




4
We now feature the new Spring clothing. The colors are right, tans, blues, greys; the tailoring is right, for regular, stout, slim, stub; the fabrics are right, wool and wool mixtures; and the PRICES ARE RIGHT. Nothing over $\$ 35.00$.
\$35
\$30
$\$ 25$

## $\$ 20$

Indian Head
Colors Prints
(Usually you pay 50c)
39c

A showing of piece goods that is exceptional, for it includes new materials with new patterns for Spring at NEW PRICES!

| CHINTZ |
| :---: |
| for coverings, curtains |
| (Usually at 50 c ) |
| 34C |

Printed Broadcloth
for fine pajamas, etc.
49c

Floral and Moderne Linen for Draperies 34c
Rayon Taffeta
(Usually at 95 c )
G9e

PRINTED CREPE
The newest patterns for Spring
$\$ 1.49 \quad \$ 1.95$

## J. R. Jomes \& Company

| New Spring Arrivals$\begin{aligned} & 8 \\ & 6 \\ & 6 \end{aligned}$ Ensembles $C 0$ Cats$\qquad$$\square$ $x^{8}$ Dresses $\xrightarrow{\text { Ladicus. }}$ Paty Millinery Lex |  |  |
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SAVINGS
14th Anniversar , minein SALE
Starts Friday, Jan. 18, Lasts 10
$=$
20 Per Centr 10 Per 0 DISCOUNT DISCOUN on all cash sales during this 8 On 30-day and installn
Everything Marked Do

dINING RO0M SUITES, BREAKFAST R00M SUTTES, RLGS, LAMPS, OCCASIONAL PIECES
Everything On Sale
Special Liberal Reducti
On Several Lines We Are Discontinuing
Amarillo Funiture Comp for the NEW SEASON
feature the new Spring clothing: The colors are ans, blues, greys; the tailoring is right; for regout, slim, stub; the fabrics are right, wool and xtures; and the PRICES ARE RIGHT.

NOTHING OVER $\$ 35$

nn $\$ 20$

A showing of piece goods that is exceptional, for it includes new materials with new patterns for Spring at NEW PRICES!

| FLORAL |
| :---: |
| and |
| MODERNE |
| LINEN |
| for Draperies |
| 946 |



| 12 Momme |
| :---: |
| PONGEE |
| Natural Color |
| (At most stores |
| 75 c ) |
| 496 |


| CHINTZ |
| :---: |
| for Covering, Curtains |
| (Usually 50c) |
| 396 |



CORAL PRINTS for
Children's Dresses
19 c

| PRINTED |
| :---: |
| BROADCLOTH |
| for Fine Pajamas, etc |
| 496 |

PRINTED CREPES
CREPES The newest Patterns for Spring
$1.49 \quad 1.95$

98 c

Local Men Attend C. of C. Meeting In Clarendon Monday




Hereford Enjoys Large Feed Crop
 canb

SPECIAL SALE Bridge Lamps


Hamilton's VARIETY STORE



Starts Saturday, Jan. 19, Ends Feb. REMEMBER" WEHAVEADDED VAST QUANTITILS OF FRR New, Famous and Exclusive Federated Leade at THEIR WELL-KNOWN YEAR ROUND BARGAIN PRICES!

WATCH THESE FEDERATED BARGAINS

| First Quality |
| :---: |
| TABLEOLLCLOTH |
| only, per yd. |
| 19c |

PURE SILK PONGEE
in natural tan shade: bes
quality, yd.

39c
"Big Brother"
MENS OVERALLS

Union made. Sold only at Federated Stores. Pair-
\$1.29
SPRING COATS, HATS and DRESSES Specially reduced for thid sale

Look at the big four-page circular for more about Federa prices!!
M. Rosenwasser FEDERATED STORES
resents
oyed a musi

| Hen Paul He are again at the be- <br> of the eity's ginning of a brand-new year <br> Mrs. Mar- There is something serious settle |
| :--- | :--- |

$\square$

| Mrs. C. L. | down over a fellow's soul at the |
| :---: | :--- |
| Ruth John- | thought of being permitted to have |

Richardson.
Irs. Morgan,
Richardson $\qquad$ had been snuffed out forever the
past year, like so many of our
friends?
Oh, the world
$\qquad$
$\qquad$


63RD WEDDING ANNIVERSARY IS CELEBRATED BY LOCAL COUPLE
$\qquad$
$\qquad$ Second Semester at Clarendon College
Was Begun Jan. 14
$\qquad$
deral
$r$
ad and Molasses FES: 10 and 469 CERY COMPANY



What Price, Mister?
You don't ask this question any more in "M" SYSTEM. Everything is plainty marked with neat swinging tags, and at the same price to everyone. A price made low by low operating costs and direct buying.

SATURDAY SPECIALS

| FLOUR | cunenaticis, 8 Lus | \$1.65 |
| :---: | :---: | :---: |
| SPUDS | per peck | 250 |
| PEANUT BUTTER ${ }_{\text {rwo }}$ us |  | 39 c |
| BLACKBERRIIS anomovav |  | 560 |
| LETTUCE | pex heio | 9 c |
| PEACHES | arlor can | 460 |
| APRICOTS | anuor car | 59 c |

"M" System


# ine iviemphis עc.... 



Hyder Hospital


|  |
| :---: |
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|  |
| Audits Systems |
| Memphis Mattress Factory |
|  |
| old mattresses NEW MATTRESSES |
| All Work Guaranteed |

WEST TEXAS
MATTRESS CO.

John W. Fitzjarrald




Section Two






0 wned and operated exclusively by home boys. No corporation - no royalties paid.
nell's Cash Stores Will Open Their Doors for Business in Memphis
Saturday, January 19, at 9 A. M.


Free! Free!
HOT BISCUITS AND COFFEE
Free All Day
Brazos Coffee, and biscuits made of Royal Seal Flour. Standard quality food products will be demonstrated and served free for the approval * of the public of Memphis and vicinity. Everybody welcome.

FIRST CLASS MEAT MARKET
Satisfaction is guaranteed at Snell's. An unconditional money-back guarantee goes with each and every sale. Our customers must be satisfied and they are the sole judges. If we please you, tell others; if we fail to please you, please tell us . . . The price is the thing. The real value of every item sold in a Snell's Cash Store is the talk of the country. Note our prices on every single item.

YOURS TO SERVE AND TO PLEASE!
Listen to This
ASH STORES BUY IN CARLOAD LOTS
chandise is bought in large quantities and de-
rs our own trucks to the different stores, thus e public the difference.
LEATHER
; to go at-PRICE-SPOT CASH TO EVERYBODY

Snell's Cash
Stores' Motto:

We Sell for Less
-Keep the Dollar Turning

WE DO NOT QUOTE YOU A FEW PRICES AND HOLI? YOU UP ON THE REST OF YOUR BILL!
MERCHANDISE GIVEN AWAY! FREE

NOTE THE HOURS YOU MUST BE PRESENT!

At 2:00 p. m. - 10 sacks of Royal Seal Flour given away At 2:15 p. m.-10 3-lb. cans Brazos Coffee given away At 7:00 p. m.-A chest of Rogers Silverware given away Register your name early. Ask to have your name registered.
body Welcome to

Sf fouself that we mean what
elling you. Chain store buy-
heavy belling power make our buyto goad selling power worth while. 80 c will be marked in plain
$\qquad$

Not a Cut Price Store
Our Stores Are Not Cut
Price Stores. We Just Buy Close And Sell Close.

FREE! ${ }_{\text {SUGAR }}^{4}$
4 pounds of sugar given free with each purchase of a 3 -pound can of BRAZOS COFFEE. GOOD FREE BISCUITS AND HOT COFFEE and many other quality foods will be served free all day. You are welcome, Come in and get acquainted.

Be Your
Snell's Cash Stores Company

Memphis Democrat
Coolidge policies, or lack of them, to be the order of the day.
We may expect President Hoover to sit over many breakfast Weles with the grey haired financier from Pennsylvania, and WELLS \& WELLS, Owners and Publisher
J. CLAUDE WELIS, Editor

WILLIAM RUSSELL CLARK, Managing Editor MRS, G. L. TIPTON, Local Reporter DUARD E. SCOTT, Foreman



## THE DEMOCRAT'S PROGRAM FOR 1929

1. A municipal auditorium.
2. More dairy cows for Hall County.

More dairy cows for Hall County.
Modern creamery plant.
Pased highway across Hall County.
As adequate public library.
More
More paved streets.
Better police and fire protection

## COMMUNITY PROJECT

$\mathbf{F}_{\text {the lat plans have have been approved and all in in readines for }}^{\text {INA }}$ Memphis, Sunday moming. January 20 . It is believed that
only a comparatively small number of people do not know
what the drive is for, and that this number will be lesenend after Sunday.
The Democrat, throughout the larger part of last year, re
peatedly reminded the citizens of Memphis of the need of
central agency to look after all charities not coming under the jurididition of the city and county governments. Heretofore needy folk have gone to merchants for aid. Very few casee
are on recerd where financial awistance has not been rendered The Lions Club, seeing the need for a charity organization. took the leadership in getting public sentiment aroused by ap.
pointing a committee to thoroushly investigate the need for a united charitice The commitece brought in a report that raised to care for prospective cases.
Representatives were then called from the various eleemo synary societies and organizations functioning in the city and tion that now has charge of raising funds through the medium the responsibility of the Lions Club to see the drive through to completion. This is not the case any more so tharr it is the - muccess.

IE is going to take teamwork in order to raise the quota of
$\$ 2.000$. If \$2.000. If people will give as a privilege and not as a duty, the
amount will be over-subscribed without much difficulty. The communty chest drive is absolutely a free will proposition. If
you do not believe you will derive a benefit from giving to this cause, either directly or indirectly, your money would be better left in your pockets. If you believe in charities, properly
regulated and properly accounted for, then you should give accordingly.

Memphis will either take a big step forward next week by raising the assigned quota, or the municipality will remain at a
standstill. The community chest drive is a community project, something that should appeal to the mass of our citizenship.
Let's get behind the movement and put it over as it deserve
A BIG SLICE OF MELLON
Fewspaper reports are to be believed and some of them
are unquestionably reliable, Andrew W. Mellon, at present
Secretary of the Treasury in the cabinet fo Mr. Coolidge, will
hold the same position when Mr. Hoover takes over the Presi-
dency. Mr. Mellon will dominate the Hoover administration
just as he is dominating that of Coolidge, if he is permitred to
remain in office.
When Mr. Mellon threw his support to the President-elect,
shortly before the Republican National Convention, astute pol-
itical observers felt that "Uncle Andy" would be rewarded by
en
being continued in a post that he finds particularly to his liking. Then
Mr. Mellon has, through the manipulation of his office, been
instrumental in benefitting every line of business with which he
has a connection, and they are many.
It has been maintained that the Treasury Secretary has been
the real President of the United States, and that Coolidge has
been more or less of a profound figurehead. That assertion may
be stretching the blanket a little too far, but since it is known
by most people that Hoover prepared Coolidge's addresses, it
it not unreasonable to believe that 'Uncle Andy" told the na-
tion's chief executive which way to head in. Wilson had his
Colonel House, and now Coolidge is having, and Hoover will
have, his Mellon.
The post of Secretary of the Treasury is one of the most
the we may also expect him to do as Mellon says, provided the
Secretary is confirmed in his re-appointment. It is a big slice of
Mellon that the nation's chief executive may have to swallow. Mellon that the nation's chief executive may have to swallow.

## DAN MOODY'S BOY

UST a few days prior to the convening of the present session
of the Texas legislature. Texas and the world at large was informed that Governor Dan Moody had become, overnight, the proud father of a fine boy. Not having been in Austin at the actly how fine he is, but we can imagine the proud father and ot to be blamed.
Writers in state newspapers are making much of the event oo it is only natural that The Democrat should be counted in on Dan Moody, Jr., is just another ugly baby with a set of strong lungs and subject to the colic and other disturbances that cas toria and paregoric seem to alleviate or disrupt. But we have
seen few fathers, and no mothers at all, who would admit that seen few fathers, and no mothers at all, who would admit that
their baby was ugly. He is always the "sweetest, cutest, pret heir baby was ugly. He is aw."
Now that Mr. Moody has achieved the distinction of being proud father, he should make a better executive. The ques
ion arises whether or not he will be. Not so, we fear, if starts humoring the infant at the outset. We have heard o morning trying to pacify a baby that insisted on keeping the is kept up the larger part of his evenings, the effects of his lo If, on the other hand, said proud father cannot be bothered
Is erep may be felt in the with disturbances from the crib, he may prove to be an even fice. The destiny of the state, therefore, in some part at lea large colonial mansion in Austin, Texas.
From all sections of the state, gifts have been pouring into re of no value whatever, to father, mother, or son, but they Daddy just happens to be the governor of the State of Texas The chances are that Dan Moody's boy will receive his
hare of attention the next two years, but we are never going to be
hair.

Texas and Texans
By Will H. Mayes
Buyy Times Ahead
It is evident that the present
session of the legislature will be
a most busy one if the legistars
attend closely to the business that will be before them. The Univer-
sity oil lease matter will have to
be ironed out, and whatever final there is sure to be some dissatis-
faction. West Texas is not the only part
of the state that is concerned
about water rights legislation. It

long distances to get to trade with
merchants who show that they are
anxious to extend their
$\qquad$
$\qquad$
$\square$ dedicated an airport, Abilene is
ow proposing a $\$ 100,000$ bond
osue that it may build a municiest in flying will soon require
every place to have suitable land
ing fields. It is freely predicted



 much "pot-shotting" in the matter
of seeuring industries, the result
being that little or nothing is ac-


Complished. Chese Factories
The two Texas towns that were
first to secure cheese factorie
first to secure chese factories
last year showed how to go abou
getting industries. The place getting industries. The places
were Reund Rock and Buda, both
mere villages, near Austin. Cheese
initial outlay- $\$ 15,000$ or $\$ 220$,
000 -but they stimulate dairying
and that scatters money through
out a communit. These small (Continued on Page 7 )

## Tobey and Tike




Panhandle Press Paragraphs



PORTANT GRDUP DR CAR BUYERS
derican people are getting on in
y of them are just starting. But up the ladder. Their ideas of uty are expanding. They want
er furniture, finer automobiles.
past three years, hundreds of ese progressive Americans have e Pontiac Six. Some of them
is the first car they ever owned. them, Pontiac has represented up from the lowest priced field. greasive group, Oakiand has
and new Pontiac Six. It repreeater advancement over every-
field today than the original ted in 1926. It will take its buyever up the ladder of motor car ep. Watch for the
EW $\mathrm{VTH}^{6 \mathrm{~A}}$


| Correction <br> At the bottom of an Oakland ad appearing in The Democrat last week, the signature "Allen-Figh Motor Co.," erroneously appeared. The signature should hive been Vallance Motor Co <br> The correct dealerships are as follows: ALLEN-FIGH MOTOR CO. Dodge <br> VALLANCE MOTOR CO. Oakland-Pontiac <br> THE MEUPHIS DEMOCRAT |
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All-American that All America is Acclaiming The New Oakland All-American Six is win-
ning the praise of all America. It is enjoying ning the praise of all America. It is enjoying
the admiration caused by its new beauty. And those familiar with its mechanical
quality marvel at such fine car Peatures as an quality marvel at such "line car ofarent balanced "line of drive".
accurately
dynamically balanced, counter-weighted crankshaft ...exclusive patented rubber weather-proof internal-expanding fourwheel brakes ... Small wonder that a car se atyled... should be winning America's

VALLANCE MOTOR CO.
Memphis, Texas

A NEW
AII-AMERICAN SIX

Studebaker's
Commander finer, more beautiful than ever . . . at a still lower price!

$$
{ }^{\prime} 1350=
$$



Dmander Brovgham yor Five-six wire wheels and trunk, standard equipment,
Bumperi and ppare tires extra. Commander Sedan, $\$ 1375$. Prices at the factery
 pion six of the world. The new Commander is velvet-smooth, yet insistent, quick and powerful.
steadier at high speed, due to its new double-drop frame and lower center of gravity. Ball bearing spring ow, more than ever before, one must turn to
shackles and hydraulic shock absorbers provide forer, if he would not pay more than he should, matchless riding ease.
The colorful coachwork of the new Commander interprets the capabilities of the car itself. There is
speed and tireless energy, eagerness and pride, in
every line of the long, low bodies.

RAYMOND BALLEW
-There is no Substitute for Experience"-

covers almost half a century
Such leadership must be earned. It comes from the proper coor dination of resources, engineering skill and marketing facilities plus that willingness to serve for which the Conoco name has always stood.
Today, as always, Conoce stands for highest quality
and unsurpassed service.


1 Starting
2 Accelerat 2Accelefation
3Powler and
Milecage


