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Acreage Reduction Signers Receiving mue mump Over $\$ 31,000$ Today 1

## W. E. 'UNCLE BILLIE' BOREN DIESSUDDENLY <br> \section*{}

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 GOVERNMENT OF DOUMERGUE IS WRECKED $\qquad$
 AT MEETING
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| China Builds $\$ 100,000$ White HouseCANNING PLANTPASSES 2.500OUTPUT |  |
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The Weather
nousDemocrats Claim Sweep--Two Killed in Election Disorders-President Drives 7 hrough Downpour--Voting Is Light Here

Legion Rodeo To Present Novel Showing


 . MEMPHIS PUBLISHING CO., lac. LYMAN E. ROBBINS, Publicher

NEW RACKETEER RISES-THE GOSSIPER $\mathrm{T}_{\text {since the }}^{\mathrm{HE}}$ gossip is always with us-has been, no doubt, 1 since the pyramids were a-building. But it has repaying basis and make a racket out of an ancient failing
Reporters for the New York World-Telegram recently dug up news of one of the oddest businesses ever invented.
They found that there are in New York certain firms, some of which have branches in other cities, Which will circulate rumors for you, for a price; ru-
mors about your competitor, about yourself, about some individual-insidious whispers that will' spread from mouth to mouth all across the country, untraceable and unstoppable.
They have trained operatives who go about cir
culating such rumors. Some of them pose as house culating such rumors. Some of them pose as house-
to-house salesmen, and drop their propaganda in the to-house salesmen, and drop their propaganda in the
ears of housewives. Others filter about through hotel lobby crowds and travelers in railroad stations, dropping a word here and there to help the cause along.
Anybody, apparently, can hire their services. Anybody, apparently, can hire their services.
One large corporation has lost thousands upon thousands of dollars because rumor-mongers have persuaded people that employes of the firm are suf-
fring from leprosy. Another has taken huge losses bcause it has been whispered about that the firm has This bort of work has been found useful in labor troubles. A strike in a large Connecticut city was
broken by sly propagandists who spread the word broken by sly propagandists who spread the word
that the union leaders were crooks. A middlewestern strike failed after gossip-mongers let it be known
that the plant would be moved to another city if the strikars were victorious.
Plots of this kind are impossible to trace. The victime may work themselves to a frazzle trying to
spread the truth, without success. For there is a perverse streak in human nature which makes many people believe such rumors tenacic
Yet it is only through refusal to take any stock in gossip that this vicious kind of propaganda can be
The next tirre someone confidentially tells you that such-and-such a firm employs diseased persons to
package goods, or uses poisonous or adulterated machest, or follows an anti-Catholic, anti-Jewish, or anoff in the background, probably has an ax to grind. let him do
Side Glances bv George Clark



## The Clew of the

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Northern Texas Utilities Company



## The Democrat's Daily Page of All Star Comics


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## "66" SERVICE





## ALLEY OOP



## THE NEWFANGLES (Mom'n Pop)




Cuclone Abandons Title Chase To Meet Oldest Rival This Week-End



