is going on every day, every where, on the altar of CARELESSNESS. Doesn't it make you shudder and want to see that your home and your school out and the church and the theater, and the shop and store and the hotel are all safe from the red hot stove days com- ing on this winter?

There is another peculiar thing about Fire Prevention Week: It reminds me of a lot of so-called- revivals. You know, a lot of perfectly good people never think much about it or make any special effort to save the chil- dren's souls except about one week in the year when somebody comes along and holds a revival. Isn't that queer? But our chil- dren, like our homes, are likely to go any time. But most of us are willing to run the risk the other fifty-one weeks. And of course it is during these extra fifty-one weeks of neglect and carelessness that most of the damage is done.

But beside the waste of hu- man life there is an awful waste of valuable property by fire. We put life first because if it hap- pens to eb your child or my child that is lost in the fire it will mean more to us than all the \$500,000,000 that the United States burns up every year. You can rebuild a home, or a school, or a church,—maybe. But those little charred bodies will never come back. You can't reproduce a child's spirit. It just has one. When that is gone your child is gone forever.

Look at these facts a minute: Crime costs the people of the United States \$10,000,000,000 annually. To say nothing of hu- man sorrow and the loss of life. Fire costs the United States \$500,

000,000 annually, beside the 15,- 000 lives it takes. Education, public school education, costs the United States a little more than ONE BILLION DOLLARS an- nually, and its mission is to save life and save crime and make happier and better citizens of all our children. Look at those figures, folks, and ask yourself which we quibble the most about. Texas burned \$20,000,000 worth of property last year. And now we are wondering whether we can afford six or only four months school this year for our rural children! Which will be the best for the children and the State? More crime, more sor- row, more fires, more death, more suffering, or more education, more care and watchfulness, more efficiency and happiness? How long shall we continue to sacri- fice our children to pay the price of our neglect?

#### U-HEC CLUB

The U-Hec club met Thursday afternoon, Oct. 7, at the high school building. After the reading of the minutes, pins were dis- cussed for the club and also dis- cussion for an affiliated Home Ec- onomics club.

The following program was en- joyed:  
Violin solo—Shirley Greene.  
Life of Mrs. Richard—Dorise Powell.  
Reading—Florence Jones.

Helium has been solidified into a transparent mass for the first time by Professor Keesom, of Leyden University. His prede- cessor, Professor Onnes, succeed- ed in liquifying helium but was unable to solidify it.

### PRIZE OFFERED BEST ESSAY ON FIRE HAZARDS

In keeping with fire prevention week, several members of the Memphis fire department visited the Memphis public schools and delivered addresses on this sub- ject.

Wednesday a delegation visited the West ward school and wit- nessed a fire drill where 561 small children repaired from the building in one minute and forty seconds after the alarm had been sounded by Prof. H. A. Jackson, principal of the school. The children were then directed to the auditorium where they heard several talks made by firemen and club ladies in regard to the carelessness in dealing with the causes of fire. Chief Woods, King Stephens, Mrs. S. A. Bry- ant and Rev. Jameson were the speakers.

A prize was offered to the child in each grade who would write the best essay on fire prevention or produce the best poster on this subject. Children from each grade will compete with those in the same grade only and one child may win both the prize for the essay and for the poster. The fire department will judge the work. Local mer- chants will donate the prizes.

Elk once roamed America from coast to coast.

## WE CONGRATULATE THE NEW MEMPHIS HOTEL

ON THEIR OPENING AND WISH THEM CONTINUED SUCCESS AND PROSPER- ITY IN OUR CITY.

### MEMPHIS GARAGE

J. W. Slover

D. S. Baker

Try Democrat Want Ads for Results!



oving our Funeral Home from South Seventh west corner of the square, in the building d by Davis Buick Co.

AMBULANCE AND HEARSE SERVICE  
mas & Scott Funeral Home  
Funeral Directors  
Memphis, Texas

## The Electrical Wiring and the Fixtures

FOR THE NEW

### MEMPHIS HOTEL

ARE BY

## Frank K. Fore

With pardonable pride we point to our part in building the New Memphis Hotel—all of the electrical work and beautiful electric fixtures which feature in the beau- ty of this wonderful edifice. Our work on your home will be done with all the care and accuracy that the New Memphis Hotel received.

## FRANK K. FORE

ELECTRICAL CONTRACTOR

MEMPHIS

TEXAS

## Newly Created "Wellworth Dresses" for Fall!

In all the wanted sleeves

Most Timely Fabrics in Colorings Positively Fast



Long Sleeves  
Short Sleeves

Three-Quarter  
Elbow Sleeves

### WE PARTICIPATED IN AN ENORMOUS PURCHASE

Only by joining thousands of other leading stores throughout the country in purchasing the entire output of the country's largest maker of wash dresses - are we enabled to offer such wonderful garments to you at our exceptionally low price of only \$2.00. We give you the benefit of our good fortune.

Take Advantage of This Timely Opportunity by Selecting Several.

Greetings to the New

## Memphis Hotel and Coffee Shop

May you meet with the well deserved success which your equipment and service merit.

## Greene Dry Goods Co

THE BIG DAYLIGHT STORE

Memphis

"The Big Daylight Store"

Texas

**CENTRAL POWER CO. HOLDS SAFETY MEETING**

The Panhandle District Safety organization held a meeting in this city Tuesday afternoon with the Memphis force of the Central power and light company as hosts. Forty-five representatives from the different rent towns served by the company in the Panhandle were present and dis-

cussed the different phases of safety as laid down by the Safety Bureau.

These meetings are held monthly in one of the towns served by the Central power and light company and are conducive to better and safer service.

Miss Ella Holligan of Lakeview visited friends in Memphis the past week.

**MEMPHIS WELL SUPPLIED WITH GOOD HOTELS**

The new Memphis Hotel is the fifth good hotel for Memphis. The Kenedy, Pounds, Cobb, and Turner are the other four first-class hotels that have been serving the public and will continue to serve for years to come as moderate priced hotels. The Pounds is a three story brick structure and the other three are two-story structures.

Most of the time, summer and winter, these hotels have been crowded daily and many have been turned away for lack of room, and even with the coming of the Memphis there will be many times that outside rooms will have to be secured to take care of the public. Just mention this to show how rapidly Memphis is growing and how the visitors are continually coming here.

**DAIRYING WILL PAY BETTER THAN COTTON**

One hears much these days of the farmer and his problems. Legislators and politicians have analyzed and criticized the farmer's problems from every angle. Advice has been chewed up and spit out in chunks and dribbles until many are left in a sea of uncertainty, drifting with the current of campaign propaganda and political flap-doodle. All this has served to belound the real issues until literally we don't know where we are, and whether we are going or coming.

Legislation will not make farming safe; advice will not produce crops; sympathy does not provide a market, and co-operation does not as yet control prices to the point of making all farming profitable. Farming as a vocation is "sick;" considerable is said about "raw deals" and our boys and girls are leaving the farms and going to the cities.

In support of this belief your attention is invited to the attached table of figures gleaned from the 1920 U. S. Census, and covering conditions as true for the year 1919 on the Texas and Wisconsin farms. Texas is selected as being primarily a cotton state, over 50 per cent of the Texas farmer's income coming from cotton; Wisconsin is taken because it stands out as our leading dairy state. Figures are given on Oklahoma and New Mexico merely for near-by comparisons.

It will be seen that while the Texas farm is more than twice as large as the Wisconsin farm, on the average, it supports only three dairy cows while the Wisconsin farm boasts a herd of fifteen; that the Texas farm produces yearly only \$76.00 worth of dairy products where the Wisconsin farm's dairy products are valued at \$951.00 or at a rate of \$8.00 per acre of farm land. Had the Texas farmer produced at a similar ratio his dairy products income would have been \$2088.00 or approximately \$2000.00 more than he did produce. Could the Texas farmer make sure of this extra \$2000 yearly income.

Raising more cotton will not increase the farmer's income; will not keep his boys and girls on the farm, and will not cure his ills. More attention to the dairy cow WILL accomplish these things. Moral: In planning your crops for 1927, don't overlook the dairy cow, the brood sow and the thrifty hen.

**1913 STUDY CLUB**

The 1913 Study club met Wednesday afternoon, October 6, with Mrs. M. McNeely as hostess. Fifteen members were present. The study for the afternoon was on the "Spoken Drama." The leader for the study and discussion was Mrs. T. M. Harrison. Characteristics of the Modern Drama and stage was read by Mrs. R. S. Greene. Mrs. Vernon Williams gave an interesting paper on Percy Mackaye, an American dramatist of today. The theme and interpretation of the play "The Scarecrow" by Percy Mackaye, was very ably discussed by Mesdames T. M. Harrison, M. J. Draper, S. Davis, J. P. Watson and G. A. Sager. Afterwards the entire club entered into a round table talk on the play which proved very interesting and entertaining.

The hostess served a delicious salad course and the Club adjourned to meet with Mrs. T. E. Noel, October 20.

Mr. and Mrs. T. B. Norwood of Arlington came last week for a business and pleasure visit in Memphis. It has been seven years since they moved from Memphis, and this is the first time Mrs. Norwood had been back on a visit. She says Memphis has certainly made a wonderful growth during that time.

**EQUIPMENT**

(Continued from page 1)

street, and from Main street through the coffee shop. Opening off the lobby are the Western Union, the barber shop, and the cotton exchange. The clerk's desk finished in the same manner as the lobby and the manager's office is finished in oriental cream tints. The office is supplied with double check rooms for guests baggage and cloaks. It is also equipped with a modern flash light telephone system, the first to be installed in the county, and bought through the Memphis telephone company. This system is connected with each room in the hotel and with the central in town.

From the lobby one passes through Peacock Alley, with full length mirrors every few feet on each side of the alley, into the coffee shop which is one of the show places of town as well as modern cafe equipment. The shop

is furnished with Simmons solid steel tables and chairs, which are being used in all new large hotels. The counter is of marble and swivel chairs enable easy access. The frigidaire system is used in the kitchen and coffee shop. Mr. Wilson says "the American people want speed when they come into a cafe, and expect the food to be pushed across to them without a minute's delay. It is our purpose to furnish this speed in our coffee shop, which is built and furnished in such a way as to enable us to give the fastest possible service."

The lighting system was furnished and installed by Frank K. Fore of this city. They are beautiful and set off the appearance of the hotel to good advantage.

T. Kittinger, local contractor, supervised the wood work of the building and the wood finishing, and the finished product speaks for his ability.

L. D. Sanders had the brick work in charge and the building stands out as a stable and finished product that is good to look at, and will stand the test of time.

The hotel is fire proof and steam heated, with fire escapes leading to the outside as extra precaution. L. Holt of this city did the plumbing in the building, which was quite a job itself.

Taken as a whole the new Memphis is one of the finest and best equipped hotels in this section and the citizenship takes pride in it.

WE WISH TO CONGRATULATE

THE NEW

**Memphis Hotel**

We have filled their Coal

WHAT ABOUT YOUR

**W. P. DIA**

Coal, Grain and Feed

**WE, TOO, ARE OPEN IN THE NEW MEMPHIS HOTEL**

and invite the patronage of local citizens of the town and county as well as guests of the hotel.

Located in Hotel

**MEMPHIS HOTEL BARBER SHOP**

**WELCOME New Memphis Hotel**

Your opening marks another milestone in the rapid progress of Memphis towards the top. Your success is deserving and earned. Your addition to this city is one of its biggest and greatest assets.

**Fain & Company**

5c 10c, 25c and \$1.00 Department Store

WEST SIDE SQUARE

MEMPHIS, TEXAS

*Compliments of the Banks of Memphis*

We extend our hearty congratulations and best wishes to the new

**MEMPHIS HOTEL**

We hope that success and prosperity may attend this institution and the management in the many years of service to the people of Memphis.

**HALL CO. NATIONAL BANK  
CITIZENS STATE BANK  
FIRST NATIONAL BANK**

**WE EXTEND OUR CONGRATULATION TO THE NEW**

**MEMPHIS HOTEL**

May your service be as dependable as the cars driven by both owners and the manager of your establishment.

**STUDEBAKER**

RAYMOND BALLEW, Dealer

MEMPHIS

**THE NEW MEMPHIS HOTEL**

WILL USE OUR

**"Mother's Bread"**

WE CONGRATULATE THEM ON THE OPENING OF THEIR NEW ENTERPRISE IN MEMPHIS

**STEPHENS BAKER**

NEAL STEPHENS, Proprietor

MEMPHIS