

Who's Ill—  
IN OUR  
Mrs. Otha Fitzgerald  
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Don Tyler was  
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NOTICE OF SEER  
THE STATE OF T  
County of Hall,  
Notice is hereby  
virtue of a certain  
issued out of the  
of Hall County, Te  
district of Texas,  
August 1, 1941,  
Mrs. Isabell Cyren  
Court, under a ju-  
of Panhandle Com-  
pany, a corporation  
cause in said Cou-  
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Company vs. Mrs.  
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the 22nd day of  
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All that tract, s  
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in the City of Hall,  
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property of Mrs. M  
and husband, F. B  
and on the 1st Te-  
ber, A. D. 1941, I  
the 7th day of said  
Courtroom door o-  
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individual communi-  
factories are in op-  
year more than ever  
said levy and said  
I will levy and said  
real estate, at pub-  
cash to the highest  
property of Mrs. F.  
husband, F. H. B.  
compliance with the  
program sponsored by  
notice by publication  
the language, and  
three consecutive da-  
ately preceding said  
in the Memphis De-  
paper, published in  
Texas.

Witness my hand  
day of August, A.  
W. C. Lenoir,  
of Hall County

By  
A. B. Stewart, B

ber 25 New  
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Injunction

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rt Court hearing on  
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of Vance Swaim  
has been postponed  
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District Judge A. S.  
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In addition, it also  
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TURN UP  
FILE!

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help us protect these be-  
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THURSDAY—  
Ann Massey, Sept. 14.  
Noel, Sept. 15.  
Hull, Newlin, Sept. 17.  
Jones, Sept. 17.  
Sexauer, Sept. 17.  
e's Comments, Sept.  
Thompson, Sept. 20.  
y Wasson, Newlin,

will be a big week  
especially September  
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# The Memphis Democrat

40 PAGES  
THIS WEEK

Hall County Herald, Established May 3, 1890, Absorbed by Purchase August, 1928.

\*\*\* (NEA SERVICE) \*\*\* MEMPHIS, HALL COUNTY, TEXAS, THURSDAY AFTERNOON, SEPTEMBER, 18, 1941 \*\*\* FIVE CENTS \*\*\* NUMBER 14

## Plans Complete for County's Fourth Annual Dairy Show Formal Opening of Cheese Plant Is Set for Next Thursday



**SPEAKER**—Ross Rogers, ex-mayor of Amarillo, who will give the principal address at the formal opening of the new City Park in Memphis next Thursday, September 25.

### PROGRAM FOR PARK OPENING IS ANNOUNCED

Principal Address To Be Delivered by Rogers of Amarillo

Final preparations for the formal opening of the new City Park, which will be highlighted by an address from Ross Rogers, ex-mayor of Amarillo, were made this week by the Park Board.

### August Is Record Month for Sales of Defense Bonds

Maturity Value of Bonds Sold \$13,525; Total Now Surpasses \$27,000-Mark

A record month in the sale of Defense bonds and stamps, almost reaching the total previously sold, was reported for August by C. Lee Rushing, Hall County chairman of the committee in charge of the sales.

Maturity value of bonds sold in the county during the month was \$13,525, Rushing said, and a total of \$126,600 in stamps were sold.

Sales price of the bonds sold was \$12,891.75, with the stamp sales running the total to \$13,018.40. Previously, since the stamps and bonds went on sale in May, \$14,876.95 worth had been sold (this figure is the sales price and not the maturity value).

The bond sales in Memphis were as follows: Series E, maturity value, \$2,300, sales price, \$1,725; Series F, maturity value, \$200, sales price \$148; Series G, maturity value, \$11,000, sales price, \$11,000. (Series G bonds are those which are bought at face value and bear interest during a period of 12 years.)

"We are proud of the increase in sales during the month of August," Rushing said, "and wish to express our appreciation to all citizens who have aided thus far by purchasing either bonds or stamps."

### Year's First Bale Brought to City by C. L. Wheeler

M. C. Allen Pays 20 Cents Pound for Initial Cotton; Farmers Union Buys Seed

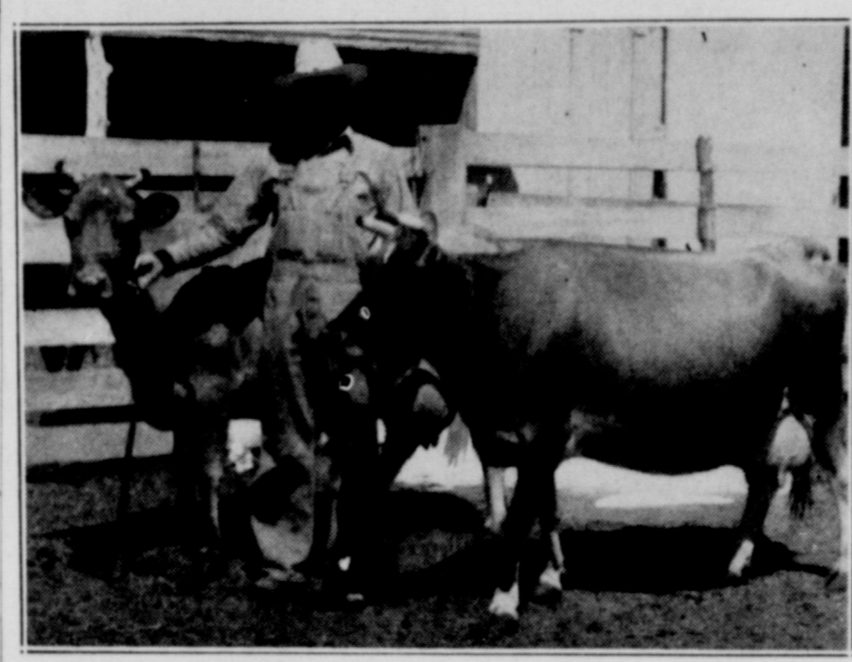
Hall County's first bale of cotton to be ginned, brought in last Thursday afternoon by C. L. Wheeler who lives south and west of Lakeview, brought the fancy price of 20 cents a pound and the cottonseed were bought at the rate of \$52 per ton.

Buyer of the cotton was M. C. Allen, manager of the Memphis Compress Company, and buyer of the seed was the Farmers Union Gin Company. The cotton was ginned free of charge by the gin.

### Powell Assigned to Kelly Field Post

Private C. A. Powell Jr., son of C. A. Powell of Memphis, has been assigned to the 476th school squadron at Kelly Field, it was learned here this week.

The orders, issued by Colonel H. R. Harmon, commanding officer at Kelly Field, were effective September 1.



**RETIRING PRESIDENT**—C. L. Sloan of Estelline, retiring president of the Hall County Dairy Association, is shown here with two of his prize-winning registered Jersey cows. Primrose is standing behind Sloan, and Thank You (mother of Primrose) is in front.

### C. L. SLOAN, ASSOCIATION PRESIDENT, HAS MODERN HOME, IMPROVEMENTS

C. L. Sloan, present president of the Hall County Dairy Association, has made more improvements on his farm between Hulver and Parnell during the past five or six years than any farmer in Hall County.

He has the most modern of equipment not only in his home but in his up-to-date barn which houses the cattle with which he annually takes numerous prizes.

Everything is modern, even down to the automatic drinking fountains—fountains not for humans but for his cows in which he takes so much pride.

Sloan is not likely to have any feed shortage, for when one first drives into the grounds of the farm he is sure to notice two high stacks of bundles—one stack of alfalfa, one of sudan.

The barn, however, will attract the most attention of any of the equipment. The milking room has a concrete floor and is thoroughly cleaned after each milking. The feed trough is of concrete, too, and the automatic water fountains are set in the concrete. Iron guards are placed around each cow's neck while she is being milked.

On the wall Sloan keeps charts to show the production records (Continued on page 8)

### Three Teachers Resign Positions

Three Hall County teachers, two at Parnell and one at Turkey, have resigned, and two have accepted positions in the Childress school system, it was announced last week.

Resigning were Mr. and Mrs. C. E. Todd, who taught at Parnell, and William S. Lyons of Turkey. Their successors have not yet been named.

Todd will succeed George Blasingame, and will serve as principal of Wilson school in Childress. Blasingame accepted a position as head coach at Hawkins High School in East Texas. He is known to a number of Memphians, since he served as an official in several football games here last year.

Lyons will serve as principal of the Childress East Ward school, succeeding Nolan Maxwell, who had been teaching at Tell for several years. Maxwell was elected to the position this summer, but declined the offer and will remain at Tell.

### LARGE NUMBER OF REGISTERED CATTLE EXPECTED IN CONTESTS

Hall County's fourth annual Dairy Show, with a larger number of registered cattle expected to be entered than ever before, will be held next Thursday, September 25. Judging will begin at 10 o'clock in the morning and will end between 3 and 3:30 in the afternoon. The show will be held on the grounds of the Memphis Cotton Oil Company, and several exhibits will probably be on display.

### Back to College Go Young Women And Men of County

Joe Shelton of Brownwood, president of the Texas Jersey Cattle Club, has been tentatively selected as judge in the competitive contests, L. M. Hicks, publicity chairman of the Hall County Dairy Association, said this week. It is not definitely known whether Shelton will be here, however.

Following the show, a milking contest, to be open to women of all ages, will be sponsored by the chamber of commerce. A cash prize will be given to the woman who milks the most in one minute. Cows will be furnished as long as they last, Carroll Smyers, C. of C. manager said, although entrants may bring their own cows.

Judging of the female cattle will be held first, and will probably be concluded by noon. Males will be judged in the afternoon. Judging of both will begin with the youngest class, and proceed to the other classes in order of age.

Classes of both male and female animals will be as follows: Class No. 1, under six months (Continued on page 8)

### Tax Remission for Four Counties to Be Sought in Bill

Eubank to Introduce New Measure During Special Session of Legislature

Funds needed to repair roads damaged by record rains this year will be sought in a bill to be introduced in the state legislature this week by Representative Paul Eubanks of the 121st district.

The bill will call for a remission to the four counties of Hall, Childress, Cottle, and Motley of half of the state ad valorem taxes for the next three years.

Eubank was asked to submit the bill following a meeting of judges and commissioners of the three counties in Childress Sunday. Attending the meeting from Hall County were Judge M. O. Goodpasture, and Commissioners W. B. Morrison, Burl Bell, Tracy Davis, and Roy Russell.

The representative was telephoned during the meeting of the officials, and agreed to submit the bill early this week. Since the legislature is in special session, it is believed that passage of the bill will be difficult. Unanimous consent must be obtained before it can be introduced.

### 11 Now Enrolled in Electricity Course

With 11 men already enrolled, the new class in electricity at the national defense training school at Memphis High School is steadily growing.

A maximum number of 20 is expected to enroll. The course was started last Tuesday, and will continue for ten weeks instead of eight weeks. Students must attend 120 hours to receive a certificate.

### Memphian's Sister Dies in Childress

Miss Josie Pearl Smith of Amarillo, sister of M. N. Smith of Memphis, died Monday shortly after noon in a Childress hospital. She had been ill for several days.

Survivors include four sisters, Mrs. W. C. Shaefer of Olympus, Mrs. T. R. Whitehead of Childress, Mrs. A. R. Pole of Fort Worth, and Mrs. D. F. James of Littlefield; and two brothers, Luther Smith of Olympus, and M. N. of Memphis.

### Goodbye, Weeds—CITY TO HAVE CLEAN-UP WEEK

Led by members of the Memphis Garden Club, various organizations, the city health officer, city officials, and the Memphis fire department are working together to clean up the City of Memphis next week.

The week, September 22-27, has been proclaimed by Mayor J. C. Wells as official Clean-Up Week, and all citizens are being urged to cooperate in cutting weeds and giving their property a general "going-over."

Alleys and vacant lots, and in general, most of the city, are in a bad state of condition," Dr. O. R. Goodall, city health officer, said this week.

"The numerous weeds and unsanitary alleys are detrimental to good health," he added, "and it is of vital importance to all citizens to clean up the city. Hay fever sufferers have probably had



TURN UP  
FILE!

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# Society

## Gwendolyn Brewer Becomes Bride of Scyon Shearer in Plaska Ceremony

Miss Gwendolyn Brewer became the bride of Scyon Shearer in an impressive ring ceremony Sunday afternoon, September 14, at the Church of Christ at Plaska, with Minister Lloyd Moyer of Clarendon officiating.

The bride was attired in light blue with black accessories. She wore a corsage of pink carnations.

Attendants of the bride were Miss Vonda Blum, and Miss Pearl Shearer, sister of the groom. They wore black and navy blue, respectively, with a white carnation.

Mrs. Shearer is the daughter of Mr. and Mrs. B. B. Brewer of Lakeview. She graduated from the Lakeview High School with the class of 1940, being especially popular in athletics during her high school career.

The groom is the son of Mr. and Mrs. Guy Shearer of Memphis. He has been employed at Sunray for the past several months.

Those present for the wedding were Mr. and Mrs. B. B. Brewer, Miss Pearl Shearer, Miss Vonda Blum, J. P. Johnson, and a number of other friends.

Mr. and Mrs. Shearer left Monday morning for a short visit with the bride's sister in Denver.

## Mr. and Mrs. Curtis Of Estelline Given Watermelon Feast

Mrs. T. B. Brooks and Jake Morrison of Estelline gave a watermelon feast in honor of Mr. and Mrs. F. Curtis and children at the Childers Fair Park last Thursday night, September 11.

After the group played games, Rev. Vernon Henderson presented the honorees with gifts.

Watermelon was served to Messrs. and Mesdames J. L. Marcum and family, D. T. Eddins, Roy Baccus, Ben Jackson, Bess Coppage, Mattie Rigby, Curtis Bilingual and son, Lura Marcum, S. T. Hutchins, Perry Hale and family, John Chaudoin and family, Finis Edwards and daughter, Rev. Henderson and family, Fred Berry and family, Bob Morrison, Nellie Curtis, Miss Della Groom, C. Taylor, Evelyn Marcum, Oneta Marcum Jr., and the honorees, Mr. and Mrs. Finis Curtis and family.

## Norene Mixon and J. C. McBrayer Wed in Memphis

Miss Norene Mixon and J. C. McBrayer were united in marriage last Tuesday at 11 o'clock at the Church of Christ parsonage by Minister Grady Pricer.

The couple were attended by Misses Claudia White and Vonda Blum.

Mrs. McBrayer graduated with the 1941 class of Memphis High School.

Mr. and Mrs. McBrayer left immediately for Groom where they will make their home.

## Delphian Club Has Meeting in Home Of Mrs. Jack Boone

The Delphian Club met in the home of Mrs. Jack Boone Tuesday at 3 o'clock with Mrs. H. E. Goodnight as co-hostess.

The program subject for the afternoon was reviews of short stories with Mrs. A. L. Burks as leader of the program. Mrs. Burks told the origin of short story which started in America, calling attention to the debt owed to Edgar Allan Poe. Mrs. Harry Womack reviewed "Flight," by John Steinbeck; Miss Maud Milam reviewed "Uncle Fred Flits By" by P. G. Wodehouse; and Mrs. J. L. Barnes reviewed "Frill" by Pearl S. Buck. The president, Mrs. J. C. McMurry, conducted a quiz on the constitution and by-laws of the club.

Refreshments of iced punch, sandwiches, olives, and cake were served to Mesdames Harry Womack, C. C. Hodges, J. C. McMurry, J. L. Barnes, R. H. Wherry, J. S. McMurry, W. C. Dickey, Jack Boone, Clyde Milam, H. E. Goodnight, Noah Cunningham, O. R. Goodall, W. C. Davis, G. W. Ketterson, Sidney Baker, Harry Delaney, A. L. Burks, J. O. Fitzjarrald, and Miss Maude Milam.

The next meeting will be Tuesday, October 7, at 3 o'clock in the home of Mrs. Tom Draper.

## Miss Leota Wines Becomes Bride of Virgil Greenhouse

Miss Leota Wines, daughter of Mr. and Mrs. C. W. Wines of this city, became the bride of Virgil Greenhouse, also of this city, son of Mr. and Mrs. H. H. Greenhouse of Wheeler, Sunday morning at 9 o'clock in the Baptist parsonage, with Rev. S. F. Martin reading the ceremony.

The bride wore a blue velvet dress and her accessories were black.

Miss Katherine Jones was the bride's only attendant, and she wore a pink suit with blue accessories. Winfred Swift acted as best man.

Mrs. Greenhouse graduated from the Memphis High School with the class of 1941. She attended the San Jacinto Beauty School in Amarillo and graduated in the fall of 1939.

Mr. Greenhouse graduated from the Wheeler High School with the class of 1937.

Mr. and Mrs. Greenhouse will make their home here on South 8th street.

## Mizpah Guild Has Meeting in Home Of Mrs. Grundy

The Mizpah Guild of the First Presbyterian Church met Monday night for an outdoor meeting at the home of Mrs. Boodie Grundy.

The roll call was answered with something on "God's Handiwork." A poem, "Finding God in Nature," was read by Mrs. Dorothy Wingert. Mrs. Gladys Power sang "Trees," a special musical number. The devotional was given by Mrs. Ora Denny and she used as her subject, "God in Nature."

Refreshments of lemon iced cream and cookies were served to Mrs. Ora Denny, Mrs. Virginia Dodson, Mrs. Dorcas Ruth Foster, Mrs. Boodie Grundy, Mrs. Ruth Harrison, Mrs. Minnie Kinslow, Mrs. Estelle McCool, Mrs. Cassandra Morris, Mrs. Gladys Power, Mrs. Pearl Ward, Mrs. Dorothy Wingert, Pauline Wilson, Misses Mary Noel, Ruth Whaley, and one guest, Mrs. Edward Wingert of Chicago.

## Dorothy Nell Sams Of Estelline Weds Emmett W. Lay

Miss Dorothy Nell Sams of Estelline and Emmett Willard Lay of Childress were united in marriage Saturday night in the parsonage of the King Memorial Methodist Church, with Rev. T. M. McBrayer officiating. Mr. and Mrs. Courts and daughter of Childress were their only attendants.

Mrs. Lay is the daughter of Mr. and Mrs. T. H. Sams of Estelline. The couple will make their home in Childress.

## Legion Auxiliary Meets in Home of Mrs. Louie Merrell

The American Legion Auxiliary met in the home of Mrs. Louie Merrell last Friday at 3 o'clock, with Mrs. Merrell, Mrs. Mac Tarver, Mrs. John Deaver, and Mrs. Mamie VanPelt as hostesses.

The subject of the program was music. The meeting was opened with America, followed by the pledge of allegiance to the flag.

Mrs. H. B. Gilmore, president, presided over the meeting. The chapter won second prize at the state convention with its scrapbook.

Mrs. Glenn Thompson, president-elect, read a list of committees and plans were made for the installation of the new officers.

The roll call was answered with the name of a favorite song. The following program was given by the junior members of the auxiliary: Miss Muffet Merrell played a piano solo, "Kitten on the Keys"; Miss Sue Lynn Guthrie, accompanied by Miss Merrell on the piano, played a violin solo; Thomas Pyle played a clarinet solo, "Whispering Hope," accompanied by Miss Merrell on the piano.

Salad plates were served to Mrs. Oren Jones, Mrs. Glenn Thompson, Mrs. H. B. Gilmore, Mrs. W. Wilson, Mrs. Lonnie Edmondson, Mrs. Allie D. Weaver, Mrs. VanPelt, Mrs. John Deaver, Mrs. Mac Tarver, and Mrs. Merrell.

The next meeting will be Friday, October 10, and the place of the meeting will be announced at a later date.

## HIGH SCHOOL P-TA

The Memphis High School P-TA will meet for its first session of the year Thursday afternoon, September 25, at 3:30 o'clock at the high school. Mrs. E. E. Roberts, president, urged all members to attend.

## Memphis Garden Club Meets With Mrs. J. H. Norman

The Memphis Garden Club met in the home of Mrs. J. H. Norman at 3 o'clock Thursday, September 11, with Mrs. H. H. Newman and Mrs. C. C. Hodges as co-hostesses.

The roll call was answered with a name of a plant or flower that grows in some special country.

Dr. W. C. Dickey gave an interesting talk on "Highway and Municipal Beautification." During a short business session the club made plans to sponsor a clean-up campaign during the last week of September, the 22nd to the 29th.

A round table discussion was engaged in by members on "How We Might Promote City Clean-ups and City Beautification."

Members present were Mrs. Clyde Milam, Mrs. D. L. C. Kinnard, Mrs. H. H. Newman, Mrs. Bob Roberts, Mrs. Lloyd Phillips, Mrs. D. J. Morgensen, Mrs. R. H. Wherry, Mrs. Hank Hankins, Mrs. O. N. Hamilton, Mrs. C. R. Webster, Mrs. Brice Webster, Mrs. H. T. Gregory, Mrs. Minnie Kinslow, Mrs. R. C. Walker, Mrs. M. McNeely, Mrs. G. H. Hattenbach, Mrs. J. A. Odum, Mrs. C. C. Hodges, Mrs. J. H. Norman, and Dr. W. C. Dickey, and one guest, Mrs. Posey.

The next meeting will be with Mrs. Glenn Thompson Thursday, October 9, at 3 o'clock.

## Salisbury Sewing Club Meets With Mrs. E. W. Solomon

The Salisbury Sewing Club met in the home of Mrs. E. W. Solomon Tuesday afternoon with Mrs. Lester Bowman as co-hostess.

The club prayer was read and Mrs. Ernest Lee presided over the short business session, after which a shower was given for two local women.

Refreshments of punch, sandwiches, and cookies were served to Mrs. C. A. Williams, Mrs. Ted Barnes, Mrs. Alfred Hutcherson, Mrs. J. A. Longshore, Mrs. C. L. Mixon, Mrs. Barney Lockhart, Mrs. L. I. Davis, Mrs. C. F. Stout, Mrs. R. A. Hutcherson.

Mrs. Ira McQueen, Mrs. C. E. Lockhart, Mrs. Henry Blum, Mrs. Ted Richards, Mrs. Ed Hutcherson, Mrs. G. M. Bass, and Mrs. Ortie Jones.

Guests were Mrs. A. S. Moss, Mrs. E. L. Yeats, Mrs. Roy R. Fultz, Mrs. Charlie Webster, Mrs. R. A. Wells, Mrs. Lowery Johnson, Mrs. Lester Bowman, Mrs. L. M. Hicks, Mrs. R. E. Clark, Mrs. Gordon West, Mrs. Dewey Hawkins, Mrs. Oren Adcock, Mrs. Gene Corley, Mrs. Zera Mae McCrary, and Mrs. S. W. Hawkins.

## Martha Thompson to Become Bride of Lester H. Campbell October 9

Announcing the approaching marriage of her daughter, Martha, to Lester H. Campbell, son of Mrs. L. J. Campbell of Turkey, Mrs. E. P. Thompson entertained with a formal dinner party at the Memphis Hotel Wednesday night at 8 o'clock.

The guests were received by the honoree who wore a dubonnet velvet dinner dress and a corsage of Picardy gladioli, and were escorted to the dining room where a four-course dinner and demi tasse were served.

White gladioli and baby's breath formed the table centerpiece, flanked on either side with crystal candelabra. Place cards were miniature newspapers bearing the names of the ten guests.

"The Snooper" announced the date of the nuptials as October 9 and the couple to be at home at the Roberts Apartments.

Guests in the dinner party were Misses Rebecca Ray Weaver, Dorothy Fultz, June Power, Betty Ewing, Tommye Noel, and Mesdames Nelson Combost, Homer Tucker, Billy Thompson, Ray Childress, George W. Short of Amarillo, and the honoree.

Miss Maurine Thompson of the bride-elect, accompanied the guests.

## Methodist Women Meets for Study, Lunch

The Methodist Women's Society met for a luncheon study.

Songs by groups were Mrs. W. E. Johnson, Mrs. The mission study was Mrs. Sid Baker.

Present were Mrs. Mrs. Bess Crump, Mrs. man, Mrs. Robert D. A. Thompson, Mrs. D. Mrs. A. B. Jones, Mrs. sey, Mrs. T. R. Burzery Johnson, Mrs. E. Mrs. T. M. Potts, Mrs. Mrs. Roy R. Fultz, Mrs. Myers, Mrs. W. C. Mrs. L. C. Byars.

rillo, and the honoree.

Miss Maurine Thompson of the bride-elect, accompanying the guests.

## GREENE'S SALUTES PROGRESS

### We Offer Congratulations:

To the three progressive groups of people who have been so instrumental in making September a day to be remembered in Memphis. Congratulations, Kraft Cheese officials, because in choosing Memphis for the site of your new factory, you selected one of the most progressive towns in Panhandle. Best wishes, modern dairy farmers in the opening of the new plant you are forcing an open market and a further boost to diversified farming. The Hall County Dairy Show is your parade of progress. To the civic leaders... the Memphis Park is a thing of beauty and have made it so in your consistent and careful planning.

Greene Dry Goods Co. THE BIG DAYLIGHT STORE

# Better Values Than Last Year



Throughout our entire stock of Ladies' and Misses' Dresses, Suits, and Coats. Investigate our stock and you will find better values, better cloths, and better styles than you did at the same time last year.

Our next buy, naturally, will be higher in price, but we bought heavily and can take care of a lot of customers before we have to buy again.

## SUITS

Costume suits, three-piece suits, sizes 12 to 42, untrimmed and fur trimmed. The best all-purpose garment a woman can buy. Prices

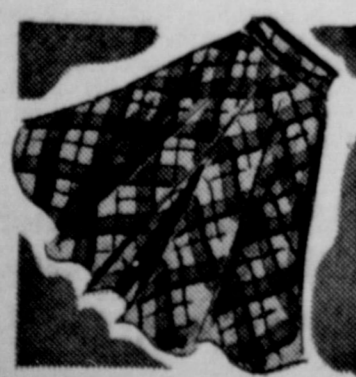
\$26.75 to \$49.75

## SILK HOSIERY

Plenty of silk hose to supply the demand in two grades at—

79c and \$1.00

(NYLON? For the time being we won't mention them.)



## SKIRTS

Corduroy, Jersey, wool mixed and all wool skirts. Wide flare styles. Large plaids are outstanding in this line. Price

\$1.98 to \$3.98

## Woolen Dress Goods

If you can sew and tailor a garment you can make a big saving by visiting our woolen dress goods department. Large plaids with solids to match in all wool materials, 54-inch widths. Rich colorings and designs.

Plaids at... \$2.98 Solids at... \$2.48

ALL WOOL 54-INCH Dress Flannels and 54-inch All Wool Jersey in all good colors at per yard

\$1.98

## Ladies' Hats

All wool felt hats, Merrimac bodies being sold all over the Panhandle at \$2.50. Due to our early buying we can sell our present stock at your choice—

\$1.98

Fox, Melbourne, and Parks and other well known makes in fur felt bodies that usually sell for more—

\$5.00



## DRESSES

Ann Sutton Dresses are chic and distinctive— \$6.50

Nelly Don Dresses—"just try one on"—

\$3.98 and \$11.45

Marcy Lee Dresses at \$2.98 to \$4.98

Hope Reed Dresses at \$8.50

University Frocks at \$8.50

Classy Jean Dresses—dresses of the finer kind—

\$14.75 to \$22.75

Richly Dresses, very finest materials at—

\$17.50 to \$29.75

## CHILDREN'S COATS

The largest assortment of styles and colors we have ever shown in Children's Coats, Prices—

\$3.98 to \$11.45

## GLOVES

Better grade suede gloves in black and colors, regular \$2.50 values at

\$1.98

Suede cloth gloves, all high colors, \$1.25 values at

\$1.00

## COATS

Extraordinary values in coats. Better materials and linings than last year.

Good, well-fitting coats as low as

\$11.45 to \$14.75

All-wool coats in the better grades at

\$17.00 to \$46.75

## Prints

QUADRIGA 80-SQUARE SANFORIZED PRINTS

36-inch widths, worth more, but as long as the present stock lasts—

20c

A Cheaper Line of 36-INCH PRINTS

at 15c

# Greene Dry Goods Company

MEMPHIS

...ON, SEPTEMBER  
 Become Br  
 ll October 9  
 Methodist W  
 Meets for M  
 Study, Lunch  
 The Methodist W  
 day for a lunche  
 study.  
 Songs by group  
 Mrs. W. E. Jone  
 The mission stud  
 Mrs. Sid Baker.  
 Present were M  
 Mrs. Bess Crump, M  
 Mrs. Robert De  
 A. Thompson, Mrs. T.  
 Mrs. A. B. Jones, M  
 Mrs. T. R. Buz  
 Mrs. T. M. Potts, M  
 Mrs. Roy R. Fitz  
 Mrs. Myrs, Mrs. W. C.  
 Mrs. L. C. Byars.  
 rillo, and the hono  
 Miss Maurine Thom  
 of the bride-elect,  
 ceiving the guests.  
 TES PROGR  
 lations:  
 e groups of peopl  
 in making Septemb  
 in Memphis. Cong  
 ials, because in cho  
 our new factory, you  
 rogressive towns in  
 modern dairy farm  
 new plant you are  
 d a further boost to  
 all County Dairy S  
 s. To the civic lea  
 thing of beauty and  
 consistent and ca

### W. L. IN

**W. L. IN**  
**FRED HEMPHILL**  
 Crawford, Baptist  
 ed here at the morn  
 Sunday, but begin a  
 services to the  
 Tell. Fourth quar  
 will be held at  
 Methodist Church Sun  
 district superintendent  
 Wright, preaching at  
 services. Dinner will  
 be at the church at noon.  
 ily conference will  
 after the afternoon.

**Die at Graham**  
 Frances Finnell, 77,  
 morning at the home  
 Mrs. Etta Sta  
 after an illness  
 am. She is  
 ten months. She  
 four sons and four  
 laterment was in Pon  
 near Denton beside  
 who preceded her in  
 Mrs. Finnell,  
 was in Moffet, Colo.  
 Mr. and Mrs. Cheves, a num  
 Mr. and Mrs. Cheves  
 Betty attended the  
 Sunday.

**Program Here**  
 tion program, which  
 all summer in Mem  
 the direction of Mrs.  
 held its first meet  
 irlin gymnasium Fri  
 here about 50 per  
 in the games for  
 Another program will  
 night, Sept. 19, at  
 of the P.-T. A.

**NEED THIS!**  
 Benefit Health and  
 offers complete  
 ization. See  
**Sam Brown**  
 ation. Call 418W  
 rite Box 533  
 mphis, Texas

**FILL**  
**DOCTOR'S**  
**SCRIPTION**  
**CITY**  
**G STORE**  
 ep Cut Prices"  
 ander, Pharmacist

**POPULAR DRY GOODS**  
 offers best congratulations:  
 the officials of the Kraft Cheese Company on the  
 opening of their new factory.  
 the conscientious dairy farmers who will benefit  
 the open market afforded them and who will be  
 at the Hall County Dairy Show.  
 the civic leaders who have worked diligently on  
 beautiful Memphis Park.

Goodbye, guesswork!  
 You can be absolutely sure of satisfac  
 tory stocking wear. All you  
 have to do is ask for the kind  
 that carry this Seal of Approval

**TESTED**  
**and APPROVED**  
 by  
 Better Fabrics Testing Bureau  
 for  
**HIGHEST QUALITY**  
*NoMend*

**We Have Plenty of Hose!**  
 The hose shortage did not affect us...  
 We have a nice supply and no advance  
 in price. Get **79c** and up  
 your supply TODAY!...  
**POPULAR DRY GOODS CO.**

After a short business session, a  
 lively playtime will be conducted  
 by Mrs. Guthrie. Also a sing  
 ing by the entire group will be  
 held. The entire community is  
 invited to enjoy this program.  
**Leafworms at Work Here**  
 Some signs of leafworms have  
 been seen here for the past few  
 days and in some fields the dam  
 age is heavy. Will Burnett and  
 Sam L. Smith have been poison  
 ing for the past few days in order  
 to check the insects in their fields.  
 No other farms in this immediate  
 vicinity necessitate poisoning at  
 this time. The drizzling rain  
 which fell here Friday promoted  
 the work of the worms and the  
 farmers are wishing for some dry  
 hot weather.

**Mrs. Lloyd Crow III**  
 Mrs. Lloyd Crow, primary teacher  
 here, has been ill since last  
 Wednesday and was in a Memphis  
 hospital until Sunday when she  
 was able to be brought home. She  
 is still unable to teach, and Miss  
 Mary Gresham has been teaching  
 in her absence. Mrs. Crow was  
 threatened with pneumonia.

**Visitors**  
 Mrs. Dewey Tucker and son  
 Troy Lon (Pete) of Los Angeles  
 spent Sunday and Monday here  
 with Mr. and Mrs. G. W. Tucker  
 and Mr. and Mrs. W. L. Crab  
 tree. They were accompanied by  
 Nolan Burkhalter, also of Los  
 Angeles.

**Mr. and Mrs. G. R. Evans** and  
 children Moena, Ruby Jean, and  
 David of Groom attended church  
 here Sunday and visited with  
 friends.

Harvey Hemphill of Santa Ana,  
 Calif., is visiting with his grand  
 parents, Mr. and Mrs. W. C. Jar  
 rell, and other relatives.  
 Mr. and Mrs. Virgil Cheves of  
 Amarillo spent Sunday with his  
 parents, Mr. and Mrs. O. F. Che  
 ves.

G. W. Tucker left Monday for  
 Glen Alan, Ala., with his nephew,  
 Claude McDonald, to attend the  
 funeral of his brother-in-law, Mr.  
 McDonald.

**Mr. and Mrs. A. F. Thomas** of  
 Fort Worth spent the week-end  
 with Mrs. Thomas' sisters, Mrs.  
 W. R. Glover and Mrs. G. B. Mul  
 lins. They left Monday for home  
 and were accompanied by Mr. and  
 Mrs. G. B. Mullins and Mrs. Glo  
 ver, who will visit there and in  
 Tyler for 10 days before return  
 ing home.

**Mr., Mrs. Mayfield**  
**Move to Shamrock**  
 Mr. and Mrs. S. E. Mayfield,  
 residents of Memphis for the past  
 seven years, left Tuesday for  
 Shamrock to make their home.  
 Mayfield will be associated with  
 his brother there in the auto parts  
 business. He has been employed  
 here at the Greene Dry Goods  
 stor.

More than 100 cities, counties,  
 civic and business organizations  
 will have special days at the State  
 Fair of Texas this year. Particip  
 ating in the events of each spec  
 ial day will be from 100 to 5,000  
 persons directly connected with  
 the community or organization  
 that is celebrating.

## PERSONALS

Mr. and Mrs. Ralph Howe and  
 daughter of Crosbyton came Sat  
 urday to make their home here.  
 Mr. Howe will work with the Mem  
 phis Production Credit Associa  
 tion.

Norman Heath, R. E. Martin,  
 and Frank Martin were Amarillo  
 visitors Saturday.

Misses Carolyn and Sue Perry  
 Holt from Harold visited their  
 cousin, Marcene Holt, here Sun  
 day and Monday en route to Can  
 yon where they will attend WTSC.

Miss Joyce Sheats spent last  
 week-end in Childress visiting with  
 her parents.  
 Mrs. W. M. Gerlach visited her  
 brother in McLean Sunday.

Harve Butler of Clovis, N. M.,  
 was a business visitor here last  
 Thursday.

Miss Nancy Browder went to  
 Amarillo last week where she will  
 enter St. Mary's Academy.

Dave Browder left last Wednes  
 day for Laramie, Wyo. where he  
 will attend Wyoming University.

Tommy Colvin Jr. returned Sun  
 day from Turkey where he visited  
 relatives last week.

Miss Jimmy Gilreath, who has  
 been working in Amarillo but was  
 transferred to Lubbock last week,  
 spent last week-end with her  
 parents, Mr. and Mrs. W. B. Gilreath.

M. J. Draper and daughters,  
 Mrs. Jay Bruce and Miss Martha  
 Draper, are visiting friends and  
 relatives in Sanderson this week.

Bill Coursey carried his daugh  
 ters, Neysa Nell and Charlotte,  
 to Denton last Thursday where they  
 will attend TSCW this year.

Mr. and Mrs. Grover Roden vis  
 ited his parents, Mr. and Mrs.  
 George Roden, in Wichita Falls  
 last week-end.

Mr. and Mrs. Bob Cummings,  
 Judge and Mrs. M. O. Goodpasture,  
 and Mrs. Billy Thompson were  
 Amarillo visitors last Friday.

Mrs. Joe Crawford and Mrs. Jap  
 Shaw of Hedley were Memphis  
 shoppers Saturday.

Miss Jewel Gilreath returned  
 to her home in Lubbock Sunday  
 after a two-weeks visit with her  
 parents, Mr. and Mrs. W. B. Gil  
 reath.

Mr. and Mrs. Earl Pritchett vis  
 ited in Clarendon Sunday.

Hiram Wood was a business  
 visitor in Childress last week-end.  
 Jimmy Harris of Childress work  
 ed in Memphis last week-end.

Mrs. Andrew Simmons left Fri  
 day for Lubbock where she will  
 visit relatives.  
 Mrs. Louis Goffinett carried her  
 daughter Athalee to Canyon  
 Saturday, where she will attend  
 WTSC this year.

Billy Polk Hall, who is attending  
 WTSC in Canyon, visited his par  
 ents, Mr. and Mrs. F. N. Hall, last  
 week-end.

Miss Frankye Barnes carried  
 her sister Ruth to Canyon Satur  
 day, where she will attend WTSC  
 this year.

Talmadge Pounds, who is at  
 tending WTSC in Canyon, visited  
 his brother Herschel here last  
 week-end.

James Fultz left Saturday for  
 Austin where he will attend the  
 University of Texas this year.

Dr. Alvin Baldwin of Cleveland  
 left Saturday for a visit in Olney  
 after visiting his parents, Mr. and  
 Mrs. A. Baldwin for several days.

Jim Bob Brewer from Camp  
 Wolters in Mineral Wells visited  
 his father, Webb Brewer, last  
 week-end.

Mr. and Mrs. R. S. Greene and  
 Mr. and Mrs. Gayle Greene vis  
 ited Mr. and Mrs. Ingram Walker  
 and daughter Gail in Turkey Sun  
 day.

Mrs. E. P. Thompson and daugh  
 ter Martha were Amarillo visitors  
 Monday.

W. B. Baldwin of Shelbyville,  
 Mo., returned to his home Satur  
 day after a few days with his  
 parents, Mr. and Mrs. A. Baldwin.

Mrs. W. G. Cousins from Kirk  
 land came Saturday to make her  
 home with her daughter, Mrs. J. C.  
 Ross.

Mr. and Mrs. O. V. Alexander  
 were Amarillo visitors Sunday.

Miss Mable Johnson visited her  
 parents, Mr. and Mrs. Will John  
 son, in Clarendon last week-end.

Mrs. Bill Howard visited friends  
 in Quanah Sunday.

Mr. and Mrs. Jack Boone and  
 son, Jackie Ben, accompanied  
 Durad Pounds to San Antonio  
 Sunday of last week, where he  
 will enroll in Peacock Military School.  
 Mr. and Mrs. Boone and son vis  
 ited her parents, Mr. and Mrs.  
 B. F. Martin, in Temple en route  
 home.

### ESTELLINE

By MRS. FRED BERRY  
 W. P. Bennett and Mrs. Opal  
 Bramlett and daughter and Mrs.  
 Brack Barrett spent the week-end  
 in Amarillo.  
 Mrs. Burl Bell and children  
 spent the week in Ryan, Okla.,  
 with her parents, Rev. and Mrs.  
 C. Bownds.  
 Mr. and Mrs. W. B. Davidson  
 and children returned from a two  
 week visit in Denver.  
 Miss Ietta Richberg and sister,  
 Mrs. Herman Dodson of Fort  
 Worth, left Friday after a week's  
 visit here with their parents, Mr.  
 and Mrs. L. C. Richberg.  
 Mrs. Verna Patterson left for  
 Childress this week where she has  
 accepted a job.  
 Mrs. L. Price and Mrs. R. Low  
 ery of Memphis spent Thursday  
 in Lubbock on business.  
 Mr. and Mrs. A. Eddleman took  
 their daughter Elizabeth to Den  
 ton Sunday where she will enter  
 the fall term of school.  
 Evelyn Marcum and Oneta Mar  
 cum left for Canyon Monday  
 where they will enter school.  
 Mrs. A. J. Brown of Childress  
 has been teaching in the Estelline  
 school this week for Mrs. Vida  
 Jarvis who was operated on last  
 week.

Welcome to our city: Mr. and  
 Mrs. C. E. Todd who moved here  
 Saturday. Mrs. Todd will teach  
 the primary children and Mr. Todd  
 will teach in Childress.  
 Jerrell and Winfred Rapp, sons  
 of Mr. and Mrs. Charlie Rapp, left  
 for A. and M. College this week.  
 Jerrell will be a senior and Win  
 fred will be a freshman.

Lee Eldon Wright, son of Mr.  
 and Mrs. Josh Wright, left for  
 Canyon this week where he will  
 enter school and play football.  
 Mr. and Mrs. Edgar Garner and  
 children of Amarillo spent the  
 week-end in the home of her par  
 ents, Mr. and Mrs. Edd Leary.  
 A. J. Berry of Memphis visited  
 his parents here Sunday.

Mrs. Charlie Rapp had as vis  
 itors Sunday her two sisters, Mrs.  
 Clara Smith of Hedley, and Mrs.  
 Fred Combest of Clarendon, and  
 a niece, Mrs. B. L. Collier and  
 husband, of Hedley.

**Wilburn Anderson**  
**With Selby Shop**  
 Wilburn Anderson of Spring  
 er, N. M., has accepted a position as  
 bootmaker at the Selby Boot  
 Shoe Shop, it was announced last  
 week by H. L. Selby, proprietor.  
 Mr. Anderson arrived last week  
 to begin his work, and his wife  
 and two children moved to Mem  
 phis Sunday.

Numerous free entertainments  
 will be presented on the grounds  
 of the State Fair of Texas—  
 the Castle of Foods alone there  
 will be the Swor Bros., old-time  
 minstrelmen, the famous Ham  
 quartet, and several vaudeville  
 acts.

### INDIAN CREEK

By MRS. NORA VANDEVENTER  
 Ruby Gardenhire spent last  
 week-end with her uncle and aunt,  
 Mr. and Mrs. Sam Chaney of  
 Plaska.  
 Mr. and Mrs. Claude Vandeventer  
 had for their guests from  
 Wednesday until Saturday his two  
 sisters, Mrs. Lizzie Reynolds of  
 Childress and Mrs. Cleo Moore and  
 son Troy and daughter Merlyn of  
 Gary.  
 R. C. Edwards spent Sunday  
 night at Turkey with his son Lewis.  
 Mrs. Josephine Tyler and sons,  
 Harry and Don, moved to Mem  
 phis Thursday. Mr. and Mrs.  
 Frank Ellis moved to her farm  
 Saturday.  
 Mr. and Mrs. Charlie White  
 field visited in the Rex Rea home  
 Friday night.  
 Mr. and Mrs. Ervin Payne and  
 family, Mr. and Mrs. Jean Mc  
 Elreath, and Mr. and Mrs. Har  
 land Penninger and family are  
 visiting in the Henry McCanna  
 home near Lakeview.

**REPRESENTATIVE HERE**  
 Mrs. E. Hudson, representative  
 of the American Casualty and Life  
 Company of Dallas, has arrived  
 in Memphis as local agent for the  
 company. An advertisement else  
 where in this issue gives more in  
 formation concerning her work.

Attend the Dairy Show Sept. 25.

**We Recommend**  
**DEMPSTER**  
**FOR YOUR WATER SUPPLIES**



**Over 60 Years of Leadership**

DEMPSTER No. 12 ANNU-OILED WINDMILL—Rugged—Dependable—Powerful—Efficient. 15 better built features you'll like.

DEMPSTER STOCK TANKS—Time tested. Four heavy corrugations for extra strength. Roll pipe top. Double lock seam bottom. Finest quality. Excellent workmanship.

COME IN—Investigate these and other Dempster products—Cylinders, Pumps, Towers, Pump Jacks, Cup Leathers, Casing, Water Systems.

**THOMPSON BROS. CO.**  
 MEMPHIS, TEXAS

## DRAIN, REFILL, and POSTPONE

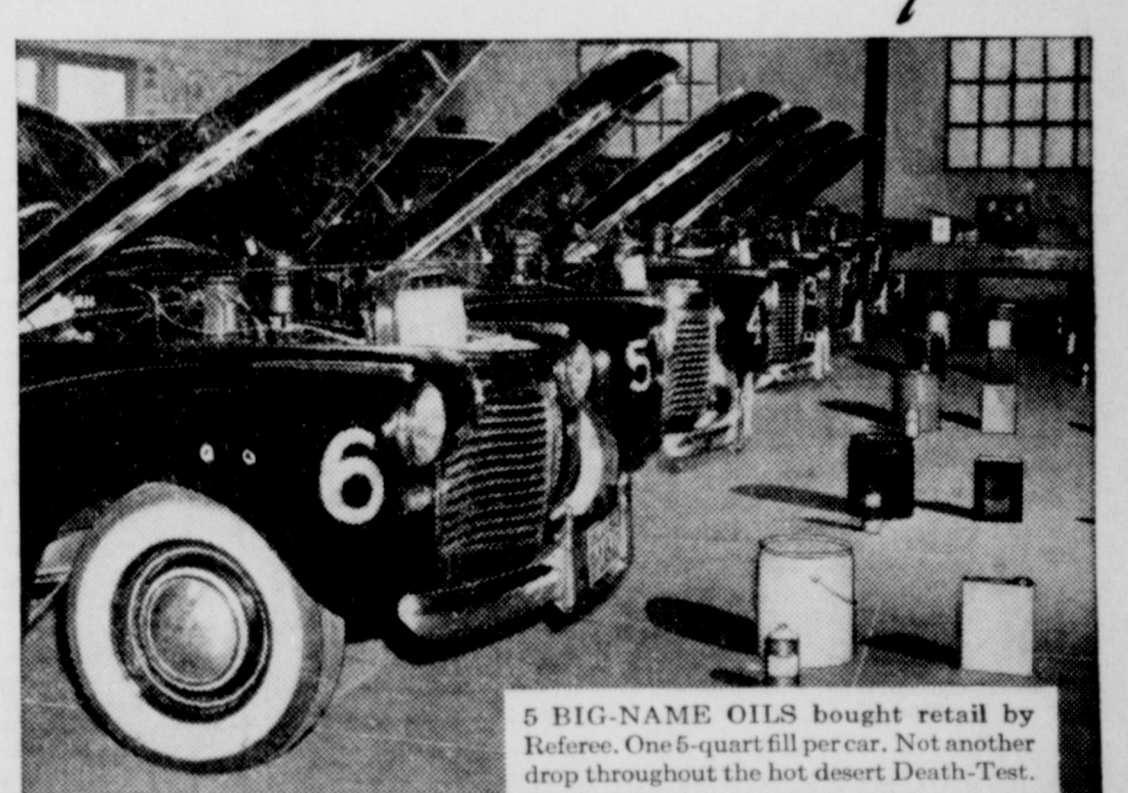
New oil lasted 5,683 miles longer than the runner-up in Death Valley Death-Test...CERTIFIED

Your own engine gauge-stick can tell you best about Conoco N<sup>th</sup> motor oil. Next-best is to buttonhole the most frugal car owners you know around town. Some have never yet added a quart since changing to Conoco N<sup>th</sup>. And you can see why right here—by the mileage figures from the Certified Death-Test of Conoco N<sup>th</sup> oil vs. five other big brands.

The whole big success of Conoco N<sup>th</sup> started down in Death Valley—so hot you can't sweat. Here 6 new stock cars, strictly alike, each got one 5-quart fill of some one oil being tested. Then the Official Referee clamped on the locks; never a drop of oil could be added.

Eyed by impartial officials every instant, the cars all reeled off their 57 miles hourly. Here and there on the desert a carcass lay bleaching—and desert death awaited these car engines, too. For none could finish till its oil hit bottom—finishing the engine beyond repair.

**CONOCO N<sup>th</sup> gave nearly Twice the miles averaged by the others tested!**  
 The 5-quart fill of Conoco N<sup>th</sup> lasted 13,398 miles... Certified. Conoco N<sup>th</sup> outlasted one big brand by 8,268 miles. Even the best of the five was outlasted 5,683 miles by Conoco N<sup>th</sup> oil. Such a real difference must have a real source. And two real life-givers created by man... two modern synthetics... are in Conoco N<sup>th</sup> motor oil.



5 BIG-NAME OILS bought retail by Referee. One 5-quart fill per car. Not another drop throughout the hot desert Death-Test.

the extreme refining needed by oils for current cars has been destroying Nature's best life-givers! But in their place today Conoco N<sup>th</sup> brings your engine the two patented Conoco synthetics.

You'll never Death-Test your Conoco N<sup>th</sup> oil in sinister Death Valley, any more than you repeat other proving-ground tortures. You'll still drain and refill at recommended intervals. But how you'll expect to stretch the distance before adding a quart, judging by this big fact: 5 heavily advertised oils in the Certified Death Valley Test were outmiledged 74% to 161% by Conoco N<sup>th</sup> oil. Economy like that counts up into dollars! Change to N<sup>th</sup> oil today at Your Mileage Merchant's Conoco station. Continental Oil Company—Pioneers in Bettering America's oil with Synthetics

**CERTIFIED** I hereby certify that the Death Valley Test and related work were thoroughly and fairly conducted. Engine Destruction occurred in each case at the mileage stated.

*H. M. Jackson*  
 Consulting Engineer, who during Academic year is Professor of Automotive Engineering, Purdue University

**CONOCO N<sup>th</sup> MOTOR OIL**



# County School Lunch Projects Get Underway

## ANTELOPE FLAT

By LOLA MAE TURNER

Marion Evans, Lola Mae Turner, and Dan Nelse Dean spent Thursday night with Dorothy Joe Salmon of Brice.

Henry Edens is having a large trench silo filled this week.

Anna Jean Williams of Lakeview spent the week-end with Bonnie Nell Edens.

Mrs. Elmer Woods is visiting her mother, Mrs. A. L. Durham.

Miss Shirley Sanderson of Vernon is visiting Mrs. Bertie Sanderson.

Mrs. Sanders is visiting her son, Elmer Sanders.

Dorothy Faye Edens visited in the home of Anna Jean Williams Thursday night.

The crops in this community are in good condition this year. Everyone is expecting a good harvest.

M. H. Salmon and son Pat of Brice visited in the Dan Dean home Sunday.

Mr. and Mrs. L. R. Dean were Sunday visitors of Mr. and Mrs. D. W. Evans.

Mr. and Mrs. Dan Dean visited

friends in Skellytown Sunday.

Roy Waldrop of Paloduro visited his parents, Mr. and Mrs. L. L. Waldrop, last week-end.

Mr. and Mrs. Milton Sanders visited her father at Silverton Sunday.

Mr. and Mrs. C. C. Brown, Mr. and Mrs. L. L. Waldrop, Mr. and Mrs. Buster Howard attended the Church Workers Conference at Memphis Tuesday.

Mrs. Bill Miller and daughter Lynell were in Tullia Saturday.

Mr. and Mrs. Seth Edens were Sunday visitors of Mr. and Mrs. Oscar Bullock.

Dinner guests in the Weaver home Sunday were Mr. and Mrs. Lem Weaver, Valettria Ann, Karla Gayle Weaver, Mr. and Mrs. S. A. James, Leon Sanders, and Mr. and Mrs. Dutch Tidwell.

F. E. Gibson and family of Brice visited Mrs. Bertie Sanderson Sunday.

Those leaving to attend college from this community are: Ernest Evans, Lubbock; Nadyne Waldrop, Clarendon; and Boyce Edens, Austin.

### ATTEND FUNERAL

Mr. and Mrs. Brice Webster and Dot Webster attended the funeral of Miss Josie Pearl Smith in Childress Tuesday afternoon.

The school lunch and canning project, sponsored by the WPA and the different schools of Hall County, will begin serving lunches this week, Mrs. Gene Barnett, supervisor, has announced.

The schools have been canning surplus garden products during the past two weeks, and 3,000 cans have been processed to date.

Schools participating in the project this year are Brice, Lesley, Deep Lake, Pleasant Valley, Lakeview, Plaska, Friendship, Eli, Salisbury, Newlin, Parnell, Buffalo Flat, Turkey, and the four schools in Memphis—West Ward, Junior High, High School, and the colored school, Morning Side.

When all the schools begin the actual serving of lunches, it is anticipated that 1,300 students will eat at the cafeterias daily.

Farmers are urged to donate their surplus fresh fruits and vegetables to the lunch room nearest his home. Foods needed are turnip greens, turnips, peas, beans, okra, squash, beets, pumpkins, canteloupe, corn, tomatoes, watermelons, apples, and other food raised in Hall County. The lunch rooms will continue to can foods for future use.

The lunch rooms will follow the same strict sanitation laws this year as they did last year. All dishes will be sterilized according to the state law. Persons working in the cafeterias have passed rigid health examinations.

No home canned food will be served in the cafeteria unless the home from which the food came and the method of canning is approved by the home supervisor of the Farm Security Administration. All milk served in the lunch rooms will come from tested cows. This is the first time that Pleasant Valley, Friendship, and Turkey have participated in the lunch program.

## Grover C. Goode Rotary Speaker

Grover C. Goode, state secretary of the Y. M. C. A., was guest speaker at Rotary luncheon Tuesday. He was accompanied by Rotarian Harold Nichols of Amarillo, regional Hi-Y man.

Mr. Goode discussed the work of the Hi-Y, and stressed the importance of Rotary co-operation in this work. The world, following the present conflict, will need some balancing to get it on the straight path, and this work must be done through youth-building organizations, Goode stated.

Mr. Goode and Mr. Nichols were here in the interest of Hi-Y work in the high school.

## LIBERTY

By MRS. W. F. HODNETT

Rev. Stout presided at Liberty Sunday morning.

Mr. and Mrs. W. F. Hodnett and children, Marie and A. C., spent Sunday at Plaska visiting Mr. and Mrs. I. O. Huggins.

Mr. and Mrs. Ronald Jones and son Billie Claude of Plaska visited her parents, Mr. and Mrs. L. L. Mitchell, two days last week.

Mr. and Mrs. L. L. Mitchell and Lola Eunice had as dinner guests Sunday Rev. and Mrs. Stout and daughter of Hedley, Rev. Ford, and Lucille Russell.

Mr. and Mrs. Bill Chamber and son and Mrs. Bob Chamber of Klamath Falls, Ore., visited with Mrs. Bob Chamber's sister, Mrs. Scott Hancock, Tuesday night and Wednesday. They were en route home after visiting in Fort Worth and Hillsboro.

Mr. and Mrs. A. W. Mosley returned home Thursday from a visit with their daughter, Mrs. John Spencer and family of Pampa.

Mr. and Mrs. Earl Clemmons and son visited in the Scott Hancock home last Sunday afternoon.

Mr. and Mrs. Shorty Rice were dinner guests of Mr. and Mrs. L. L. Mitchell last Friday.

Rev. Hansard and Rev. Ford were dinner guests of Mr. and Mrs. G. J. Hinders Sunday.

Mr. and Mrs. Ross Springer and son Don and Mrs. Henry Moore visited in the G. J. Hinders home Sunday afternoon.

Miss Kalima Rice returned to her home at Lubbock after a visit with her parents the past week.

Mr. and Mrs. John Blanks and daughter Jean attended the Blanks reunion at the park in Memphis.

Mr. and Mrs. Grant Hartwell and family visited Saturday night in the W. M. Mitchell home.

Mr. Chandler of Memphis visited his daughter Mrs. W. M. Mitchell, one day last week.

Mr. and Mrs. Joe Bownds and children of Amarillo visited his farm.

Mr. and Mrs. Joe Bownds and Martin Hodnett were dinner guests in the Jeff Rice home.

Mr. and Mrs. E. L. McBrayer of Dumas visited with his sister, Mrs. Elvin Phillips, Sunday.

Mr. and Mrs. Clyde Fowler and child have returned home from Kansas City where they had been visiting.

Mrs. L. E. Phillips and Mrs. Eula Marland of Lakeview visited Mr. and Mrs. Elvin Phillips Wednesday.

Mr. and Mrs. Shorty Rice and children spent Sunday afternoon with Mr. and Mrs. Earl Clemmons.

## CHURCHES

### FIRST CHRISTIAN CHURCH

Joe Findley, Pastor

The regular service hours at the First Christian Church are as follows:

Sunday School at 10 a. m.

Church services at 11 a. m. and 7:30 p. m.

Christian Endeavor at 6:30 o'clock Sunday evening.

Prayer meeting at 7:30 o'clock Wednesday evening.

Sunday sermon subjects:

Morning: "Why Impractical Churches Are Like Time Bombs." (Rev. 3:1-6)

Evening: "The Story Too Big for Readers Digest." (John 21-25)

### CHURCH OF CHRIST

Grady Pricer, Minister  
7th and Brice Streets

SUNDAY—

Bible class, 9:45 a. m.

Preaching at 11 a. m. and 8 p. m.

Communion, 11:40 a. m.

TUESDAY—

Women's Bible Class, 3:30 p. m.

WEDNESDAY—

Prayer meeting and Bible study, 8 p. m.

You are invited.

### PRESBYTERIAN CHURCH

Russell Wingert, Pastor

SERVICES—

Sunday School, 9:50 a. m.

Morning worship, 11 a. m.

Evening worship, 7:30 p. m.

### FIRST BAPTIST CHURCH

S. F. Martin, Pastor

SUNDAY—

9:45 a. m., Sunday School.

11 a. m., morning worship.

7 p. m., Training Union.

8 p. m., evening worship.

WEDNESDAY—

7:30 p. m., S. S. officers and teachers meeting.

8:30 p. m., prayer meeting.

The regular services at the church throughout the week. Attend the morning and evening preaching services. You will receive help and inspiration from each of these worship hours.

Come and find your place in the Sunday School and Training Union. We have a place for you in the prayer service also.

You are always welcome at every service.

### METHODIST NEWS NOTES

E. L. Yeats, Pastor

We have just received information that the pastors and laymen of this, the Clarendon district, and the pastors and laymen of the Vernon district will meet at Memphis September 26. The meeting

will be presided over by Ray N. Nichols of Vernon and the speaker will be Dr. Bancroft of New York City. Dr. Bancroft is the head of our laymen's organization and has a message from the church at large to bring. All laymen and pastors are urged to attend. The meeting will begin at 10 and close at noon.

D. A. Neeley has been chosen to be our new Sunday School superintendent and was present and had charge last Sunday. We welcome him to this responsible place in our church.

We are happy to note a marked increase in our Sunday School attendance. We feel that it will continue to grow. Regular services Sunday and we welcome all.

### CHURCH OF THE NAZARENE

D. M. Duke, Pastor

Sunday School, 9:45 a. m.

Preaching service, 11 a. m.

N. Y. P. S., 7:30 p. m.

Evening service, 8 p. m.

Prayer meeting Wednesday, 8 p. m.

What we do for Christ is not measured by a talking meter, but by what we actually do. Come to church, and put God first in our city, state, and national life.

Call 15 For QUALITY JOB PRINTING

## PLEASE VISIT

By MRS. E. W.

Mr. and Mrs. J. M. Wellington visited in the home of Mr. and Mrs. C. A. Pate and Mrs. C. A. Pate.

Mr. and Mrs. R. B. Amarillo spent the week-end with Mr. and Mrs. E. D. Moyer were guests at home Wednesday.

A miscellaneous given in the home of Pate Wednesday evening.

Mrs. J. W. Helms.

Refreshments were given in the home of Mrs. W. C. White.

Rea, Mrs. H. A. B. Pate, Mrs. J. W. B. E. Lowe, Mrs. H. B. Mary Watson, and Crawford.

Sending gifts were Rea, Miss Mary B. Rea, and G. E.

Attend the Dairy

**CONGRATULATIONS IN THREES:**

- (1) KRAFT CHEESE COMPANY
- (2) HALL COUNTY DAIRY FARMERS
- (3) MEMPHIS PARK BOARD

**We Salute Progress!**

**ATTEND THE HALL COUNTY DAIRY SHOW SEPTEMBER 25**



**BIG FALL HOUSECLEANING SALE**

LETTUCE, large heads, 2 for	15c	LEMONS, Sunkist, per dozen	15c
CELERY, large stalk	15c	ORANGES, 2 dozen for	15c
OKRA, 3 pounds	15c	TOMATOES, fresh, pound	15c
PEAS, fresh snaps, 3 pounds	15c	CABBAGE, fresh green, pound	15c
PEPPERS, fresh, green, 2 pounds	15c	YAMS, East Texas, pound	15c

<b>BANANAS</b> 2 Dozen <b>25c</b>	<b>CALIFORNIA GRAPES</b> 3 Pounds <b>15c</b>	<b>NO. 1 RED SPUDS</b> Per Peck <b>19c</b>	<b>COLORADO PEACHES</b> Per Bushel <b>?</b>
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Tomatoes, 2 No. 2 cans	19c	<b>WE PAY</b>	Candy, 5 bars	19c
Corn, No. 2 cans, 2 for	19c	<b>CREAM</b>	Marshmallows, pound	35c
Beans, Cut, Thrift, 2 for	19c	per pound for	Grapes, Concord, basket	27c
Pork & Beans, 3 cans	19c	<b>E G G S</b>	Coffee, Admiration, 1-lb.	35c
Tomato Juice, 3 cans	19c	per dozen for	Strawberry Preserves, p	27c
Hot Tamales, 2 cans	19c		Peanut Butter, quart	27c

<b>ASSORTED LUNCH MEAT</b> Per Pound <b>25c</b>	<b>FRESH OYSTERS</b> Per Pint <b>45c</b>	<b>SLICED BACON</b> Per Pound <b>28c</b>
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SYRUP, Sorghum, gallon	69c	KC BAKING POWDER, 25-oz.	69c
BEANS, Pintos, 10 pounds	49c	SODA, 2 pounds	49c
LARD, 8-pound carton	\$1.19	LAMP GLOBES, No. 2, 2 for	\$1.19
FLOUR, Starlight, 48 pounds	\$1.49	HAY, Alfalfa, per bale	\$1.49
MEAL, large sack, Yukon	59c	LAY MASH, Yukon's, 100 lbs.	59c
SUGAR, 10 pounds	59c	OYSTER SHELLS, 25 pounds	59c

<b>SWIFT'S ALL SWEET</b> Glass FREE, Per Pound <b>21c</b>	<b>SLICED CURED HAM</b> First Cuts, Per Pound <b>33c</b>	Swift's Prem. can Armour's Treet. Hormel's Spam
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<b>POTATO SALAD</b> 15-Ounce Glass <b>15c</b>	<b>AMERICAN-PIMIENTO-VELVEETA, 2-LB.</b> <b>Kraft Cheese.....5</b>
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**TRY 'M' SYSTEM**

# WEEK-END SPECIALS

Your City Grocery OFFERS CONGRATULATIONS, KRAFT CHEESE COMPANY

ATTEND: HALL COUNTY DAIRY SHOW September 25 Formal Opening of THE NEW MEMPHIS PARK

## Week-end Values

COFFEE, White Swan, 1 lb.	30c; 3 lbs.	88c
SUGAR, Pure Cane, 10 lbs.	63c; 25 lbs.	\$1.58
SNOWDRIFT OR CRISCO, 3 lbs.	63c; 6 lbs.	\$1.24
SOAP, Woodbury's, 4 bars		23c
SOAP, Palmolive or Camay, 3 bars		19c
SOAP, P&G or Crystal White, 6 bars		25c
OXYDOL, large box		22c
OLD DUTCH CLEANSER, 2 cans		15c
MILK, all kinds, 6 cans		25c
SPAGHETTI or MACARONI, 2 boxes		7c
JELLO, all flavors, 2 boxes		11c
CAKE FLOUR, Swansdown or Snosheen, pkg.		24c
POWDERED OR BROWN SUGAR, 2 boxes		17c
BAKING POWDER, 1 pound Calumet		18c
WHEATIES OR RICE KRISPIES, 2 boxes		23c
RAISIN BRAN, 2 boxes		23c
MALTED MILK, Kraft's Chocolate, 1-lb. can		27c
MARSHMALLOWS, 8-oz. package-8c; 1-lb. pkg.		14c
SALAD DRESSING, Miracle Whip, pts. 24c; qts.		37c
TEA, Lipton's, glasses, 1/4-lb. 22c; 1/2-lb. 42c; 1-lb 83c		
TOILET PAPER, Scottissue, 3 rolls		22c
PAPER TOWELS, Genuine Scott, 2 rolls		21c
PAPER NAPKINS, 80-Count, 2 packages		15c
TOMATO JUICE, Campbell's, 2 cans		15c
PORK & BEANS, Campbell's, 2 cans		17c
CHILI BEANS, Chuck Wagon, 2 cans		15c
TOMATOES, No. 2 cans, 3 for		25c
SPINACH, No. 2 cans Heart's Delight, 2 for		25c
ENGLISH PEAS, White Swan, No. 1 12c; No. 2 17c		
VIENNA SAUSAGE, 2 cans 17c; POTTED MEAT 4c		
PINEAPPLE, Sliced or Crushed, 2 can		19c
FRUIT COCKTAIL, Heart's Delight, 2 cans		27c
SPUDS, 5 lbs. 11c; peck 29c		
SWEET POTATOES, 5 pounds		18c
CABBAGE, Green hard heads, pound		3 1/2c
BELL PEPPERS, pound		9c
FRESH TOMATOES, Lelia Lake, pound		6c
BLACKEYED or CREAM PEAS, pound		5c
GREEN BEANS, 2 pounds		15c
CARROTS, nice bunches		4c
LETTUCE, nice firm heads		5c
BANANAS, nice fruit, dozen		15c
GRAPES, Tokay's or Seedless, pound		7 1/2c
LEMONS, Sunkist, per dozen		17c
BACON, Rex, sliced, 1-pound layers		29c

—ALL KINDS FRESH FRUIT AND VEGETABLES—

Prompt, Courteous Service at All Times Air-Conditioned for Your Comfort CITY GROCERY & MARKET Phones 463-160 J. E. ROPER WE DELIVER 615 BROADWAY—SPEED LIMIT 75 MILES



### Typing of Blood To Be Done Here By Local Hospital

Free Tests to Be Made To Save Time in Case of Emergency Transfusions

Free typing of blood of all citizens interested will be done by Andrew Minarik, laboratory technician at the Odom-Goodall hospital, in an effort to save valuable time in case an emergency blood transfusion is needed.

It very frequently happens that when a patient suffers a great loss of blood a transfusion must be

given with the minimum possible delay to save the patient's life, it was explained. When the blood is typed here, the person tested will be given an identification card, and a similar card will be kept on file. In this way, certain types of blood can be found quickly, it was explained.

"It has been discovered as far back as 1900 that the human blood is divided into four groups, I, II, III, and IV," the laboratory technician said.

"Each individual, irrespective of color, race, or sex, was born with one of the types and will remain with that particular type throughout the span of his life.

"The frequency of the four human blood groups in the United States runs approximately on the following percentage basis: Group I, 3 per cent; Group III, 10 per cent; Group II, 42 per cent; and

Group IV, 45 per cent. "As can be seen, Group IV constitutes the largest percentage and is known as a Universal Donor. For example, the individual with Type IV blood, but can give only to other individuals with the other types. Individuals with Type I can take blood from all other types but can give only to his own type. Group I is therefore called the Universal recipient.

"However, this is not being done under ordinary circumstances. Should a patient, say with Type IV, be used on any other types, a serious or even fatal reaction in the patient might occur. To act as a safety valve, the donor's and the recipient's blood must be cross-matched just before the transfusion in every case.

"When due to an accident or sickness involving a large loss of blood, when the blood-producing mechanism fails to function normally, or when the physician wishes to transfuse as a stimulation measure to the patient, the patient's blood first must be typed to find out the type. When this is done, a prospective donor must be found and also typed.

"Sometimes this takes a long time, particularly when the patient happens to belong to the rarer Types I or III. It very frequently happens, in the case of a great loss of blood, the transfusion, in order to save human life, must be done with minimum possible delay.

"For this reason, the hospitals endeavor to have as many of their local citizens typed, and the cards with addresses properly filed for emergency. We would like to type as many as we can—any male or female, 15 to 45 years of age.

"It must also be remembered that before any transfusion can be attempted, the prospective donor's blood, in addition to having his own blood up to par both in quantity and quality, must be free of all diseases of the blood, such as malaria, syphilis, etc., to protect the patient against possible infections. The blood is examined prior to the transfusion.

"Most patients cannot afford professional (paid) donors, and consequently must rely on friends and relatives. In a small community such as ours, voluntary donors should be easily obtainable."

### Two Stores Have New Employees

J. D. Roden, who has been employed at the Lion Auto Store, has accepted a position at the Pioneer Auto Store. He will be succeeded at the Lion store by John Holcomb.

Holcomb has been employed for the past several months at the H. O. Wooten wholesale grocery firm.

### PERSONALS

Mr. and Mrs. Homer Tucker visited his mother, Mrs. J. R. Tucker, in Clarendon Sunday.

Mr. and Mrs. Chester Grimes visited friends in Childress Saturday night.

Miss Marie Baine of Lelia Lake, who has been ill in a local hospital, returned to her home Monday.

Misses Maxine and Betty Wingrove visited their brother, Ran Wingrove and family, in Amarillo last week-end.

Mr. and Mrs. Noah Cunningham, Miss Mildred Baker, and Bill Pletcher attended the McLean-White Deer football game in McLean last Friday night.

W. C. Davis, C. E. Headstream, and Mr. and Mrs. Gene Barnett attended the Quannah-Paducah football game in Paducah last Friday night.

Mrs. Mary Bownds returned Friday from Dallas where she visited her son, Clark Bownds and family.

Mrs. M. E. Thornton of Clarendon spent Monday and Tuesday of last week with her brother, A. Baldwin and wife.

Mrs. J. L. Darby of Estelline was a Memphis shopper Monday.

Mrs. Leonard Doss, Mrs. Irvin Johnsey and son, Omer, and George Hammond met Mrs. George Hammond in Amarillo Sunday and brought her home. Mrs. Hammond had been visiting her son, Joe Hammond, in Los Angeles.

Mr. and Mrs. Sam Moore and daughter Elnore of Childress visited her parents, Mr. and Mrs. George Bass, Sunday.

Bob Sweeney and Jim Howard of Childress visited friends here Tuesday night.

Mr. and Mrs. Hank Hankins and son visited relatives in Quannah Sunday.

Mr. and Mrs. S. Anisman and daughter Gloria and a niece, Yola Levine, of Borger visited Mr. and Mrs. A. Anisman and son here Sunday.

Mr. and Mrs. E. F. Curry, and Mr. and Mrs. Donald Curry of Wellington visited Mrs. R. F. Curry's sister, Mrs. George Greenhaw and husband, here Sunday.

Andrew Simmons left Friday for Indianapolis where he will attend a barbers convention.

Mrs. Ode Caraway of Clarendon visited her daughter, Mrs. R. C. Land and family, here last week-end.

Mr. and Mrs. Carl Denny of Childress visited his mother, Mrs. B. F. Denny, here Sunday.

Corp. W. J. Roberts, who is stationed at Fort Bliss, El Paso, visited his mother, Mrs. M. L. Mayes, here last Friday and Saturday.

Mr. and Mrs. R. T. Davenport of Childress visited Mr. and Mrs. H. H. Lindsey here Sunday.

Mrs. John Sheffield and daughter Billy Jean from Bowie, Ariz., are visiting Mrs. W. E. Evans this week.

Mrs. L. D. Sanders and daughter Mary Jean, Charlene Gerlach, and Joyce Duren were Childress visitors Sunday.

Miss Peggy George Walker left Friday for a visit with relatives in Phillips. She left there Monday for Canyon to attend WTSC this year.

Mrs. George Greenhaw attended the funeral of her uncle, W. J. Stall, in Wellington Monday.

Mr. and Mrs. Bill Hood carried their daughter Janet to Brownwood last Friday where she will attend Howard-Payne College this year. They returned Sunday.

Jack Norman of Cisco came Friday for a visit with relatives. Mrs. Jack Norman and daughters returned to their home Tuesday with Mr. Norman after a visit with her parents, Mr. and Mrs. W. B. Gilreath.

Mrs. Silas Wood spent from Thursday until Sunday in Childress visiting her daughter, Mrs. Kermit Monzingo and family.

Mary Sue Huckaby, who graduated from Memphis high school last spring, has entered a business college in Amarillo for a business course.

Mr. and Mrs. L. A. Wells of Amarillo spent Sunday and Monday here with his sisters, Mrs. R. L. Madden and Mrs. G. W. Sexauer.

Tommy Reed of Houston is visiting his parents, Mr. and Mrs. John D. Reed, at Lakeview this week. Mrs. Reed and Tommy were shoppers in Amarillo and Pampa Friday.

J. C. Rogers bought the Mrs. Wilson Sherrill home in South Memphis last week.

DOCTOR MOVES OFFICE  
Dr. H. F. Schofield announces that he is moving his office from 5th street to his home at corner of 12th and Montgomery. 1p

## P AND J FOOD STORE

MEMPHIS, TEXAS PHONE 350



WE HERALD: Hall County Dairy Show and the Formal Opening of the

CITY PARK OF MEMPHIS and KRAFT'S NEW CHEESE PLANT SEPTEMBER 25

### Week-End Values

VEL 25c SIZE

19c

FIRST PICK COFFEE

Vac-Pack, 1-Pound 26c

NATIONAL OATS 25c SIZE

21c

SYRUP PENICK, 1/2-GALLON

31c

SOAP Crystal White, per bar 3 1/2c

NO. 1 TALL PEACHES Packed in heavy syrup 10c

CHUCK WAGON CHILI BEANS 3 CANS FOR

19c

Milnot, Carolene SO RICH IT WHIPS 5 FOR

17c

SPUDS 10-Pound Mash Bag 19c

BACON Breakfast Cure, sliced, lb. 22c

Longhorn Cheddar CHEESE PER POUND

26c

KRAFT CREAM Cheese Spread 5-OUNCE GLASS

19c

We Reserve the Right to Limit SAVE P and J WAY

Bewley's Dairy Feed Increases Milk Production!

More milk, less money for feed . . . that's the story behind the use of Bewley's Dairy Feed. Practice will prove that Bewley's does increase milk production.

It is mixed right to give those food values which your dairy cows need. Drop in to see us, inquire about the extra value which Bewley's gives for less money. Feed Bewley's and get more milk from your cows, and the increased milk production will pay you in dollars and cents. Drop in today.

### We Welcome the Cheese Factory

We welcome the new Kraft Cheese Company plant to Memphis, and realize that added income to our farm population will mean another progressive step for Hall County and the surrounding area. Any new industry for the rural population will aid all citizens, and for that reason we extend our heartiest congratulations to the company for choosing Memphis as the site of the new factory.



Attend the Hall County Dairy Show!! Bigger and better . . . those are the words which will best describe the Hall County Dairy Show this year. Don't fail to attend the show, and see the progress being made in dairy development.

FARMERS UNION SUPPLY CO. PHONE 380 WE DELIVER PHONE 381

### THESE PRICES GOOD FOR FRIDAY AND SATURDAY ONLY

FRUIT COCKTAIL, 2 med. cans  
GRAPEFRUIT JUICE, 44-oz. cans  
PEARS, 2 No. 2 1/2 cans

SUGAR 25-POUND SACK \$1.40

WE WILL TAKE YOUR COTTON STAMPS  
KRAUT, 3 No. 2 cans

APPLES BULK DELICIOUS, PER PECK 19c

BROOMS, each  
GRAPEFRUIT JUICE, No. 2 cans

JOHNSON Glo-Coat, applicer free large size

BEWLEY'S BISCUIT BAKER FLOUR 48-POUND SACK \$1.40

GOLD DUST, 7 boxes for  
NAPKINS, 4 packages

PEANUT BUTTER, quart  
CORN FLAKES LARGE BOXES, EACH

TOMATOES, fresh, 4 lbs.  
BANANAS, 2 dozen  
SPUDS, No. 1, per peck

We Will Pay You Top Prices for Your Cream, Eggs and All Times.

SNOWDRIFT 6-Pound Bucket 3-Pound Bucket

GRAPE JUICE, quart  
TISSUE, 6 rolls for

PLENTY OF DUCKING AND COTTON SACKS

PEACHES IN SYRUP, NO. 2 1/2 CANS, EACH 14c

WE WILL BUY YOUR GRASS SACKS

MEATS WEINERS, small, skinless, pound  
BACON, sugar cured, sliced, pound  
BACON, dry salt, No. 1, pound  
PORK, fresh side, sliced, pound  
DRESSED CHICKENS AND BARBECUE

DRY GOODS New Patterns of SPUN RAYON  
LADIES' SILK HOSE, pair  
MEN'S GREY SHIRTS, each  
ANKLETS, per pair

FEEDS HAY, Alfalfa, 2 bales  
SWEET FEED, Big B  
EGG MASH, Bewley's Red Anchor, 100 lbs.

SERVICE STATION TIRES, 30x3 1/2, each  
PRESTONE, per gallon  
MOTOR OIL, Beaver Penn, quart

FARMERS UNION Supply Company "SATISFIED CUSTOMERS KEEP US BUSY" PHONE 380-381 MEMPHIS

LEASE Gas and C Equipment ar Included. Inquire

Cabin Station Noel Street

Phone 369M WEATHI R. R. Carrie Moving and

Other

SBURY

respondent) of Little Rock... Mrs. Henry... Mr. and Mrs. Henry... Mrs. G. M. Duren... Miss Vada Webster... Mr. and Mrs. L. M. Thornton... Mr. and Mrs. A. W. Howard... Mrs. T. A. Prater... Mr. and Mrs. G. Leathers... Mr. and Mrs. Joe Barnett... Rev. and Mrs. S. F. Martin... Mrs. E. L. Hamilton... H. C. Loard... T. A. Singer... It's thrilling to have a RILLING... Mr. and Mrs. Billy Morrow... V. L. Taylor... Mr. and Mrs. Clarence Shackelford... Mrs. Hollis Boren and her father... Mr. and Mrs. Jeff Loard... Gas Pains... Turkeys... Southern Life... Cabin Station... WEATHERBY'S TRUCKS

PERSONALS

Mr. and Mrs. Deskins Wells and daughter Diane of Wellington were visitors here Sunday. Mrs. G. M. Duren carried her daughter Marion Ruth to Canyon Tuesday where she will attend WTSC this year. Miss Vada Webster left Tuesday for Canyon where she will attend WTSC this year. Mr. and Mrs. L. M. Thornton went to Fort Worth last Friday where they visited their daughter, Mrs. T. M. Paulsel and family until Monday. From there they went to Eton, Ga., to visit Mrs. Thornton's mother and brothers. Mr. and Mrs. A. W. Howard and daughters, Gloria and Mrs. Neal Wyatt, and sister, Mrs. C. W. McKenzie of Amarillo, went to Dallas Saturday to attend a concert at the Majestic Theatre presented by Mrs. Howard's niece and husband of New York City. Mrs. T. A. Prater and Mrs. Joe Prater returned Friday from Littlefield where they visited relatives. Mr. and Mrs. G. Leathers of Lela Lake were Memphis visitors Tuesday. Mr. and Mrs. Joe Barnett of Lakeview were Memphis visitors Monday. Rev. and Mrs. S. F. Martin left Monday for Dallas and Fort Worth. They will visit their son, Rev. B. J. Martin and wife, while in Fort Worth. Mrs. E. L. Hamilton and son Louis Wayne of Dallas are visiting her parents, Mr. and Mrs. T. T. Loard, this week. H. C. Loard, who has been attending NTAC in Arlington, came Tuesday for a visit with his parents, Mr. and Mrs. T. T. Loard. T. A. Singer, former Memphian, now farmer, telephone man, and newspaper owner at Dimmitt, was a business visitor here Tuesday. It's thrilling to have a RILLING at MRS. WHITLEY'S BEAUTY SHOP. Mr. and Mrs. Billy Morrow and son Hollis Marvin of Abilene came Tuesday for a visit with her father, Hollis Boren. V. L. Taylor was a business visitor in Amarillo Monday. Mr. and Mrs. Clarence Shackelford and sons of Amarillo visited her sisters, Misses Corene and Eva Mae Holcomb, last week-end. Mrs. Hollis Boren and her father, Rev. M. C. Golden of Balingier, left last Thursday for Chowchilla, Calif., for a visit with their sister and daughter, Mrs. Hollis Eiland. Mr. and Mrs. Jeff Loard and daughter Gaylon of Pampa visited Mr. and Mrs. J. J. Bice Sunday. Cliff White of Oklahoma City was a business visitor here Tuesday. Mr. and Mrs. Cone Adams of Borger are visiting her parents, Mr. and Mrs. John Ables, at Lesley this week. Jack Pyeatt of Clarendon was a business visitor here Monday. Henry Blum was a business visitor in Wichita Falls Monday. Gilmer Ayers and children, Laquita and Gayle, of Clarendon visited his sister-in-law, Mrs. Bob Ayers and husband, here Sunday. Mrs. "Slim" Payne of Hasting, Colo., came last Friday for a visit with her mother and friends. Miss Mary Morrison of Childress spent last week-end with Miss Avis Kilpatrick here. Miss Agnes Hayes visited her sister in Lubbock Tuesday. Mr. and Mrs. L. V. Childers of Amarillo visited Mr. and Mrs. V. L. Taylor here Saturday en route to Lake Kemp where they are going to spend their vacation. Howard Martin came Sunday for his wife who has been visiting her sister, Mrs. V. L. Taylor. Miss Thelma Lemons spent Sunday with her parents in Brice. Lester Campbell visited relatives in Turkey Sunday. Herschel Montgomery visited relatives in Shamrock Saturday night and Sunday. Mr. and Mrs. T. M. Potts, Mrs. Homer Tucker, Mrs. E. E. Cudd, and Mrs. Nelson Combest and daughter Cynthia Ann were Amarillo visitors Tuesday. Mrs. George W. Short of Amarillo visited her cousin, Martha Thompson, here Wednesday. Miss John Evelyn Moreland of Durant, Okla., left last Thursday after a visit with her sister, Mrs. R. C. Lemons. It's thrilling to have a RILLING at MRS. WHITLEY'S BEAUTY SHOP.

No Complaint, But— FINDLEY ANSWERS EDITORIAL

First to answer the editorial, "And the Devil Fiddles While the Churches Burn," which appeared in last week's Democrat, was Rev. Joe Findley, pastor of the First Christian Church. Pointing out that "streamlining" means efficiency in every field, Rev. Findley wrote that more people should think together and cooperate to make the church grow and thrive. He has suggested an open forum on the subject, and has offered a Goodspeed New Testament to the person who, in the judgment of The Democrat, writes the best reply to the editorial. The editorial pointed out that the churches of today are faced with much stronger competition than those of the past, and stated that the churches must "streamline" to meet the challenge of that competition. Rev. Findley's answer is as follows: Dear Sir: In your editorial entitled "And the Devil Fiddles While the Churches Burn," you asked a big question. It is so big that no individual person will ever answer it. The answer, when it does come, will be reached through cooperative thinking in which great numbers of deeply concerned people will take part. "Streamlining" is the modern term for efficiency in every field. It is interesting to note that all "streamlining" comes as the result of large numbers of people working together on the same idea. For instance, when the Wright brothers let their man-made bird fly her wings at Kitty Hawk, that funny little crane in the sky was certainly not "streamlined," but now, after years of thinking and working on the part of many people interested in the future of flying, we finally got the grace and power of the modern "streamlined" plane. Here we have a modern parable. The church is doing a clumsy job today because there is too little cooperative thinking on the part of the people who love the church and who want to see her thrive and grow. Once in a while somebody in the church thinks a little. But when that somebody does nearly everybody else in the church gets scared. For instance, within our generation several famous Bible scholars like Moffatt, Goodspeed, Lamsa, and Torrey, have re-translated the Bible into modern speech. As a result, many thousands of good Christian souls are shaking in their boots. For another example, modern universities are exposing ministerial students to what is going on in fields like psychology, anthropology, sociology, and various other fields of science. Their purpose is purely that of preparing these young men for a more effective ministry of the Word. But, unfortunately, many of the laymen are more than a little fearful they have atheists in their pulpits. Every attempt the church makes to understand youth is branded "worldly" by somebody in the church. I, for one, believe we need more thinking "out loud" in our churches. We need more tolerance of the souls around us who are searching for more truth. We need more of the spirit of that most progressive personality who said "ye shall know the truth and the truth shall make you free." Notice he used the future tense twice there, and not the past. One of Jesus' closest associates teaches us that "love casteth out all fear." Let us have enough affection for one another to dare think more together. If we do we will see the day when the church will get the job done in a way that is "streamlined" in the best sense of the word. I suggest an open forum on the subject. I personally would be glad to give a Goodspeed New Testament to the person who, in the judgment of The Democrat, writes the best reply to last week's editorial.



VISITOR—J. R. Ogle of Wichita Falls, Texas IOOF grand master, who will visit the Estelline IOOF chapter Monday night, September 22.

Grand Master of Texas IOOF to Be At Estelline Lodge

J. R. Ogle to Give Address Monday Night; Meeting To Be Open to Public

J. R. Ogle of Wichita Falls, grand master of the IOOF of Texas, will visit the Estelline lodge for a District 24 program Monday night, September 22, J. T. Duncan of Estelline, district deputy grand master, announced Tuesday. District 24 includes the lodges in Collingsworth, Childress, Hall, and Donley counties, it was explained, and all members of the lodges in those countries will be invited. Ogle's visit in this section will be the first in a number of years for a grand master, and a large number of representatives are expected to attend from each of the lodges. The program will start with the exhibition of pictures of the IOOF home at Corsicana, and the visitor will speak. This portion of the program will be open to the public and will be held in the Estelline High School auditorium. The program will start at 8 o'clock. Following the address, a closed meeting for lodge members only will be held.

Local High School Classes Choose Officers for Year

J. W. Harrison President Of Seniors; Hall Named Head of Junior Group

Election of officers and the choosing of sponsors for the school year were held by the classes of Memphis High School Tuesday morning. J. W. Harrison was chosen president of the Senior class; Glen Stilwell vice president; Jane Tarver, secretary-treasurer; and reporter, Hiram Wood. Miss Gladys Schantz and Robert Devin are the sponsors. Junior president is John Marcus Hall; vice president, Wynona Caudle; secretary-treasurer, Jane Hicks; reporter, Bobby Jack McMurry; bracelet committee, Ruthie Johnson, Jeanne Denny, Gwen Coursey, Don Tarver, Dean Morgensen; pep leaders, Mary Nell Barham and Gwen Coursey; and sponsors, Miss Rachel Deahl and Gene Barnett. Harold Ayers was selected Sophomore president; Douglass Lawrence, vice president; Harry Rasco, secretary-treasurer; Mrs. Al Burks and Bill Fletcher, sponsors. Freshman president is Robert Hanvey; vice president, Ed Shirley; secretary-treasurer, Glen Baker; Miss Marjetta Ewing and Frank Martin, sponsors. Sue Anne Roberts is the new pre-freshman president; Roy Patton, vice president; Betty Lois Craig, secretary-treasurer; and Mrs. Juanita Montgomery and Miss Ira Hammond, sponsors.

OXBOW

By MRS. F. A. WHITEFIELD

Glenn Verden and family have returned from their vacation in Arkansas. Their nephew returned with them. Arvill Hill and family visited Mr. and Mrs. W. Thomas Sunday. The revival is in progress at Deep Lake. Miss Ellis of Hedley is in charge of it. Mr. and Mrs. B. F. Cope of Mineral Wells are spending the next two or three weeks on their farm here. Mrs. Cope is pianist at the revival. Mr. and Mrs. Ed Ball are moving from here to the Charlie Wines place. They will be employed by Mr. Wines. Mrs. Luther Bevers underwent an operation in a hospital in Clarendon last Saturday. Mr. and Mrs. Cartwright visited Mrs. Cartwright's mother, Mrs. Medford, Sunday. Mr. and Mrs. Bill Gowdy visited in Memphis Sunday. Mr. and Mrs. Sampson from Oklahoma have moved into Hall County. Mr. and Mrs. F. A. Whitefield visited Mr. and Mrs. John Campbell at Plaska Sunday afternoon. George Hancock is building a new barn on his farm.

ELI

By MISS VALDA SMITH

There were 43 present for Sunday School and preaching services Sunday morning. Rev. Evans filled his regular appointment here Sunday morning and evening. Mr. and Mrs. Alvin Phillips and Mr. and Mrs. Grover Roden and son visited Mr. Roden's parents at Wichita Falls Saturday night and Sunday. Rev. Evans and Mr. and Mrs. J. S. Ballard were dinner guests of Mr. and Mrs. Wade Patrick Sunday. Mr. and Mrs. O. M. Gunstream and Mr. and Mrs. M. D. Gunstream returned Saturday from California where they had been visiting relatives. Roy Lee Stargel of Childress visited Sunday and Sunday night with his parents, Mr. and Mrs. W. B. Stargel. Mr. and Mrs. Willie Smith and daughter visited Mr. and Mrs. Edd Smith and family Sunday afternoon. Mr. and Mrs. Cecil Stargel and Mr. and Mrs. Wade Patrick visited Mr. and Mrs. W. B. Stargel Sunday afternoon. Mr. and Mrs. Hugh Lambert and family and Rev. and Mrs. Evans and family and Mrs. Evans' mother, Mrs. Jones, visited Mr. and Mrs. Grover Moss and family Sunday afternoon. Rev. and Mrs. Evans and family visited Mr. and Mrs. Upton Sunday afternoon. Mrs. Susie Forkner is visiting Mrs. J. J. Hall this week. Juanita Kaker spent Monday night with Vonna Joyce Lambert. Mr. and Mrs. Garner Kaker and family visited Mr. and Mrs. Milton Beasley Sunday afternoon. Mr. and Mrs. R. E. Martin of Memphis and Mr. and Mrs. W. D. Smith and family visited in the Frank Smith home Sunday afternoon. Several from this community attended the singing convention at Plaska Saturday night and Sunday. Mr. and Mrs. Y. Z. Smith vis-

ited Mr. and Mrs. Hassell Smith Sunday. Mattie Ruth Smith visited in the Frank Smith home Sunday. Mrs. Bill Miller and daughter of Memphis are visiting this week with her sister, Mrs. Joe Miller and family. Mrs. Robert Snowdon and children visited Mrs. Charles Snowdon and small son in a hospital in Memphis Sunday afternoon. The Mothers Club met with Mrs. Grover Moss Monday and quilted her a quilt. It's thrilling to have a RILLING at MRS. WHITLEY'S BEAUTY SHOP.

Don't pass this up! Cars Painted—Any Color \$15 NORMAN'S East Side Square Offer good only thru Sept. Call 15 For QUALITY JOB PRINTING

The American Casualty and Life Co. OF DALLAS offers

The All-American hospital policy which provides full hospital coverage in the hospital of your choice, with surgical indemnity optional.

For full information, contact MRS. E. HUDSON

at the Pounds Hotel, local agent for Memphis

TARRY MOTOR FREIGHT LINES

Quick, overnight delivery from Dallas, Fort Worth, Wichita Falls, Amarillo and intermediate points Daily schedules.

Owners-operators of the Lone Star Package Car Company, with fast schedules from New York, St. Louis, Eastern Seaboard, Central, and Mid-Western Territory.

J. F. FORKNER, Memphis Agent PHONE 213

Head Lines in the FALL STYLE NEWS The CASCADE — the smartest lightweight in the fall picture! Genuine fur felt with hand felted brim. \$3.98 The WHISP — soft, perfectly shaping. Welt edge brim. \$2.49 The EDGE-WORTH — for distinction! Note the smart narrow band. \$2.98 The TREND — Conservatively smart with full dimensions! \$2.98 The CONTRAST-ER — Rich tones with contrasting bands, wide brim! \$3.98 WOMEN! Modern facts 61 years of use speak for CARDUI PENNEY'S

Attend the Dairy Show Sept. 25.

# First of Parity Checks for Hall County Arrive in Memphis

## Society

### Quarterly Meeting Of Plaska Club Held at City Park

The Plaska Needle Club met Wednesday, September 10, at the Memphis City Park for its quarterly business session and social.

The following officers were elected: Mrs. J. E. Murdock, president; Mrs. L. A. Bray, vice president; Mrs. W. L. Nabers, secretary; and Mrs. Floyd Davis, assistant secretary.

Refreshments of sandwiches, potato chips, soda water, and watermelon were served to Mrs. L. A. Bray, Mrs. E. E. Foster, Mrs. Doyle Hall, Mrs. Harold Hodges, Mrs. T. J. McWhorter, Mrs. W. L. Nabers, Mrs. John Smith, Mrs. T. J. Spry, Mrs. C. C. Cunningham, Mrs. W. L. Crawford, Mrs. Carol Hignight, and Norma Sue Hall.

### West Ward P-TA Members Discuss Children's Library

The West Ward P-T. A. met Thursday, September 11, with "Building a Library for Children" as the theme of the session.

Rev. Joe Findley brought the devotional. Mrs. H. B. Estes spoke on "The Objectives of a Library," and Mrs. Hal Goodnight discussed "The Value of Libraries and Books."

Mrs. H. D. Stringer, president, presided at the business session. Miss Shankle's room won the attendance prize.

At the close of the hour the social committee served refreshments.

### Local D. O. Class Is Given Picnic At Roadside Park

The Diversified Occupations class enjoyed a picnic at the Roadside Park last Thursday night.

Those present were Billy Hood, Orlie Baker, L. E. Warnecke, Lavaghn Mash, Billy Jo Prater, Hiram Wood, Robert Cummings, Floyd Melton, Sam Prather, Hubert Jones, B. P. Kinsey, Wayne Lowery, Lucille Goffinet, and Mr. and Mrs. Robert Devin.

## Palace

10c—FRIDAY—10c  
Kay Harris in  
"Tillie The Toiler"

Saturday Only—  
Richard Arlen and  
Andy Devine in  
"Raiders  
Of The Desert"

Saturday Nite Prevue,  
Sunday and Monday—  
Ann Sheridan and  
Jack Oakie in  
"Navy Blues"

Tuesday, Wednesday,  
and Thursday—  
Dorothy Lamour and  
Jon Hall in  
"Aloma of the  
South Seas"  
(in technicolor)

## Ritz

10c—FRIDAY—10c  
Kay Harris in  
"Tillie The Toiler"

Saturday Only—  
Charles Starrett in  
"Prairie Stranger"

Saturday Nite Prevue,  
Sunday and Monday—  
Ronald Colman and  
Anna Lee in  
"My Life  
With Caroline"

Tuesday, Wednesday,  
and Thursday—  
Wayne Morris and  
Virginia Dale in  
"Quarterback"

### Dorene Burris and Doyle Crone Are United in Marriage

Dorene Burris and Doyle Crone were united in marriage at Hollis Sunday night by Rev. M. L. Vanderpool, Methodist minister, at the church parsonage.

Mr. and Mrs. M. L. Crone Jr. were the only attendants of the couple.

Mrs. Crone attended Memphis High School, as did Mr. Crone.

### 1913 Study Club Meets in Home of Mrs. D. L. C. Kinard

The 1913 Study Club met at 1 o'clock Saturday for a luncheon at the home of Mrs. D. L. C. Kinard.

The subject of the program was a South American tour. A bird's eye view of the American continent was given by Mrs. Carl Harrison; a preparation of the itinerary and travel routes by Mrs. Horace Tarver; securing tickets and passports and choosing a wardrobe for a tour of Latin America by Mrs. R. S. Greene; and Miss Martha Draper led in conversational Spanish.

The luncheon menu consisted of cocktail de pina, ensalada de quacamole, arroz de la guatamala, habichuelas verdes, tortilla, chocolate helado de Brasly, and los comotes. Miniature ships were used for place cards.

Members present were Mesdames Byron Baldwin, Allen Dunbar, Gayle Greene, T. M. Harrison, Carl Harrison, Wendell Harrison, Norma Hunt, Jessie Jones, D. L. C. Kinard, M. McNeely, Louis Merrell, Juanita Montgomery, George Sager, Horace Tarver, Mac Tarver, R. C. Walker, R. S. Greene, Bertha Carter, Robert Sexauer, and Misses Mary Foreman and Martha Draper, and one guest, Mrs. Stanley Roberts.

The next meeting will be Wednesday, October 1, at 3 o'clock in the home of Mrs. Mac Tarver.

### Needle Craft Club Meets in Home of Mrs. Geo. Hammond

The Needle Craft Club met in the home of Mrs. George Hammond Tuesday at 3 o'clock.

Mrs. Earl Pritchett presided during a short business session and Mrs. T. J. Hampton was welcomed into the club as a new member. The remainder of the afternoon was spent in needlework.

Watermelon was served to Mrs. T. J. Hampton, Mrs. Henry Newman, Mrs. Bess Crump, Mrs. J. M. Ferrel, Mrs. Lloyd Byars, Mrs. Earl Pritchett, Mrs. Lloyd Phillips, and Mrs. George Hammond.

The next meeting will be the gentlemen's evening at the home of Mrs. Lloyd Phillips.

### Philathea Class Meets in Home of Mrs. J. S. McMurry

The Philathea Sunday School class of the First Baptist Church met in the home of Mrs. J. S. McMurry Tuesday evening.

Mrs. McMurry lead in prayer. Mrs. Carroll Smyers gave a reading. Mrs. L. G. Carlos was in charge of the installation service of the new officers for the coming year, as follows: President, Mrs. Carroll Smyers; first vice, Mrs. Bill Johnson; second vice, Mrs. Earl Pritchett; third vice, Mrs. Alvin Massey; fourth vice, Mrs. J. M. Long; secretary-treasurer, Mrs. Mack Graham; assistant secretary-treasurer, Mrs. Walter Ward; and reporter, Mrs. C. T. Vickers.

### Supper Given for Mr. and Mrs. Curtis By Estelline Club

Members of the Idle Bridge Club of Estelline met Friday night in the home of Mr. and Mrs. S. T. Hutchins and honored Mr. and Mrs. Finis Curtis with a supper. Mr. and Mrs. Curtis left for Willow, Okla., Saturday.

After the supper served the members played bridge and presented the honorees with a gift.

Those present were Mr. and Mrs. Burl Bell, Mr. and Mrs. Bill Holland, Mr. and Mrs. Perry Hale, Mr. and Mrs. A. A. Greer, Mr. and Mrs. Jake Morrison, Mr. and Mrs. Leon Phillips, Mr. and Mrs. Willie Bob Davidson, Mr. and Mrs. Finis Curtis, and Mr. and Mrs. S. T. Hutchins.

### Payments Total Over \$16,000 for County Farmers

More Applications Being Sent Daily From Office; Notices Are Being Mailed

First of the parity checks for Hall County, slightly more than \$16,000 worth, arrived in the office of the county agent Wednesday morning, Millard P. Brown, secretary of the Hall County ACA, announced.

The checks, 214, brought \$16,177.39 to Hall County farmers, Brown said.

More than 2,000 parity checks are to be received, and will bring about \$160,000 to this county, the ACA secretary said. Applications for more checks are being sent to the state office daily.

Conservation payments, the other of the two made by the government to farmers, will not arrive until about November 1, and may be shortly after that date, Brown explained. These checks will amount to a larger total than the parity payments.

Notices are sent to farmers receiving parity checks, Brown said, and requested farmers not to call for their checks until they received these notices. The office, he explained, is extremely busy at this time, and too many requests concerning the checks merely delay the work of the office staff.

### City Named Site Of Singers Meet

Memphis was chosen as the next meeting place of the Hall County Singers Association at the business session of that organization at Plaska last Sunday. The time for the next convention will be the second Sunday in April, 1942.

James T. Smith was elected president, E. E. Foster and Doyle Hall vice presidents, and Mrs. John Smith secretary-treasurer.

A large crowd attended the Plaska meeting, and singing by the audience, solos, duets and quartets made the event very enjoyable according to those who attended.

### Baptist Estherian Class Meets With Miss Mary Smith

The Estherian Sunday School class of the First Baptist Church met Monday night in the home of Mary Smith for its monthly meeting.

The opening song, "Lilly of the Valley," was followed by a prayer by Mrs. W. C. Anderson, teacher of the class. Miss Louella Hall gave a brief talk on "Loyalty." This was followed by a talk by Mrs. Anderson. Miss Hall presented gifts to Mrs. Anderson from the Sunday School class.

Refreshments of pie and coffee were served to Miss Vera Rogers, Louella Hall, Billy Faye Cypert, and Mary Smith, and Mrs. W. C. Anderson.

### CULTURE CLUB HAS MEETING IN HOME OF MRS. J. C. WELLS

The Culture Club met in the home of Mrs. J. C. Wells Wednesday afternoon at 3 o'clock.

Latin America and the United States was the subject of the program. "Survey of American Republics" was given by Esta McElrath; "Inter-American Relations" (economic, political, social) was given by Mrs. D. A. Grundy; and a poem, "To the Andes," was read by Mrs. George Sexauer.

Refreshments of cake and ice cream were served to Mrs. George Sexauer, Mrs. R. E. Clark, Mrs. D. A. Grundy, Mrs. J. M. Dickson, Mrs. R. L. Maaden, Mrs. A. W. Howard, Mrs. Robert Sexauer, Mrs. C. L. Hamrick, and Jimmie Carr Hamrick, Miss Esta McElrath, and the hostess, Mrs. J. C. Wells.



Mr. and Mrs. C. T. Snowdon are the parents of a boy born September 14. Charles Thomas Jr. weighed 8 pounds.

Mr. and Mrs. E. V. Barnes are the parents of a girl born September 14 and she has been named Wanda Nell.

Mr. and Mrs. J. A. McGuire are the parents of a 6 pound girl born September 10 and she has been named Delta Jean.

Mr. and Mrs. Allan C. Hartman are the parents of a girl, Linda Jean, born September 15.

Mr. and Mrs. E. M. Ewen Jr. of Wichita Falls are the parents of a son, born Thursday, September 11. He weighed 8 pounds, 10 ounces at birth, and has been named E. M. Ewen III.

### Comments—

(Continued from page 1)

plant—a new institution in this neck of the woods.

The following was taken from Deck's Didactics in the Wellington Leader last week concerning a by-product of the cheese plant business:

"Ever since they were discovered, this business of vitamins has interested me as related to old fashioned appetite. I was talking to Harley Kern about feeding whey to his hogs. He sends a truck to Hollis for it. The farmers should take it to their own hogs, but many of the dairy farmers don't have hogs. They are specialists and that is silly on a specialist and that means they are not scientists. Harley says his hogs get slicker and healthier when they get whey. All of which reminds me to ask a question. Did you ever get hungry for whey when you were a child? If you did you were in need of certain vitamins. Whey is rich in vitamins."

Next week will also be important from another standpoint. The Memphis Garden Club has asked that the week be proclaimed CLEAN-UP WEEK in Memphis, and the members are doing their best to get sentiment created so that everyone will become civic-conscious and do some work around the premises towards getting rid of weeds and other unsightly things that detract from the beauty of the town. When the women of Memphis decide something should be done about cleaning up the town, the men might as well get busy, for there will be no rest until the job is done. I am glad to know The Democrat has not been fighting a losing battle against the weeds.

Rev. E. L. Yeats of Memphis and Mrs. Lena Martin of Long Beach, Calif., are the only two donors since last issue of The Democrat to the cemetery power mower. Mrs. Martin will be remembered as the first child born in Memphis. She writes her sentiments:

"When the dawn of morning arises from now on, let's be up on our toes and about, shouting the good news far and wide; Let's clean up the graves of each and every one. Bring in your dollars and dimes, even your pennies can be dropped in the slots. What you give, be it large or small, will bring us nearer the goal; to clean out the briars and thistles of our Fairview Cemetery lots."

Home folks, isn't it a crying shame that we are failing to do our part? Others living elsewhere depend upon us to keep the graves of their loved ones in passable condition, and we are falling down on the job. If more money, and I mean a sizable sum, isn't received within the next few days, I am going to return the money donated thus far back to the donors.

Interested breeders are expected to attend from Tulsa, Plainview, Canyon, Amarillo, Pampa, the Panhandle-Plains area, Wichita Falls, Vernon, Quanah, and other southern points.

### Back to College—

(Continued from page 1)

Coursey, Neysa Nell Coursey, Martha Ragsdale, Bernice Elliott. Texas Christian University in Fort Worth; Genevieve Prater and Bill Boren. Baylor University at Waco; LeRoy Robertson and Alton Dewlen. University of Texas at Austin; James Fultz, Hildon Lindsey, Boyce Edens.

Howard Payne at Brownwood; Janet Hood, Lloyd Benton. North Texas State Teachers College at Denton; L. F. Jones. Peaceock Military College at San Antonio; Durad Pounds.

North Texas Agriculture College at Arlington; Jack Miller, Jim Caviness. Business schools: Brantley-Draughn at Fort Worth, Naomi Smith; Amarillo Secretarial College at Amarillo, Mary Sue Huckabee; Mary Jo Cooper, business school in Amarillo.

Central College at Fayette, Mo.; Lloyd Hicks. Northwest Texas Hospital at Amarillo; Billie Blackwell; Parkland Hospital in Dallas, Imogene Lamb and Margie Rogers. Landig School of Embalming in Houston; Benny Estes. St. Mary's Academy in Amarillo; Nancy Browder. University of Wyoming, Laramie; Dave Browder. Texas Wesleyan College at Fort Worth; Frankie and L. B. Gresham. Clarendon Junior College at Clarendon; Nadyne Waldrop.

### Carl Wolf Family Returns to City

Carl Wolf, who has been employed in Artesia, N. M., since last March, has returned to Memphis and will be connected with the King Furniture Company.

Wolf and his family arrived last Friday, and he began his work at King's Saturday. He was employed there before leaving for Artesia.

### MEMPHIS PROMOTED

J. Bruce Webster, son of Mr. and Mrs. Bruce Webster of Memphis, has been made assistant manager of one of the markets of the Worth Food Markets in Fort Worth. Webster was employed in Memphis until only a few months ago.

Mr. and Mrs. Trey Broome and Mrs. Jan Martindale returned last week-end from California where they visited Mr. and Mrs. J. A. Anthony in Redding and Miss Betty Dale West in Los Angeles.

### So We Don't Need Rain, But We Get 1.02 Inches Anyhow

(Continued from page 1)

Despite the fact that farmers agree that rainfall is one thing the county does not need at present, the rain keeps coming. During the past week, Memphis had 1.02 inches of moisture to run the total for 1941 to 30.57 inches. Wednesday and Wednesday night, the moisture totaled .20 of an inch, and last Saturday's rain brought .82 of an inch.

Coollest temperature of the week was last Thursday night, when 53 degrees were recorded by J. J. McMickin, local weather observer. Warmest was Tuesday afternoon, when the mercury rose to the 96-degree mark.

Temperatures for the week are as follows: Wednesday high, 82, low, 65; Tuesday, 96-65; Monday, 90-66; Sunday, 85-65; Saturday, 74-65; Friday, 82-54; Thursday, 80-53.

### These Couples— GET LICENSES

September 11—Miss Leota Wines and Virgil Greenhouse, both of Memphis. Married September 14 by First Baptist Church pastor, Rev. S. F. Martin.

September 13—Miss Gwendolyn Brewer and Alwyn Shearer. Married Sunday, September 14, in the Church of Christ at Plaska, Minister Lloyd Moyer of Clarendon officiating.

September 16—Miss Ruby McKay of Turkey and Sterling Herington of Quitaque.

### Dairy Show—

(Continued from page 1)

of age; Class No. 2, over six months of age and under one year; Class No. 3, over one year and under two; Class No. 4, two years and under three; Class No. 5, three years and under four; Class No. 6, all animals over four years of age.

Interested breeders are expected to attend from Tulsa, Plainview, Canyon, Amarillo, Pampa, the Panhandle-Plains area, Wichita Falls, Vernon, Quanah, and other southern points.

### Program For—

(Continued from page 1)

dividuals, and firms cooperating by donations of units. Mayor J. C. Wells will introduce the visiting WPA officials, following which more band music will be presented.

Rogers will then speak on "Civic Cooperation," after which Carroll Smyers, chamber of commerce manager, will introduce the visiting Kraft Cheese Company officials.

Following this, the "Sweet Milk Maid Contest" will be held. The program will close with the singing of "God Bless America," led by Delaney.

A WPA project on the park, which included the construction of the amphitheater, was only recently completed. The park now has a large number of picnic units, and those coming to Memphis for the Hall County Dairy Show and formal opening of the cheese plant are urged to make use of the facilities at the park preceding the opening.

### PARNELL

By CHRISTINE TRAPP

Mrs. Claud Anderson of Amarillo visited friends and relatives in Parnell and Estelline last week. Mrs. Doolley visited relatives and friends in Canyon last week-end.

Mr. and Mrs. Ed Todd have taken schools at Estelline and Childress. Mr. Todd is the principal of the Wilson Ward of Childress and Mrs. Todd is teaching the first and primary at Estelline.

Mr. and Mrs. Clarence Wooten are here visiting relatives and friends.

Mrs. G. L. McGlocklin has returned home from a visit in Dallas and Levelland.

Mrs. Wheeler has returned home from a visit in New Mexico with her daughters.

Orwin Hood has been in a Memphis hospital because of an infected tooth.

Mrs. Zack Hood is visiting her sister, Mrs. W. Taylor, in New Mexico.

### C. L. Sloan—

(Continued from page 1)

of each of his cows, although this is hardly necessary for he knows almost exactly the production of each cow each day.

How much each cow produces is not the only thing Sloan keeps on his mind, however. If a cow begins to look thin, he either knows why, or finds out immediately. He cares for the cows better than a hen looks after her chicks.

Speaking of chickens, the Sloan farm is also the home for a large number of Rhode Island reds. And at present the dairy association president is dealing in Hampshire hogs. He plans, however, to devote more attention to Duroc Jersey hogs, and quit the Hampshire business.

His animal stock includes a number of horses, several mules, and, in addition to his registered Jersey cows, a registered bull.

Sloan is continually adding to the modernity of his farm. During the past year, he has bought a new hay-baler, a new rake, and a manure-spreader.

Also new, and still in the process of installation is an automatic water pump to be used in filling the overhead tank which he uses as his running water supply. The pump is electric, and when installation is completed, will keep the water in the tank at a certain level. The windmill which now stands in the back yard will be removed.

The Sloan farm is equipped throughout with electric appliances. Lights in the barn make work there at night just as easy as in the daytime.

In the home, fluorescent lights have been installed to take the place of gas lights which were used before the Hall County Electric Co-Op lines were completed.

Perhaps the most outstanding of the modern improvements are the electrically-charged screens on the doors of both the home and the barn. Insects touching the screens are electrocuted immediately.

When Sloan moved to the farm several years ago, he had not had a great deal of experience in farming or dairying. His few years there, however, have shown his ability to develop a farm into a paying proposition.

His interest in dairying has led him to numerous prizes, not only in the Hall County shows, but in other shows, such as those given at Plainview, Amarillo, and Dallas. Two of his cows, Thank You, and the daughter of Thank You, Primrose, are the tops of his herd now, and have already taken grand champion prizes both at the local shows and at Plainview. In addition to his position as president of the Hall County Dairy Association, Sloan is vice president of the Panhandle-Plains Dairy Association, having been elected to that office last year.

Mr. and Mrs. Edna Moore is visiting friends here for a few days.

Mr. and Mrs. Albert of Turkey visited friends here Wednesday.

The Dixie Revelers of the home of Mr. and Mrs. Nasse Wednesday. They returned to Amarillo their regular 4:30 ride over KFDA.

Mr. and Mrs. Edna of Chicago are visiting Rev. Russell Winert.

### COME AND GET IT!

Any hour of the day or night, the mat is out at the Gridiron. After Show stop by and try a chipped steak and you'll become a regular. Quality plate lunches and short order any tastes.

### GRIDIRON DRIVE-IN

PHONE 355M OPEN ALL

### CLASSIFIED AD

For Rent  
FOR RENT—Bedroom. 613 So. 7th street. 12-3p  
FOR RENT—8-room unfurnished house; also bedroom. Adults only. Phone 267. 12-3p  
FOR RENT—Furnished apartments. Phone 141. tf  
FOR RENT or LEASE—Place known as the Red Rogers store and filling station. Two miles out on highway. See Ethel Fletcher, Mecca Hotel. 14-2p

For Sale  
FOR SALE—Sixty head young Jersey (springer) cows. B. M. Durrett, Lakeview, Tex. 13-tfc  
FOR SALE—1 Burroughs adding machine in good condition. Lion Auto Store. 1c  
FOR SALE or TRADE—Improved 649 acres, 175 cultivated, balance good grass. 6 miles northwest of Mobeetie. Also 320 acres, 280 cultivated, unimproved, 10 miles southwest of Wellington. E. M. Trew, Rt. 2, Wellington, Tex. 1p

Wanted  
WANTED—Beans and peas to can for half. Apply 217 North 6th, across from Creamery. 13-3p  
WANTED to BUY—Men's old used shoes. Clean out your attics and make some money. Sel-

### Locals and Pe

Mrs. Sam J. Hamilton, the home of Mr. and Mrs. Ewen Jr. of Wichita Falls.

Mr. and Mrs. M. D. and Mr. and Mrs. O. M. returned Saturday from where they visited two weeks.

Mrs. Mac Tarver, Dorthea Fuitts, and Jim accompanied Pat Noel last Wednesday afternoon where he left for Canada, to continue with the R. C. A. F.

Jim Caviness left for Arlington where he attend NTAC this year.

Mr. and Mrs. E. M. and Mrs. Harry B. Shamrock visited the Mrs. J. S. Brookshire, day.

Mrs. A. W. Howard daughter, Mrs. Neal two children to Amarillo, where they went to their home.

Dr. J. W. Fitzjarrald, nness visitor in Amarillo.

Mr. and Mrs. G. W. Wellington visited here. George Hattenbach, Mr. and Mrs. J. W. Hedley visited here. T. A. Prater, here Saturday.

Mrs. E. H. Stanford week in Amarillo with her. Mrs. Bill McMurry, Mrs. A. H. Frankbra, Calif., is visiting J. W. Fitzjarrald here.

It's thrilling to have at Mrs. WHITLEY'S SHOP.

Mrs. J. W. Blanton visited friends here.

Mr. and Mrs. V. L. son Stanley left Texas last business.

Judge A. S. Moss Austin last week for all district judges of Moss accompanied by Worth where she visited during the time Judge Austin.

Mrs. Garland Moore is visiting friends here for a few days.

Mr. and Mrs. Albert of Turkey visited friends here Wednesday.

The Dixie Revelers of the home of Mr. and Mrs. Nasse Wednesday. They returned to Amarillo their regular 4:30 ride over KFDA.

Mr. and Mrs. Edna of Chicago are visiting Rev. Russell Winert.

off a better winter as we million creamed Sta McC... says, of the more creat... of the milk into... ice cream... of the furnis... Dairy C... are help... daily d... cream p... inular de... am true... favor...

### LEGAL NOTICES

VENDOR'S LIEN  
For Sale in Hall  
The Federal Court  
to offer for sale, at  
crucied interest, no  
vendor's lien notes  
October 1, 1941, to  
\$1,215.59, and bear  
interest.  
1. They range in  
\$349.64 to \$470.25  
2. Abstracts are  
showing title in  
notes and liens. No  
pense will be incur  
ceivers.  
3. Notes must be  
grouped by title in  
4. Full description  
security will be furn  
quest to individuals  
with references, show  
responsibility.  
5. If interested, p  
erences or come to  
H. C. Floor  
Third Floor  
Farmers State  
Temple, Texas

by's Boot and Shoe  
WANTED—Enamel  
ers. Wattenbarger Ta  
Miscellaneous  
Get Your MATTRES  
and cleaned—specia  
inner spring matre  
Thorn Mattress Facto  
6th Street

Legal No  
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Third Floor  
Farmers State  
Temple, Texas

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WANTED to BUY—Men's old used shoes. Clean out your attics and make some money. Sel-

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# The Memphis Democrat

MEMPHIS, HALL COUNTY, TEXAS

DAIRY SHOW EDITION

## THE DAIRY MONTH SUCCESSFUL IN INCREASING CONSUMPTION OF MILK

### Spending Money Important to Diet

Consumers spend their food money wisely. More milk would be used if families, particularly those with low incomes, were better informed of the benefits of milk and the need for more milk in their diet.

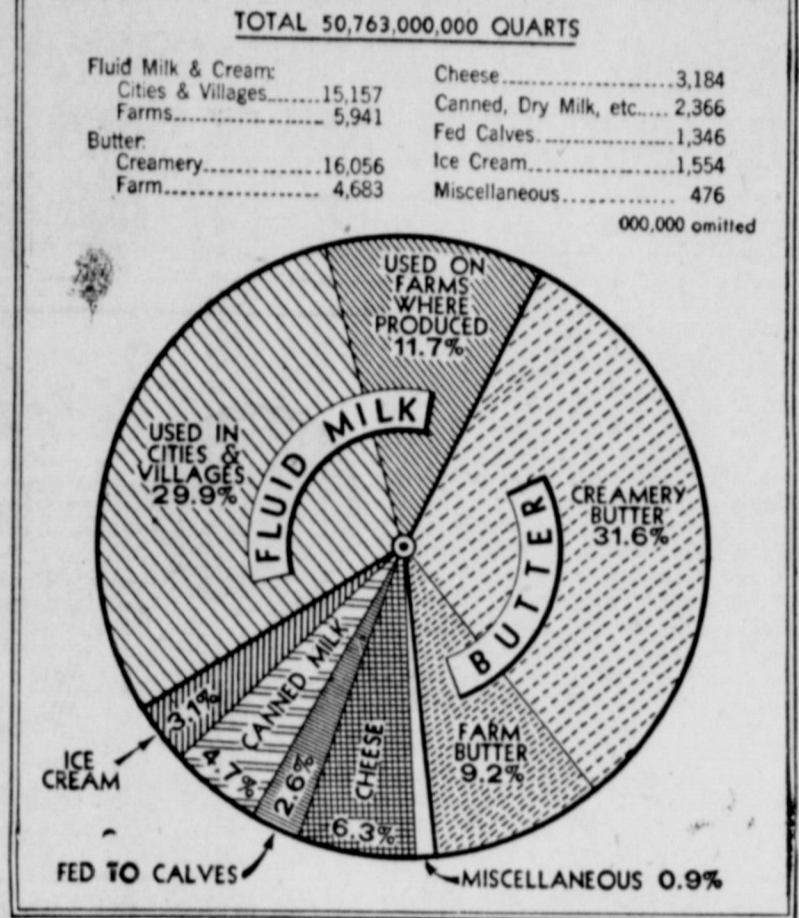
### Ice Cream Gets From Doctor

Ice cream is a delicious meal, a better dessert than ice cream, and it is as healthy as well as healthful. Its popularity is evidenced by the fact that over three million gallons of ice cream were produced in the United States in 1939.

### Legal No

VENDOR'S LIEN For Sale in Hall County. The Federal Court offers for sale, at public auction, the vendor's lien notes, dated October 1, 1941, to the amount of \$1,215.59, and bearing interest at 6 per cent per annum.

### HOW 51 BILLION QUARTS ARE USED

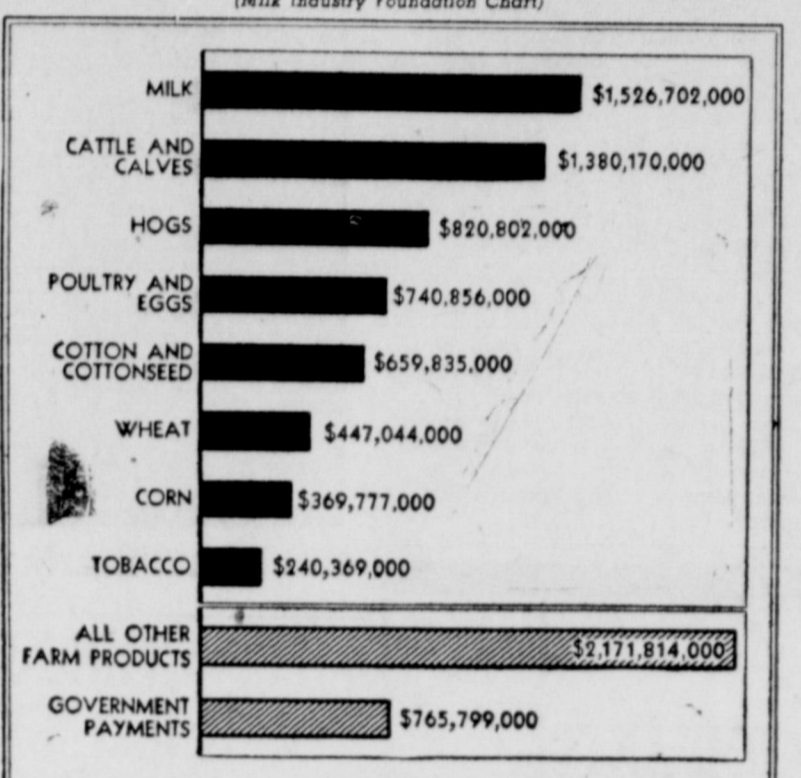


Consumption of fluid milk and cream in cities, villages and on farms amounts to about 42 per cent of the total U. S. supply. Somewhat more than half of the milk produced is used for dairy products, according to this Milk Industry Foundation chart based on U. S. Department of Agriculture estimates for 1937-1939.

### Dairy Products Keystones of New Nutrition Program

Big Army Cantonments Furnish Soldiers With Milk, Butter, and Cheese. Milk and dairy products are keystones of the new defense nutrition program and U. S. soldiers are getting a daily ration of fluid milk, according to the National Dairy Council.

### MILK LEADS FARM CASH INCOME



Milk again leads all sources of the U. S. farmer's cash, representing 18% of 1940 total farm cash income, excluding Government payments. Milk income is 11% larger than that from cattle, nearly twice hogs, over twice poultry and eggs, 2 1/2 times cotton, 3 1/2 times wheat, over 4 times corn and more than 6 times tobacco.

### Dairy Council Head Outlines Situation Of Industry Today

Under the leadership of the National Dairy Council and organizations representing millions of farmers, milk and dairy products distributors and processors, retail food, drug, and variety stores throughout the country, a June Dairy Month campaign to increase consumption of milk and dairy products was carried on.

### Low-Cost Method of Removing Trees To Make Pastures Now Being Used

Fred Herling of Brazos County is practicing a low-cost method of increasing the area in grass on his 2,400 acres of woodland near Kurton. According to Robert R. Lancaster, pasture specialist of the A. and M. College Extension Service, Herling has deadened about 1,000 trees in the past few years at an expense ranging from 50 cents to \$1 an acre, depending upon the amount of underbrush to be cut.

### Texas Far Below In Milk Production

Profitable expansion of dairy production in Texas depends on ability to produce economically. In 1938, Texas ranked 42nd in production per cow, with an average of 3,270 pounds of milk and 143 pounds of fat.

### A QUART A DAY—MILK SUPPLIES CALCIUM

More than two-thirds of all people in the United States are deficient in calcium, according to Dr. Charles F. Nelson of Beverly, Calif., well-known for his studies on home growth, development, and repair.

### Texas Behind in Milk Production

Texas can make great strides in dairy improvement without ever affecting the market outside the state. If the state's per capita consumption of milk were up to the average of the rest of the country, Texas would need 581 million gallons—90 million more than produced last year.

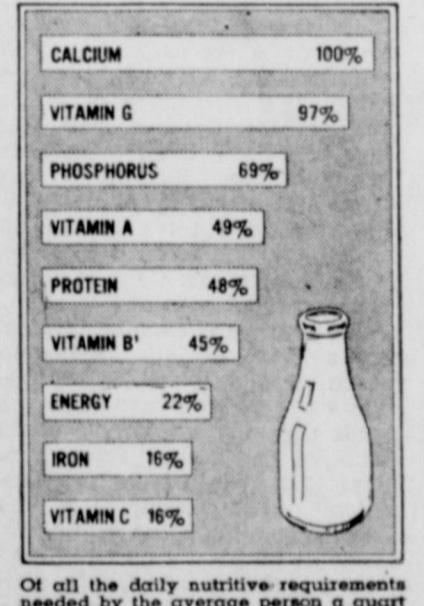
### Texas Far Below In Milk Production

Further, seven of the 12 associations had average costs of 17 cents or less, and the high association had a feed cost of only 13.6 cents on an average production of 346 pounds of fat per cow. This is evidence of the fact that Texas can produce economically by utilization and development of natural advantages available and take some thought in the breeding and management of herds.

### Farm Cash Income From Milk High

U. S. farm cash income from milk for the first quarter of 1941 was the highest since 1930. The \$380,000,000 total represents an 84 per cent increase over the low of 1933 and a 6 per cent increase over the \$358,000,000 total for the first quarter of 1940.

### Milk Stars In Diet



Of all the daily nutritive requirements needed by the average person a quart of milk supplies the percentages above.

### Drinking of Milk Advised by Mayo

"Every person, young or old, should drink milk," said the famous Dr. Charles H. Mayo. "Milk contains a large variety of nutritional constituents and considering its cost per pound, more food is received for the money than any other food material available."

### BUTTER IMPORTANT

Butter compared with most food returns the highest portion of the consumer's dollar to the farm—60 per cent—according to Federal Trade Commission studies. Since nearly one-half of the total U. S. milk supply is used in its manufacture, the importance of butter in our agricultural economy is self-evident.

## THE DAIRY MONTH SPOTLIGHTS INCREASED CONSUMPTION OF MILK AND DAIRY PRODUCTS OVER THE NATION



Jean, Universal Star, prefers ice cream soda.

Paramount's beautiful Susan Hayward knows that milk helps her radiant health.

Lovely Norma Shearer always wants a big dish of ice cream.

Harold 'Pee Wee' Reese, Brooklyn Dodger, drinks milk for health.

Joy Hedges finds refreshment between 'takes' on the Universal lot.

A cool, invigorating glass of milk is Anne Sheridan's delight.

Milk for Mickey Rooney to keep in trim for work and play.

### NUTRITION DIRECTOR GIVES OUTLINE OF ADEQUATE DIET FOR U. S. FAMILY

Popular interest in improving family diets has reached a new pitch since the recent conference of the nation's leading nutritionists to plan ways of aiding the defense program.

An adequate family diet, according to Mrs. Ethel Austin Martin, Director of Nutrition of the National Dairy Council, is one which furnishes the proper amounts of the protective foods milk and its products, fruits, vegetables and eggs. The nutritionists agreed at the Washington gathering that a well balanced diet based on these protective foods is one that will make America strong by making Americans stronger.

Rich in practically all the essentials of an adequate diet—calories, proteins, minerals and vitamins—dairy products particularly deserve attention at this time when the nation is endeavoring to bring the health of every person to the highest possible level.

"For its calcium content alone milk can be regarded as practically indispensable," says Mrs. Martin, "as most of our common foods are low in calcium. The suggested consumption of a quart of milk a day per child and a pint per day per adult is not a requirement developed by the dairy industry but one urged by scientists who recognize the cal-

cium intake necessary to keep a human being healthy."

Everyone concerned with the planning of meals should learn more about what makes an adequate diet and how to procure it with the money that one has to spend for food. It is not necessary to have a large income in order to have an adequate diet. Many families with large incomes are actually living on inadequate diets.

"It is not so much a matter of how much money one has to spend on food," says Dr. Grace Macleod, professor of nutrition, Teachers College, Columbia University, a noted authority, "as it is of how wisely the money is apportioned to the various groups of foods. A very simple two-part rule to follow in spending one's food money is (1) spend at least as much on fruits and vegetables as on meats, poultry and fish; (2) spend at least as much on milk (including cream and cheese, if used) as for meats, poultry and fish."

It is axiomatic that improving the dietary habits of a family will improve the health of that family and that the healthier the family the stronger the nation.

Straw mulched into surface soil leaves it spongy and capable of absorbing greater quantities of water.



Bette Davis depends on milk for energy. In her dressing room at the Warner Brothers Studio in Hollywood.



No need to open the door for milk after a bomb. The milkman delivers as usual.

### RURAL TRENDS

ROGER M. KYES  
Director, National Farm Youth Foundation

#### LOOKING AHEAD

A good many letters are coming to us from farm operators who ask about what they should raise to suit best the needs of national defense and at the same time protect their own incomes.

We are sympathetic with these men. They are honestly trying to find out what they should do—what changes to make in the system under which they have been operating. And with all the news we read about controls and prices and restrictions about various farm products, it is sometimes difficult to see the underlying pattern toward which our government is working.

But the individual farmer, or the regional group of farmers, can do a great deal more than has been done before to arrive at a reasonable and profitable solution of some of these problems, without waiting for instructions from Washington.

Suppose you were a shoe merchant and wanted to start a new store. Would you look for a place in a town that already had several good shoe stores, or would you try to find a location that was reasonably free from the competition of other dealers?

That is just another way of saying that farm profits lie in growing the crops for which there is a demand, or a need, instead of sticking to those crops in which we already have a large national surplus. With the economy of the whole world undergoing a series of rapid changes, we must learn to discard old traditions and habits, and ourselves change to meet new conditions as they develop.

It is not just accident that the rich prairie states have produced a surplus of corn and wheat, or that the South has produced a surplus of cotton. The farmers of those regions naturally grow the crops that seemed best suited to their climate, soil and labor conditions. New farmers coming into these areas followed what appeared to be the logical trend.

That was good economy—good farm management—until supply caught up with, and passed, demand for wheat and corn and cotton. Right then it became less profitable to raise these crops. It wasn't any harder to grow them, but it soon became a lot harder to sell them at a profit. The grower was at the mercy of a glutted market; his prosperity suffered accordingly. When foreign markets began to shrink, he was still worse off, but he still followed his old habits. If he farmed in a wheat country, he kept on growing wheat; and if he lived in a cotton country, he kept on raising cotton.

But no scientist has ever said that it is impossible to grow anything but wheat in land that always had been devoted to wheat. There are a good many crops that will grow in wheat land, and some of them might easily be grown more profitably than wheat. It is largely a matter of selecting the right crop for the conditions, and being sure to select one for which there is a current demand.

Our country is rapidly developing a host of new industries which depend upon farm products as basic raw materials. It needs only a casual survey of the situation to decide upon farm crops that fit into these new conditions. For example, a few years ago, there were no soy beans at all grown on Ohio land. Now soy beans are Ohio's third most important crop, and there never has been a time when this crop has not been quickly saleable at a good price.

We do not mean to suggest that if you see a neighbor enjoying special success with a crop that is new to your locality, you step right in and follow his example. By doing so, you may be contributing to an eventual surplus of that crop, and wind up by being no better off than you were before.

However, there are available to you many sources of information, to which you can turn for basic facts, and for advice on what will grow on your land. State agricultural departments, most of which have county agents, are perhaps the best source of information for you, because they are most likely to be familiar with your land.

Just like the manager of any business, it is a part of your job to do a little serious studying. Get the facts, and know your own conditions; then you can arrive at an intelligent decision as to where your own best interests lie. That is the foundation of a profitable business—on the farm, or elsewhere.



### COLORFUL COTTAGE CHEESE MOLD WILL HIGHLIGHT LUNCH OR SUPPER

This colorful mold of creamy cottage cheese and golden cubes of American cheese served with bright fresh fruit may be the place de resistance at an important buffet supper or luncheon, or prepared in individual molds for the salad at a family dinner. It will combine well with casseroles of fish or chicken or not-too-rich meats and their vegetable accompaniments.

The flavor is important—the bland yet full flavor of the cheese mold is contrasted with the freshness of orange slices, ruddy strawberries and pineapple fingers. An accompanying bowl of fruit salad dressing into which has been folded a bit of whipped cream will make it complete.

It's a convenient salad to serve, too, for the cheese ring may be made hours or even a day ahead and stored in the refrigerator. Just before it is served it is unmolded on a large chop plate, filled with the fruit and garnished with sprigs of watercress, crisp lettuce cups, or feathery wisps of curly endive.

- Spring Beauty Salad**
- 1-2 envelopes gelatin (1 1-2 tablespoons)
  - 3 tablespoons cold water
  - 1 cup cottage cheese, sieved
  - 1 cup American cheese, grated
  - 1 teaspoon salt
  - 1/8 teaspoon white pepper
  - 2 tablespoons chopped pimiento
  - 2 tablespoons chopped green pepper
  - 1-2 cup diced American cheese
  - 1 pint whipping cream
- Soak gelatin in cold water until soft; dissolve over hot water.

sieve. Add grated wheate, gelatin, romano miento, pepper, and American cheese. (Some of the cheese may be sprinkled bottom of the mold.)

#### REDUCE CROSS BREEDING

A. and M. dairy experts by survey that while about one-half of the milk have been bred to spread the offspring products, the number of bulls bought in 1940 cross-breeding will be reduced in 1941.

Since last October the crude cottonseed oil mills has risen from cents to 11.5, says Leon Henderson of the Price Administration Supply. A ceiling below present prices is considered.

**WELCOME....**  
**KRAFT CHEESE COMPANY**

Inasmuch as the dairy industry assures a regular income for farmers, additional business for dealers, increased deposits for the banks, a greater buying power for all our people with resultant higher standards of living... we join others in welcoming the Kraft Cheese Company to our city.

**VISIT THE DAIRY SHOW**

**M. E. McNALLY**  
Insurance    Loans    Bonds

**4-H Cows Furnish Many Homes Milk**

The milk supply in many homes is furnished by the 4-H Club cow. G. G. Gibson, assistant dairyman of the A. and M. College Extension Service, estimates that approximately 2,500 dairy animals, mostly heifers, are owned by the 2,338 4-H club members in Texas. In 1940, 423 of the 2,293 boy-owners of milk cows kept production records. These showed that the average milk production was 4,465 pounds and the average butterfat was 245 pounds for each cow that year.

"This," Gibson says, "was above the average production for all cows in Texas and speaks well for the feeding and management of the good dairy animals owned by club members."

In order to learn more about selection and management, dairy club members take part in dairy cattle judging and dairy team contests. More than 100 dairy club boys took part in the dairy cattle judging contests at the recent state 4-H short course at College Station. The Ellis County team was first and William Brigham of Jones County was the highest individual scorer. The team showed the construction and arrangement of a safety bull pen, while the Hopkins County team, which won the dairy demonstration contest, demonstrated the classification method of judging dairy cows.

The winning dairy teams are to compete in the national contests at the National Dairy Show in Memphis, Tenn., in October.

For the county, district and state fairs, in which hundreds of dairy club boys will compete this fall, Gibson suggests that dairy animals need not be fat to show well. "They should carry enough flesh to be in thrifty condition. This means that most animals will need some grain and plenty of good hay and silage. No special grain ration is necessary; just see that the ration is balanced."

**MILK--**  
**MAKES BETTER STUDENTS**  
**AND OUR MILK-MADE**  
**FOUNTAIN DRINKS**  
**ARE TOPS!**

It's a known fact that those milk-made drinks at Durham-Jones are better. If you haven't tried one lately, drop by today and refresh with the wholesome benefits of our fountain drinks made with milk from healthy, tested cows. They naturally are better for your children, too.

**Welcome to Memphis,**  
**Kraft Cheese Company!**

With other merchants of Memphis we join in extending a hearty welcome to the new Kraft Cheese Company factory. We realize that it will mean added income to farmers who have been hit hard during the trying past few years. In addition the city will be benefited by the new industry, and we sincerely hope that it will be as successful as it should be.

**Durham-Jones Pharmacy**  
"The Store of Friendly Service"

**The Most MODERN**

**Shop in the Panhandle Offers Best Congratulations to the Kraft Cheese Co.**

To the dairy farmers of this section of the country, so vitally affected by the location of the Kraft Cheese Plant here, Selby Boot and Shoe Shop offers heartiest congratulations. Your conscientious efforts deserve this boost and we will attend the Hall County Dairy Show.

**SELBY'S BOOT and SHOE SHOP**

**Now is the time to build and repair your farm buildings.**

This is the season to look over your home critically—whether it is in town or country—with an eye to providing more room, making it more attractive in appearance. Plan now on what improvements you will make on your farm buildings following crop-gathering season. If you plan to remodel your home, our experienced representatives will be glad to give you estimates on the work to be done and any other assistance you may desire.

**Welcome to Memphis**

The coming of the Kraft Cheese Company plant receives a hearty welcome from us. We congratulate the company on choosing Memphis for its new factory. Hall County has long been in need of a new industry, and the cheese factory will supply that need. Welcome, again, Kraft Cheese Plant.

**ATTEND THE HALL COUNTY DAIRY SHOW**

**Cicero-Smith Lumber Co.**  
J. G. BROWN, Mgr.    MEMPHIS, TENN.

**American Road**

**Fa**

Dependence

watchwords

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*America Is Making  
Rapid Strides In  
Progress Daily  
And . . .*

**Firestone**

*Is Keeping Step!*

**Farmers Have Learned to Depend  
On Firestone Tractor Tires**



Dependency . . . long life . . . service . . . these are the watchwords of Firestone tractor tires. Our stock is sufficiently large to satisfy any demand you may make . . . you don't have to wait those extra, needed days. We carry the tires you need in stock, and what's more, you can depend on them to be the best and most serviceable tires you have ever used on your tractor. Firestone is the key to better farming at a lower cost. Come in today, look our tires over and you will be convinced that Firestone tires are the best that money can buy.

With all their superior qualities Firestones cost no more than the ordinary tires and trade-in values are high at E. E. Cudd's Service Station.

*Congratulations - -  
Kraft Cheese Company  
On Choosing Memphis  
For Your New Factory*

As one of many business firms in Memphis, we are happy that the Kraft Cheese Company has chosen Memphis as the site of its new factory. The new institution will mean more dollars to Hall County and surrounding area farmers; and will give a means of diversification which has long been needed. Added dollars to farmers naturally means added dollars to all types of businesses, and we heartily welcome the new enterprise to Memphis. May its success be unlimited—as we know it will.



**Visit the Annual Dairy Show**

**E. E. Cudd Service Station**

**"YOUR FIRESTONE DEALER"**

MEMPHIS

PHONE 157

TEXAS

WRECKER SERVICE -- OPEN DAY AND NIGHT

N. D. PENDENT GAS AND OIL

### Feeding Important In Dairy Farming

Although—believe it or not—the hen eats more for human food she produces than does the cow, feeding still is a vital factor in dairy farming and the cow requires lots of it.

The average dairy cow should have about 50 pounds of feed daily, and will consume an equal quantity of water if it is kept fresh and convenient.

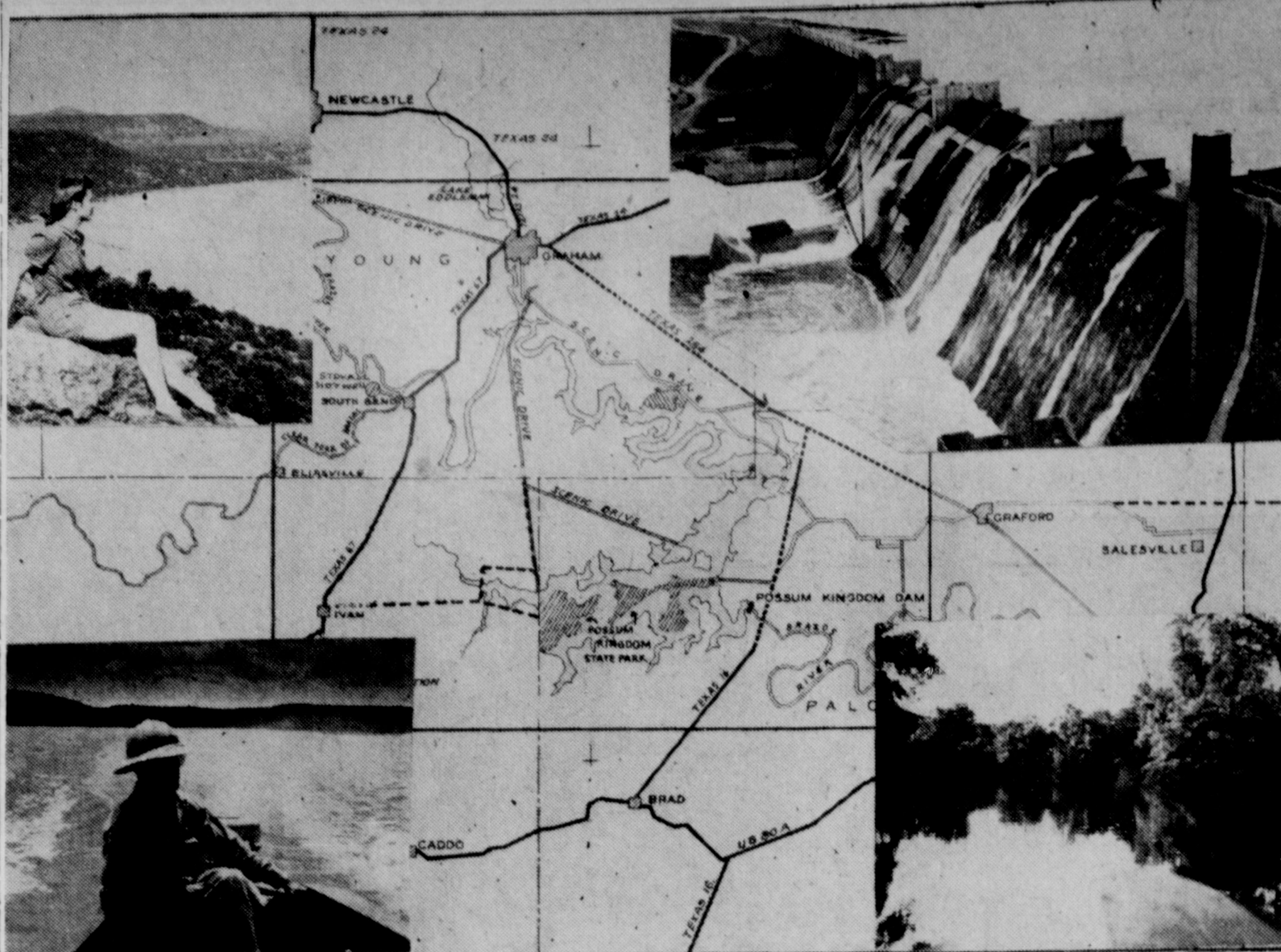
The amount of feed, to a certain extent, will vary with production. The average cow should have around 15 pounds of hay, from 25 to 30 pounds of sweetened silage, and grain and grass.

Water should be available as conveniently and invitingly as possible. The cow will drink only as much stale, warm water as she has to have, and will consume perhaps twice as much where the water is fresh and cold. The quantity of water consumed is an important factor in milk production.

**WE JOIN HALL COUNTY DAIRYMEN IN WELCOMING THE NEW KRAFT PLANT**

The coming of industry for Hall County and area farmers in the form of the new cheese plant draws all possible welcome from us. As one of the pioneer firms in this county, we are always glad to see more progress being made. May the cheese factory in Memphis bring much success and progress to this area.

**GRUNDY Abs. & Title Co.**



**NEW PLAYGROUND**—Possum Kingdom Lake, which is located near Graham, has been developed quickly into one of the playgrounds of the state. Early summer rains filled the new dam ahead of schedule.

Upper left taken from Johnson Peak in the eastern section of the State Park showing rugged hills and the lake beneath.

Upper right is the 3,000-foot concrete dam with water

pouring over the top. The lake filled in six weeks when scheduled to take three years.

Lower left: No more scenic boat rides may be had than along the mountainous shorelines or back into the limestone canyons of numerous inlets.

Lower right: Cedar Creek filled with lake water. Four major creeks empty into the lake and where the lake waters become shallow will be the ideal fishing spots for bass, channel cat, perch, crappie and other Texas fish.

(Map prepared by Brazos River Conservation and Reclamation District)

Approximately 25,000 pounds of wool samples examined at the A. and M. College research wool scouring plant for grading and shrinkage determination during the 1941 season, showed shrinkage lighter than usual. This, wool men say, would be expected on account of continued rain.

### Publications Give Timely Information On Feeds, Feeding

**Recommendations Made By Experimenters Are Included in Publicity**

"By publishing factual, practical and timely information on feeds and livestock feeding, daily and weekly newspapers and farm and livestock publications are rendering an important service in the South's program of blending livestock with cotton production in a balanced farming program," says A. L. Ward, educational service director of the National Cottonseed Products Association Dallas.

"In the series of articles, 'Blending Livestock with Cotton,' which have reached millions of readers through these publications this season, the educational service has made use of recommendations of experiment stations, college and extension service leaders," he pointed out. "By making this information available to their readers, newspapers and agricultural publications have constructively aided their farmers and stockmen in the use of up-to-date practical feeding practices."

Through their education services, cotton oil mills have cooperated with state and federal educational agencies in distributing their recommendations in the form of releases to newspapers and other publications. By such cooperation, cotton oil mills seek to aid the balanced farming program which these leaders advocate for the sound development of agricultural and livestock production in the cotton belt.

"With cotton fields supplying

essential feed products for the livestock industry, made available by cotton oil mills in the form of cottonseed meal, cake pellets, cubes and hulls, and the blending of livestock and cotton production is a practical and necessary program for the south," Ward added. "As an essential industry, serving cotton growers and livestock feeders, cotton oil mills appreciate the cooperation which editors have given to their educational activities."

Plans for making similar information available to farmers and stockmen, through the press, are being made for next season, he announced.

A 12-point program for development of dairying in Texas has been adopted by the Texas Dairy Pro-

ducts Association, of which A. J. Riddle of Denison is president.

The program is as follows:

1. Acquaint the people of Texas with the advantages of dairying in the development of diversified farming.
2. Encourage the growing of more good pasture and forage crops.
3. Foster a trench silo-feed campaign. The goal "A trench silo on every farm."
4. Secure more economical production by better feeding methods.
5. Recommend more attention to fall threshing as a means to more profitable production.
6. Keep good cows on Texas farms and encourage the elimination of unprofitable cows.
7. Conduct a statewide better

**WELCOME . . .**

### Kraft Cheese Factory

We appreciate the increased income afforded dairy farmers of this area with the opening of the new Kraft Cheese Plant. Plan to attend the Hall County Dairy Show where an excellent exhibit of prize dairy cattle and an educational program will be offered.

**CHAS. DRAKE**

County Treasurer



"\*!(\*?-\* , I Should Have Bought Those Parts Joe Tried to Sell Me!"

**And He Also Needs GOODYEAR TIRES**

Sure, he needs those good and dependable Goodyear tires. Just look at the patches on his old tires, and it won't be long until he will be wishing he had bought that set of Goodyears. There's no disputing the fact that Goodyears are tops when it comes to long-wearing and safety-assured tires for your automobile, no matter whether it's a 1920 or 1942 model. And get a set of those Life-Guard Tubes, and your blow-outs will only be the cost of the tire—not your life.

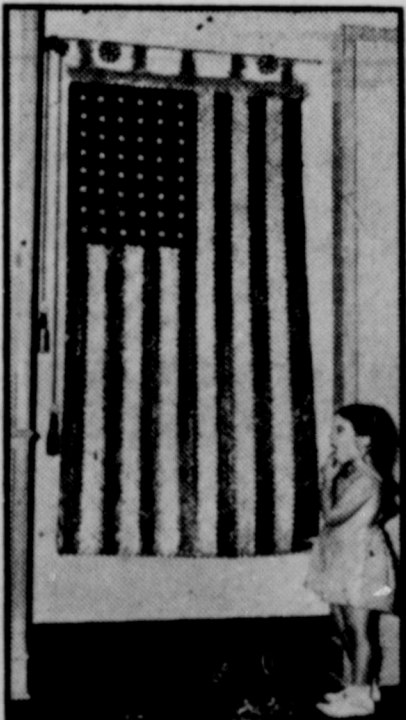
**Congratulations to the Kraft Cheese Company**

You have chosen well in selecting Hall County for the center of your new industry, and we are glad to welcome your plant to Memphis. Your factory will be a great success in this area, and farmers will be benefited an inestimable amount with the new market. Welcome to Memphis and the surrounding area.

**Pioneer Auto Supply**

JOE C. WEBSTER

**Exhibit Is Impressive**



Impressed by a large American flag woven of cellophane, Judy Gruber, 4, pauses in her visit to the Franklin Delano Roosevelt Library at Hyde Park, N. Y.

**WELCOME . . .**

### KRAFT CHEESE CO.

We join others in welcoming the Kraft Cheese Company plant to Hall County and the surrounding area, for it means a steady, year-round income to dairymen of the area. With this income from dairy products supplementing that of the regular crops, a new era of prosperity should prevail throughout the Hall County area.



**BE SURE TO ATTEND THE HALL COUNTY DAIRY SHOW**

## Memphis Cotton Oil Co

MEMPHIS, TEXAS

sires campaign by supporting a movement to establish bull clubs in every county, and urging that only proven sires or sons of proven sires be used.

8. Encourage the sponsoring of dairy cow and calf clubs with farm boys and girls in every county.

9. Encourage and promote greater support and stock shows.

10. Acquaint consumers with the nutritive value of dairy products.

11. Arouse a general interest in quality dairy products.

12. Assist in the development of better markets for products.

### WELCOME . . . Kraft Cheese Plant

Orr's Studio and Drug Annex pleasure in welcoming the Kraft Cheese Company to Memphis. This will stimulate the dairying industry in this section of Texas and we appreciate it.

to be held in connection with the opening.

**Orr's Studio & Annex**

**WELCOME . . .**

### Kraft Cheese Company

We hope the continued progress of the dairy industry will be paced by the opening of a new industrial unit. Affording an open market the year-round, the Kraft Cheese Plant will be a great asset to the dairy farmers of this section of Texas.

**H. D. STRINGER**

County Attorney

**WELCOME . . .**

### Kraft Cheese Company

We are sure that the new factory will be a profit for you as well as providing a needed need for our farmers, and we welcome this new sign of progress and extend our best wishes to the dairy farmers of this area.

### C. D. Martin

General Blacksmithing—Acetylene and Electric Ripping, Planing, and General Woodwork  
611 Brice Street To Serve You Makers



**Better Feeding Means Better Results**

**Cottonseed Products Give Those Results**

**WELCOME . . .**

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The feeding of cottonseed products is a most important part in the balanced rations cattle must have to do justice to their feed. Rich in essential protein, and furnishing available phosphorus and fat, cottonseed meal, pellets, and cubes from cotton fields of the furnish the dairy industry with some of the most important and valuable nutrients needed in rations. Cotton also supplies easily available cottonseed hulls, roughage that compares favorably in feeding value with other available feeds in the South. If you want to develop your dairy cattle into better producers to make the milk industry a paying proposition, try cottonseed products for they give better results.

Attend the Formal Opening of the Kraft Cheese Plant at MEMPHIS PARK!

**BE SURE TO ATTEND THE HALL COUNTY DAIRY SHOW**

## Memphis Cotton Oil Co

MEMPHIS, TEXAS

## Water Belts of Trees Prove Worth Protecting Farms in Prairie States

RALPH HERBERT

Seven years ago, when the prairie states were converted into dust, the government planned shelter belts from a similar scheme embraced by the states of North and South Dakota, Nebraska, Oklahoma and Texas. It is estimated that planting 2 1/2 billion trees would give protection to 50,000,000 acres of land.

Work was started by executive order of the President in 1935. The original plan has been maintained. It will be 54 years by the time the whole scheme is completed. An average of 200 million trees has been planted since the plan was started. Sixteen thousand acres of trees have been planted. This means about 190,000 trees.

They came from nurseries established by the U. S. Forest Service. The government plants the trees and the farmer guarantees to keep them for a certain number of years to look after the ground, get rid of weeds and killing insects. The total cost to the government so far has been \$200,000,000.

Plants selected are those which have been found to be most favored in the prairie states. These are cottonwood, Chinese elm, Osage orange, black locust, Russian olive, tamarisk, willow, poplar, ponderosa pine, and wild plum.

Shelter belts are designed to protect farms from those winds which blow from the west. The center row of trees which grow back and front rows of trees which are planted in from the center.

It is claimed that the belts shield growing plants from being burned by hot winds; prevent wind from blowing the fertile soil off the land; keep high winds from actually blowing seeds and young plants right out of the ground; prevent rapid evaporation of the water in the ground after a rain fall; slow up transpiration of moisture from the growing crops; and give shelter to wild bird life, the latter in turn helping the farmer by beating insects which otherwise would be free to attack the crops.

In addition, it is claimed for these shelter belts that they give the farmer something which is very precious in the prairie region—wood for fences and posts and fuel.

Indispensable for infants, but many people do not realize that milk is needed throughout life for adequate nourishment and health. During childhood and adolescence, milk provides the food essentially necessary for growth, and at least a quart of milk daily should be used, either as a beverage or in cooked foods. Adults, too, need milk for the maintenance of health, and should have at least a pint daily, National Dairy Council nutritionists point out.

Advertise in The Democrat!



In 1935, Ed Casey's South Dakota farm looked like this. Sand had drifted onto his land three days after tree planting started (top photo). Mr. and Mrs. Casey and the children are now happy and contented on the farm they were going to leave (lower photo). Their field windbreak planting of trees gets the credit for the change. Note watermelons grown on their farm in 1940.

shelter belts are designed to protect farms from those winds which blow from the west. The center row of trees which grow back and front rows of trees which are planted in from the center.

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Indispensable for infants, but many people do not realize that milk is needed throughout life for adequate nourishment and health. During childhood and adolescence, milk provides the food essentially necessary for growth, and at least a quart of milk daily should be used, either as a beverage or in cooked foods. Adults, too, need milk for the maintenance of health, and should have at least a pint daily, National Dairy Council nutritionists point out.

Advertise in The Democrat!

## Cattle Registration Rules Are Given

### American Jersey Cattle Club Keeps Animal's Record

"Registration," as applied to pure-bred Jersey cattle, refers to the system whereby the pedigree and description of an animal, positively identified as the offspring of pure-bred parents, are recorded with the American Jersey Cattle Club.

Because the parents of such an animal are themselves officially registered as are theirs in turn, their pedigree tracing back in an unbroken chain of pure breeding to the origin of the breed, the animal has always been considered eligible to receive the registration certificate. This certificate is the unquestioned credential of the animal's identity, proof positive of the purity of its breeding.

For many years, leading dairy cattle breeders advocated further requirements for registration—"to make the certificate mean something more than that the identified animal is of pure-bred parentage." They urged that proper consideration be given to whether the progenitors of an animal are of sufficient worth, from the standpoint of milk and butterfat production, to be perpetuated through their offspring. Selection of offspring, according to production talent of ancestors, has always been practiced voluntarily by progressive breeders of Jersey cattle. To this voluntary action can be attributed the great strides toward increased production and profits that have been made by the Jersey breed in America.

Research in production records of Jersey cattle proved the practical wisdom of making such selection compulsory. The American Jersey Cattle Club, after a careful survey of the breed, determined that Jersey breeders were prepared to take this important step. Enacted in June, 1939, the new regulations become operative January 1, 1942, giving all breeders ample time to conform with the requirements for "selective registration."

The owners of a pure-bred Jersey bull calf will propose the animal for registration the same as heretofore. The same basic requirements will remain in force—that is, both sire and dam of the calf must first be registered by the American Jersey Cattle Club. That will establish the young bull's identity as a pure-bred Jersey.

The second step in determining eligibility for registration requires examination of the production transmitting history of the calf's sire, or the records of butterfat production of the calf's dam. Only

one of the following requirements must be satisfied to make the proposed animal eligible for registration.

1.—If his sire is a proved bull whose daughters, tested in a dairy herd improvement association and reported to the U. S. Bureau of Dairying, average 400 pounds of butterfat in 305 days, the bull calf may be registered.

2.—If his sire is a "tested sire" whose daughters under official production test, authenticated by the American Jersey Cattle Club, average 500 pounds of butter on

a 365-day basis (mature equivalent) the bull calf may be registered.

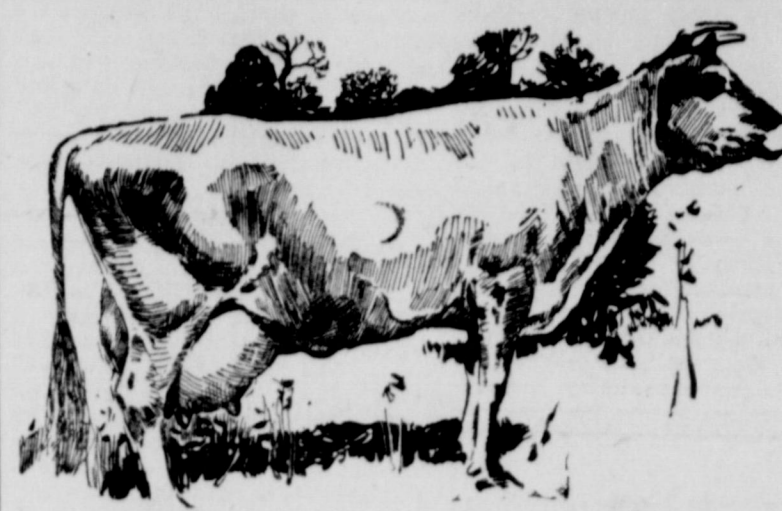
3.—If his sire is a "star bull" so identified by the special certificate awarded by the American Jersey Cattle Club, the bull may be registered.

4.—If his dam has a record of 400 pounds of butterfat (305-day mature equivalent) in a dairy herd improvement association as reported to the U. S. Bureau of Dairying, or in the Canadian Record of Performance, or in the Island of Jersey Certificate of

Merit, the bull calf may be registered.

5.—All eventualities cannot be anticipated. Therefore the board of directors of the American Jersey Cattle Club reserves the right to approve registrations of deserving animals. If upon review of special cases, it is determined that an injustice would result from denial of registrations.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.



THE NEW ERA FOR HALL COUNTY DAIRYMEN

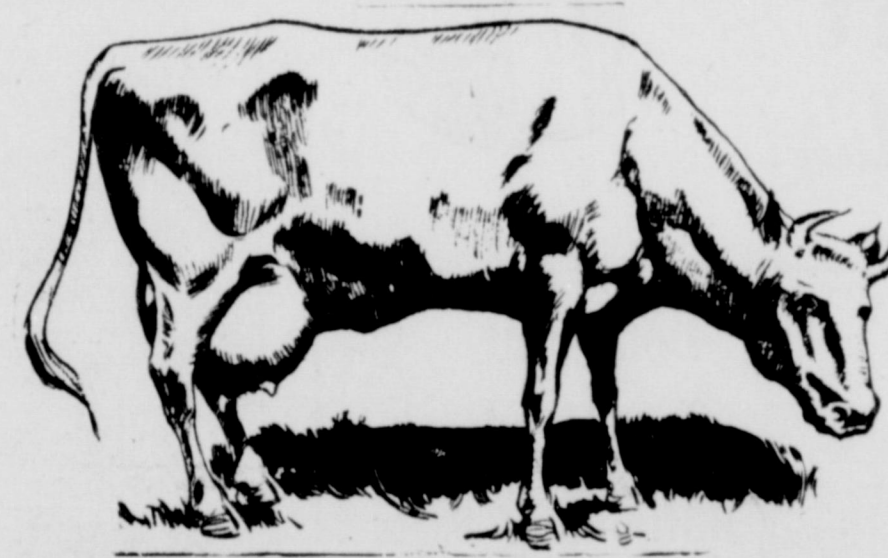
Is Welcomed by Your County Agent And Farmers

WELCOME-KRAFT CO. VISIT THE DAIRY SHOW

BECAUSE the selection of this site for the location of the Kraft Cheese plant is an indication of the progress made and the expansion visualized in the dairying industry. It means the provision of a year-round constant market for milk for scores of dairy farmers in this area. Selection of Hall County for the new industry was not the work of one man, nor one small group of men, but rather the work done by men throughout the county—the key farmers of Hall County. Full appreciation for the work done by these men cannot be said in words alone.

BECAUSE here you will find the finest array of dairy cattle in Hall County. In tune with the expansion program, dairy farmers will take this opportunity to exhibit prize cattle, all examples of careful breeding, and classification. Quality in the herds is valued above all other factors. The Hall County Dairy Show will be educational in that the decisions of capable judges will suggest the type of cows we should have on the farm that will pay well.

W. B. Hooser Hall County Agent



## HALL COUNTY'S DAIRY INDUSTRY MARCHES ON

ALTHOUGH a comparatively recent development, dairying in Hall County has come to the front rapidly as an important source of farm income. In 1940, the sale of milk and dairy products enriched Hall County farmers to the extent of about \$120,000 which represents approximately 8.4% of the county's total agricultural income. Hall County has more herds, larger herds and better herds of dairy cattle than ever before in history—and it still stands on the threshold of its greatest development.

By relieving the farmer from his former absolute dependence upon cotton, dairying has placed agriculture in this section on a sounder footing, and has helped to improve business in general. The dairy cow brings a year-around source of ready money to the farmer, cash trade to the retailer, increased deposits for the banks and greater buying power for all the people.

We salute the dairy industry of Hall County for the progressive spirit that has enabled it to make such great strides forward in such a relatively short time. May the coming years usher in a period of still greater growth and prosperity for Hall County milk producers.

Our Congratulations to the new Kraft Cheese Plant

Climaxing the strides of progress made by the dairy farmers of this section, the opening of the Kraft Cheese Plant is a strong incentive for still further advancement.

The Future Farmers of America were one of the foremost groups in the furthering of the dairy industry in Texas as promoted in the schools. We realized the business of producing milk was a profitable one and with this insight we are happy to see a new market.

Gene Barnett  
Memphis FFA Instructor

Attend the Hall County Dairy Show

It's your show and it's going to be bigger and better than ever this year—a pageant of progress you won't want to miss.

Welcome Kraft Cheese Company

Establishment of your new plant in Memphis is another forward step for the dairy industry in this section.

A Citizen and a Taxpayer

COMMUNITY PUBLIC SERVICE COMPANY

Alert and Eager To Serve You

Roy Fultz, Resident Manager

### DENISON AREA CATTLE POPULATION DOUBLED WITH CHEESE MARKET

The dairy cattle population of the North Texas and Southern Oklahoma area has doubled since the establishment of the Kraft Cheese Company plant in Denison ten years ago, according to A. C. Casey, Kraft field man.

The district has more than the average number of cows in a region that stands high on the national roster. The average production per cow also is believed above the general figure for the country as a whole.

The average herd producing for the Kraft factory contains between 15 and 20 cows and yields around 100 pounds of milk a day. The district, however, includes several large herds on the Kraft production list, some with 70 and 80 head of cattle.

Largely through the influence of the Kraft plant and its stabilized milk market, the dairy cow has toppled King Cotton from his throne in this area to introduce a more profitable program of diversified farming.

The dairy industry at Denison, Mr. Casey believes, is entrenched on a permanent basis. Those

who had taken a passing fling at the dairy business now have withdrawn and those who remain are substantial and successful dairymen. This offers a sound foundation for future development of the industry.

Helping establish dairying on a permanent basis, Mr. Casey explains, is the increased production of feed on the dairy farm. This is a corner stone of the industry that has been generally accepted in this region after a decade of experience.

More sudan grass, clovers, and alfalfa are being grown, and the quality of the hay is being improved by better handling methods, Mr. Casey explains. Improved machinery has contributed substantially to this.

Progress is noted also in the increased number of mechanical milkers. This has been influenced by larger herds and more recently by a scarcity of farm labor.

Also encouraging, Mr. Casey reports, is pronounced trend toward more and better shelter for dairy cattle. Farmers have learned, he declares, that the dairy cow re-

sponds profitably to better care. With Baxter Barr as a partner, Mr. Casey operates a 225-acre farm at Carpenters Bluff. The farm has 57 grade cows, and two registered bulls are being used in better breeding program.

Nothing can be done about improving the production inheritance of the dairy cattle in the herd today but everything can be done about the cattle that are to be there in the future. The bull will be in the lead, either building a better herd or rearing down on the one that you have.

By using dairy herd improvement associations' records, one can picture the influence that the use of any bull has had upon the herd. The charts below are from the information made available through dam and daughter comparison on three bulls which were tested in Texas dairy herd improvement associations. It is necessary to consider all dam and daughter comparisons in the light of the conditions under which those production records were made.

BULL A			
Dams	Daughters	Difference	
1	379	378	minus 1
2	345	475	plus 130
3	420	417	minus 3
4	352	459	plus 107
5	342	529	plus 177
Avg.	370	452	plus 82

Bull "A" was bred to four cows with an average production of 370 pounds of butterfat per cow. The daughters resulting from this mating averaged 452 pounds of butterfat per cow, an increase of 82 pounds in the daughters records over their dams. The other daughters produced considerably more than their dams.

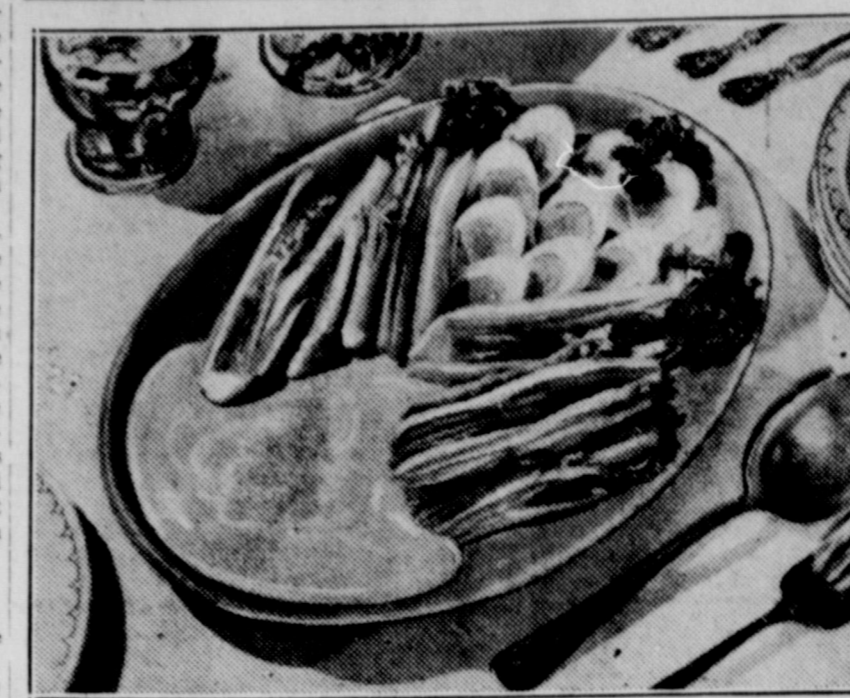
BULL B			
Dams	Daughters	Difference	
1	312	265	minus 47
2	285	299	plus 14
3	313	221	minus 39
4	285	246	minus 39
5	258	262	plus 4
Avg.	291	259	minus 32

In looking over the record of bull "B" we see that the dams average 291 pounds of butterfat and the daughters 259 pounds, less than their dams. Two of the daughters did produce slightly more than their dams but on the whole the records are low. This could have been due in part to the feeding and management, but with every daughter showing less than 300 pounds of fat as mature cows it is reasonable to credit the bull with a part of the low production.

BULL C			
Dams	Daughters	Difference	
1	496	455	minus 41
2	496	412	minus 84
3	329	357	plus 28
4	329	315	minus 14
5	453	269	minus 184
6	453	445	minus 8
7	445	490	plus 45

The record of bull "C" is an interesting one since three of the daughters are full sisters. For example, the daughters of the first cow produced 455 and 412 pounds of fat respectively. The second dam made 329 pounds of fat and her daughters produced 357 and 315 pounds of fat. The third dam made 453 pounds of fat while her daughter made 269 and 445 pounds of fat. On the whole, the daughters averaged 37 pounds of fat less than their dams.

### Golden Yellow Cheese Sauce With Celery and Eggs



This concentrated low-cost food is an excellent source of minerals, particularly calcium, a superior type protein, a concentrated source of energy and a valuable source of vitamin A.

Creamy cheese sauce adds delightful flavor and color to the tempting eggs and celery. The sauce is made with butter. The recipe calls for American cheese.

A double boiler is ideal for making sauces. Melt the butter in the top of the double boiler and stir in flour until well blended. Stir in hot milk gradually to prevent lumping. If cold milk is used, add all at once. Stir slowly but steadily over direct heat until sauce thickens. Season, place over hot water and simmer 20 minutes. Add grated cheese, stirring until it is melted. Cover tightly until ready to serve so that a crust will not form on the surface. Otherwise the top crust will give a lumpy appearance to the sauce. If sauce becomes too thick, thin to proper consistency with liquid left from the cooked celery.

For serving 4 to 5 use:  
6 eggs  
3 large stalks celery  
Sauce  
4 tablespoons butter  
1 teaspoon salt  
2 tablespoons flour  
2 cups milk  
1 cup American cheese, grated or cut fine

Cook eggs about 20 minutes in simmering water; cool and remove shells. Trim tops from celery, wash carefully and cut stalks in halves lengthwise. Cook until just tender in as little boiling salted water as possible. Meanwhile, make sauce following directions given above. Drain celery and save the cooking water to use for thinning the white sauce, if necessary. Arrange hot celery and eggs, halves or quarters, on platter; pour sauce over or into one end of platter. Garnish with buttered toast points and serve at once.

**CHEESE WHOLESOME**  
Cheese is only as wholesome as milk from which it comes. Every step in cheese making is attended with greatest vigilance, a practice responsible for the fine quality of American-made cheese.

**TO PREPARE ARTICLES**  
A series of articles will be prepared, upon the basis of latest recommendations of experiment stations and other authorities, for the use of southern publications.

### Best Congratulations To Dairy Progress and the KRAFT CHEESE COMPANY

For progressive methods of dry cleaning bring your clothes to our modern cleaning plant. Expert workmanship and quick service. When you come to the Dairy Show drop in and see us.

### Doss's Dry Cleaners

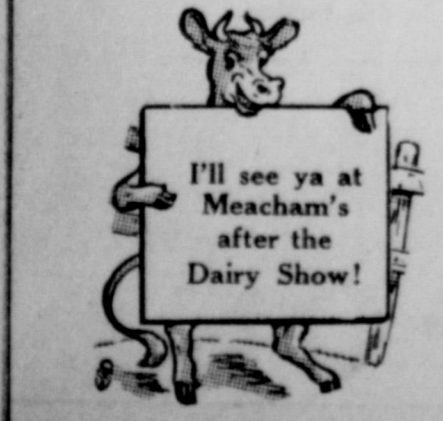
### Daisy Says: There Just Ain't Nothing Like Milk!

Daisy Also Says—  
Meacham's Serves Better, Richer Milk-Made Drinks at Their Red Fountain

Don't Fail To Attend Hall County's DAIRY SHOW in Memphis

### Our Congratulations To The Kraft Cheese Company

We join in offering our sincerest congratulations to the Kraft Cheese Company on their formal opening in Memphis. To the dairymen of this section whose modern methods and careful experimentation have made the industry a successful and growing one... we pay the highest tribute.



### Meacham's Pharmacy Memphis, Texas

### Fresh Milk Part Of Soldiers Diet

U. S. soldiers for the first time are getting fresh milk every day as part of their diet.

The daily army ration includes 8 ounces of fresh milk, 2 ounces of butter, 1 ounce of evaporated milk, and 1-4 ounce of cheese. Large quantities of milk are also sold in the post exchanges.

The milk industry, through careful planning, has made certain that army posts receive fresh milk of the same high quality delivered daily to consumers' doorsteps, says the Milk Industry Foundation. This is a problem of the first order as it means building up a supply at once in thinly settled areas where fluid milk demand has been small.

Colonel Paul P. Logan, subsistence officer, War Department, recently said, "All of us in subsistence work are acutely aware of the value of milk and dairy products in the ration. We know that milk solids are indispensable and that milk is the nearest perfect food."

### Cow Production Average Is Low

The average cow in this section produces only 170 pounds of butterfat annually. At 38 cents, a pound this represents an annual gross of \$64.60.

A cow producing 600 pounds of butterfat annually brings her owner a gross return of \$228 annually. With the maintenance of both cows costing approximately the same, one cow earns four times as much as the other.

### 2,338 4-H Boys Take Dairy Work

Some 2,338 4-H Club boys enrolled last year in dairy calf work owned 2,293 animals.

Records kept by 423 club boys on their heifers show that the average production of the animals was 4,465 pounds of milk and 245 pounds of butterfat.

On a milk equivalent parent consumption of almost 9 per cent larger in March, 1940, and was the on record for the most summer's expenditures for manufactured dairy products were 15 per cent larger year earlier.

### WELCOME... Kraft Cheese Company

The development of dairying has meant much to Hall County and promises even more for the future. We are glad to extend an invitation to our friends to visit the Hall County Dairy Show.

### M. O. GOODPASTURE County Judge

### Congratulations—Kraft Cheese Company On Your New Plant

With the opening of the new Kraft Cheese Plant in Memphis, another link in the chain of industrial progress has been added. We offer our sincerest congratulations to the boon to the dairy farmers whose conscientious efforts have made the industry a success in this section of Texas.

### CHAS. OREN Jeweler Optometrist



### Merit Makes a Difference

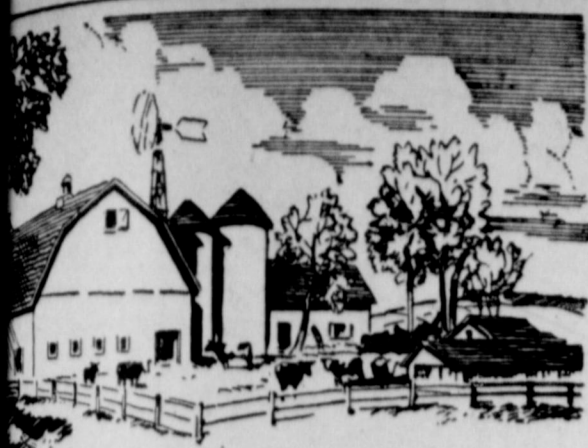
One of the indications of true progress in an industry is the results obtained from its changing methods. So it is with the dairy occupation in Hall County. Every year as a result of careful breeding, protective housing, and most necessarily... FEEDING conducive to better production and physical stamina, the Hall County Dairy Show has been truly a parade of dairy progress. Merit's Feeds have also become a part of this parade. Tried and tested, these feeds are recommended by dairy farmers in every section of the country. See the difference Merit's makes in the productivity of your herd.

### VISIT THE HALL COUNTY DAIRY SHOW

### Welcome to Memphis...

The Friendly City of Memphis is always wide open to visitors but with a four-bell event in the offing, the "welcome mat" is given an extra shine. To the KRAFT CHEESE COMPANY on their formal opening in Memphis we extend a hearty welcome and best congratulations and to Dairy Show visitors we remind you to attend this auspicious event. This opening represents progress and is a boon to dairy farmers of this section. We appreciate it.

### City Feed Store J. F. FORKNER, Owner



# Do Your Farming With ... **ELECTRICITY!**

## Modern . . . . Economical . . . . Convenient

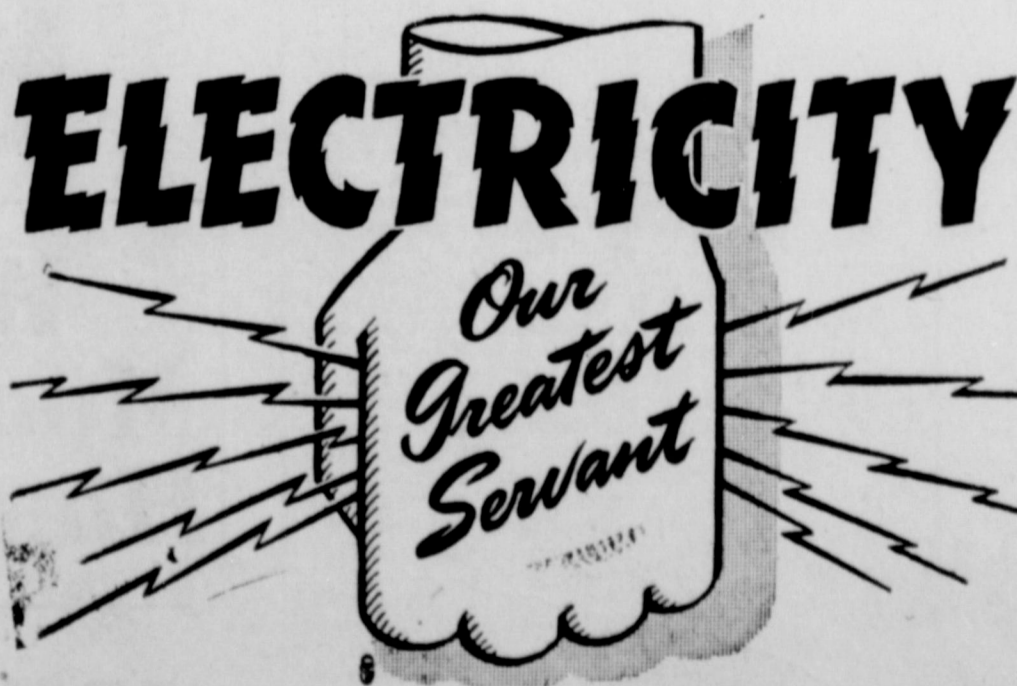
**T**HE HALL COUNTY Electric Co-Op is glad to welcome the cheese plant to Memphis, for the new industry will mean extra dollars to the farmers of Hall County and the surrounding area. The outlet for dairy products is now at hand, and farmers at last have the opportunity to expand their dairy interests with no fear of overrunning the market. Diversification has long been urged by agriculture leaders, but few farmers have been able to find new methods of diversifying and still maintain their families. Now, however, that opportunity is here, for dairying on a much larger scale is possible.

### Modernize Your Farm Now!

**N**OW, THEN, is the time to modernize your farm, and electricity is the most modern of all methods of farming. If you are already on a REA line, take advantage of the inexpensive power of electricity. Install those needed lights in your barn to make night work easier, more suitable, less tiring. Install those electric screens on both your home and your barn. Keep those insects from making your cattle nervous, thereby cutting down milk production. Utilize electricity in heating water for your stock in the winter, for cooling water in the summer. Water of the proper temperature will also aid in more dairy products for you, and more money for you. Modernize that farm this fall, don't put it off.

### Electricity Means Convenience

**J**UST HOW ELECTRICITY works is still somewhat of a mystery, but it is no mystery that electricity will do wonders. Electricity is not only all-powerful, it is also convenient. The housewife uses electricity in cooking, in heating, in washing, in ironing. The farmer finds it useful for night work in the barn to aid him with the cattle, he finds it useful for heating or cooling water for his stock, he even finds it useful for operating one of the new-fangled shaving machines. The children find innumerable uses for it.



SEE THE DAIRY SHOW  
IN MEMPHIS!

We hope you won't miss the Hall County Dairy Show. The entries will be better than ever this year, and besides, the dairy show will be there to help you start your own—if you haven't one already.

WE WISH THE KRAFT COMPANY  
MUCH SUCCESS

Right in our line is the new Kraft Cheese Company plant and we are glad to welcome it to Memphis and the surrounding area. We know it will serve its purpose here.

# Hall County Electric Co-op

# DAIRY PRODUCTS ASSOCIATION MANAGER GIVES OUTLINE OF INDUSTRY IN TEXAS AS IT IS TODAY; URGES FARMERS TO STUDY FUTURE OF BUSINESS

By M. E. McMurray  
Manager, Texas Dairy Products Association

Milk is produced on 75 per cent of the farms in this country—a food product that has given our people prosperity, health, happiness, vigor and vitality.

Dairying furnishes a livelihood for one out of every 15 families in this nation; an industry that last year gave Texas farmers an income of approximately \$100,000,000—equalling, if not exceeding, the income from beef, and only surpassed by that of cotton; the industry that probably has put more money in the cash register for the butcher, baker, and candlestick maker than any other agricultural enterprise.

For many years Texas was recognized as a no-account dairy state, and the industry, like Topsy, just grew. Out of disorder and confusion has come a conservative, sound, and constructive program which is fast placing dairying where it belongs in the state's agricultural development.

Texas ranks fourth among all the states in the number of cows kept for milk. Only three other states milk more cows than does Texas.

Texas is the greatest Jersey breeding area in the world—80 per cent of all the cows we milk it is estimated there are better than 2,000,000 Jerseys on Texas farms. No other state, nor any country in the world, can come anywhere near equaling the number we have here.

Texas is fifth in the manufacture of cheese, eighth in the total income from the sale of milk and forging ahead fast in the production of butter, evaporated and powdered milk, ice cream and other dairy products. Since 1927, the amount of milk which went into manufactured products has increased 122 per cent and still Texas has to import dairy products to supply people of this state, even through our per capita consumption is far below the national average. Take cheese, for example; our 40 cheese factories manufactured close to 40,000,000 pounds. We are also importing condensed milk and butter by carloads—no one knows how much is imported.

We have 7,000,000 people to feed—they require dairy products and we are not producing enough to supply them today.

Texas will become the training

ground for hundreds of thousands of men and the location for permanent military, aviation, and naval establishments in the years to come.

I don't believe the most optimistic guesser can estimate what the population of this state will be five or ten years from now, and then consider that we are unable to supply demand for dairy products here today—what of tomorrow?

We are also headed for a period of great expansion in the industrial use of milk by-products and producers stand to profit by these chemurgic advances.

We now stand on the threshold of a new era, during which we will see many new things made from skimmed milk, whey casein and other by-products of milk. A new casein fibre was only recently developed in one of our great dairy laboratories. Another recently produced a method of making Sauterne wine out of whey, a by-product of cheese factories. They can make a quart of wine out of a quart of whey. Millions of gallons of whey have been poured in the sewer in years gone by, and millions more sent back to the farm for hog feed. Sauterne wine, so I am informed, retails in many places for \$1 a quart.

J. L. Kraft attended our annual meeting last spring wearing a suit of clothes made from casein. The necktie I am wearing today is a milk tie, made from casein. It is a good tie—it won't wrinkle, never needs pressing and only costs 65 cents. Thousands of other articles too numerous to mention are now being made from milk.

What is the status of our Texas dairy industry at the present time? Are we making satisfactory progress? Have we been preparing for the time when we would have to supply a greater demand? Are we in a position to take advantage of the opportunities this state now offers? In some communities the answer is "yes"—in some sections, "yes," but taking the state as a whole, the answer is "no."

We are breeding ourselves out of the dairy business. One half of our dairy cows have been bred to beef bulls. Dairy farmers have lost sight of the future, absolutely disregarded it for temporary gains and whiteface calves. Unless this trend can be stopped, and stopped right now, the majority of the dairy stock left will be old cows.

A. & M. College recently reported that in 1939 seven per cent (approximately 20,000) less dairy heifers were raised than the previous year; 15 per cent less is its estimate for 1940. And the two years together and the figures would give you a shortage of

60,000 dairy heifers at the present time. Having traveled the state and checked this development with many men, it is my personal opinion these figures are too conservative.

Let's analyze this development from another angle. Texas is given credit for milking 1,500,000 cows. Everyone agrees that better than 90 per cent of all cows milked are dairy cows, although I have always used the figure 80 per cent in order to be conservative. If we had a 50 per cent heifer crop and 80 per cent of all calves born survive, last year we would have had 600,000 heifers, and if one-half of them were daughters of beef bulls, we would have had 300,000 white-faced dairy heifers. Of course, many of these were marketed for veal or as short yearlings after they were taken off the cows; however, 300,000 white-faced Jerseys a year can ruin the dairy industry of this state.

Where are our cows of tomorrow? Where is our milk and cream coming from next year? And if this continues, what will become of our markets and our plants which have been pioneering throughout the entire state? Will farmers continue to milk unprofitable cows?

We have 8,000,000 acres diverted from cotton—land which has been planted to pasture, feed and forage crops. Considering the cost of land and the cost of feed, we should be able to grow cattle and produce cheaper milk than any other state, but we won't ever become a better dairy state as long as we remain 42nd in production per cow, which, I am sorry to say, is our rating.

We won't ever become a better dairy state as long as we have 125,000 farms without a single cow and thousands more with two or three neglected cows.

We need more farmers who will milk 10, 15 or 20 cows. We need a new crop of dairy heifers—better milk cows. We need more farmers who through good bulls, will go into the dairy business and after they go in, stay in.

Considering that we are not at the present time supplying the demand for dairy products—

That we are importers—

That our population will increase—

That many new uses have been found for milk—

That our consumption is far below the average for the rest of the country—

That we are headed for industrial development the size of which cannot be estimated—

Also considering that 8,000,000 acres of pasture, feed and forage must be converted into a cash crop—

That thousands of farmers are already looking for a few more good cows—

That bankers, business men and agricultural workers are urging more farmers to milk cows.

That our crop of dairy heifers for replacements in the herds of the state has been depleted by the use of beef bulls—

That buyers from other states have been buying our good cows by thousands and shipping them out of the state.

Considering all of these facts makes me wonder if our farmers know the real value of a good milk cow. How much is she worth if she pays the farmer for all the pasture, feed, and forage she eats, gives him a calf, and nets a profit of—say \$25, \$50, or \$75 a year? What should he ask for her when a buyer shows up at the farm? Can he afford to sell at present prices offered? Should he consider selling at all?

We have been selling our good cows for less than they are worth. If this is true, our first duty should be to wake up before it is too late and make Texans more conscious of the real value of a good milk cow.

The most important of our problems and those which must be given immediate attention are: first, volume; second, quality; third, economical production.

If we don't have greater volume per cow and greater volume per farm, neither the manufacturer nor anyone else will have to be much concerned about quality because some of our plants won't be able to exist. Volume per farm has much to do with quality. Farmers who are producing cream in gallon lots do not have much incentive to give it the kind of care it much receive. Volume per cow is important because the average Texas farmer will not continue to milk cows unless his operation is a paying proposition. Our manufacturing plants must have volume in order that their procurement, manufacturing and distribution costs may be kept at the minimum, thereby permitting them to return to the farmer as much as possible of the consumer's dollar.

We must get our volume at plants closer to home; therefore, increasing the volume per farm is very important from a manufacturer's standpoint. The future of the manufacturing industry depends upon cutting down the distance from which volume is procured today.

What is the use of having more and better cows, obtaining more volume, and trying our best to produce it as cheaply as possible if through carelessness, ignorance, and neglect the milk and cream produced is allowed to deteriorate, if we wake up and find there is no market for it?

Somehow or other this industry must make everyone realize good milk and cream is milk and cream that is clean, cooled, and delivered often.



ANY hostess who wants her guests to vividly remember her tea or bridge should try serving rolled sandwiches which thrill the feminine eye. These thin, tasteful sandwiches are so simple to prepare that they are almost essential to a well-planned party.

The secret of making these rolled sandwiches is to use plenty of butter, which holds them together. There are any number of butter spreads which are delicious, and when other fillings are used both sides of the bread should be spread

with butter to prevent them from soaking through. Rolled sandwiches, so frequently served in the smartest tea shops and cocktail rooms, are made in this way:

Remove crust from the top, sides and ends of the loaf of bread but not from the bottom. Spread the top with a butter spread or other filling on top of butter, making sure that the filling comes all the way to the edge.

Cut the bread into a thin slice lengthwise and roll tightly together crosswise to make a firm roll. Wrap in wax paper or in a damp towel and

place in the refrigerator an hour or more to allow the set. Spread the top of the roll with butter before serving. When ready to serve, roll crosswise into sandwiches, using a sharp knife.

We suggest that you use a watercross, or spiced, nuts combined with butter. Decorative and handy for casual, the sandwiches are a delightful luncheon when served with frosty glasses of ice shake made with ice cream.

## CONGRATULATIONS Kraft Cheese Plant

Knowing the importance of dairying in this great country of ours and knowing that it will further strengthen our agricultural background, we join with all Memphis and the surrounding area in extending the new industrial unit, KRAFT CHEESE COMPANY, a hearty welcome

Let's Go To The Hall County Dairy Show  
**A. S. Moss**

District Judge



We extend our heartiest congratulations to the Kraft Cheese Company on the event of the opening of their new plant in Memphis. To the farmers who have developed the dairy industry in Hall County and the surrounding area to the point where a cheese factory is feasible, we pay our highest regards, and hope that this development will be continued.

The Turkey Enterprise  
Turkey, Texas



Everybody's Going To The Opening Of The New Factory Of The Kraft Company and the Annual Dairy Show



The Plant Means Extra Dollars To Dairy Farmers Of This Area



On Your Way Home Don't Fail to STOP at the WHITE AUTO STORE



And Load Up Your Bag With Those Accessories For The Auto

We Also Handle Modern and Efficient Household Appliances

White Auto Store  
T. J. PYLE, Owner  
Memphis



# LET'S GO...MEMPHIS!

On September 25 we celebrate much more than the official opening of the Kraft Cheese Plant.

All together we celebrate a new step in the progress of this community, a broadened market for the year-round crop—milk.

The past few years have proved that dairying is a sound and profitable industry for Texas. And the fine pasture lands and fields around Memphis make this community particularly suited to dairying. Kraft expects the Memphis plant to be one of the outstanding cheese production centers of the Southwest.

## Foresight and cooperation have made this opportunity

Credit for the spectacular success of Texas dairying—credit for the new opportunity open to Memphis—goes to the foresighted farmers, and to the business men here. The pioneer spirit that looks

ahead and sees a still greater future for Texas dairying—that is what has made this opportunity. We of Kraft want to thank heartily all of the Memphis-community men who have cooperated in this program.

## Today... the responsibility of defense!

Today, the effort of the nation is focused on defense. Every single person who produces food should consider himself "in defense," as surely as the man in steel or aviation. And, in the defense program, cheese is recognized as one of the most valuable foods to be produced in increasing quantity.

Now Memphis becomes an important contributor to this part of the national defense program.

We of Kraft congratulate this community on the opportunity that lies before it and invite every citizen to join in the celebration of the opening of the new Kraft plant. The growing success of this dairy project will help everyone in the community.

# Kraft Cheese Company

# Memphis Democrat

Hall County Herald Absorbed by Purchase August 7, 1928  
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NOTICE TO THE PUBLIC  
 Any erroneous reflection upon the character, standing, or reputation of any person, firm, or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 617 Main Street, Memphis, Texas.

## A BIG DAY AHEAD

SEPTEMBER 25, 1941, will be a memorable day in Hall County and the area surrounding this county. September 25 marks the formal opening of the Kraft Cheese Company plant in Memphis, September 25 is the date for the 4th annual Hall County Dairy Show, September 25 will see the new City Park in Memphis formally opened.

Surely there can be no doubt in any person's mind as to the benefit the cheese factory will be to the dairymen—and all other citizens, too—in future years. At last, farmers can have income throughout the year, not just in the fall alone. At last, business men will not have to make enough money in the fall alone to run them throughout the year.

The cheese factory will break the way for an increasing interest in dairying in this area. Better cattle will be raised, better producing cattle will be sought and will be added to Hall County farms.

Dairy development is becoming a common phrase already. Even the people who live in one of the towns of this area are becoming more conscious of the value of dairy development. People are talking milk, cheese, butter, etc.

The Hall County Dairy Show will be staged to demonstrate how cattle have been developed in this area already. Those who are in the dairy business will attend the show to learn new methods of bettering their herds. Those who are not in the dairy business will attend and see with their own eyes how cattle which are carefully developed look. They, too, will learn a few things about the dairy industry.

The opening of the new City Park has nothing to do with the dairy industry, but it does have to do with the welfare and happiness of citizens in the county. A large crowd is expected to be present for the opening, and see how the recreational center has been developed. Many families will take their lunches to the park on September 25, and enjoy picnics at the numerous units there.

September 25 will be a big day for Hall County and this section of the Panhandle.

This edition is dedicated to the dairy industry. It contains numerous articles on various phases of the industry, it contains numerous educational stories which every Hall Countian should read, regardless of whether he is in the dairy business or not.

The Democrat is glad to welcome the cheese factory, and is glad to be able to publicize the opening and the dairy show. We believe that the addition of the new industry will be a success.

oooOooo

## WHY IT'S HERE

MUCH HAS BEEN said about the coming of the cheese factory to this area, but little has been said concerning those who worked diligently to obtain the plant.

First and foremost, of course, was the work done by the Memphis chamber of commerce. Officials of this organization spent much time in obtaining information concerning the dairying industry in the area. In addition, the chamber has long been behind the movement to develop dairying in Hall County.

The Hall County agent and his office workers also spent much time and effort in obtaining the plant. The work of the county agent during the past five or six years has been toward this goal, for he has been a strong supporter of the dairying industry. Through his efforts, numerous farmers have turned to dairying on a small scale.

Another group which has done much in an indirect way in obtaining the cheese plant is the Hall County Dairy Association. The work of this group has led to the development of dairying in the county to its present point. Members of the association have striven to breed better cows, and thus establish a line of better-producing cows.

Then there are numerous individuals who have aided in various ways in obtaining the cheese factory. Some have made trips to other places where similar plants are located. Some aided in surveys made in this area. Others aided in other ways.

The plant is not here by accident. It is here as the result of much work, much effort—and plenty of co-operation.

### Democrat Want-Ads Get Quick Results!

## HOW AN INDUSTRY WAS STARTED



A few years ago, on the occasion of the 25th anniversary of the founding of the Kraft Cheese Company, employees of the company in all parts of the world presented to James L. Kraft, president and founder, a bronze plaque commemorating early days of the company.

The bronze plaque, now placed in the foyer of the Kraft world headquarters building in Chicago, shows Mr. Kraft's original cheese wagon, drawn by his horse, Paddy, just as they were when Mr. Kraft started in the business which was

to carry his name and have his leadership.

Mr. Kraft came to Chicago in 1903, an ambitious young man, determined to make a success in the cheese business—but possessing as total assets \$60 in cash, the horse named Paddy, and the cheese wagon. In those early days, Mr. Kraft covered a cheese route in Chicago, working from early dawn until late at night.

But as he worked selling cheese, he was also working on an important idea—an idea which revolutionized cheese making in this

country, and which made it possible to market cheese dependably and easily throughout the nation. That idea led to the development of pasteurized process cheese, packed in convenient sized packages without waste, and with dependable high keeping quality.

During World War I the Kraft Company shipped great volumes of cheese in tins to the Allied Armies. And following the war, in 1920 the famous five-pound loaf cheese was introduced to the national market—runner of all the various types of pasteurized process package cheeses known today.

## Press Paragraphs

CULLED FROM THE DEMOCRAT'S EXCHANGES

### Humility and Prejudice

The Liberty County News: Prejudice, which sees what its pleases, cannot see what is plain. The prejudiced and obstinate man does not so much hold opinions as his opinions hold him.

### Never suffer the prejudice of the eye to determine the heart.

Humility is to make a right estimate of one's self.

Humility, like darkness, reveals the heavenly lights.

Humbleness is always grace; always dignity.

Ignorance is less remote from the truth than prejudice.

When the judgment is weak the prejudice is strong.

The great obstacle to progress is prejudice.

Prejudice squints when it looks and lies when it talks.

### No Gratitude

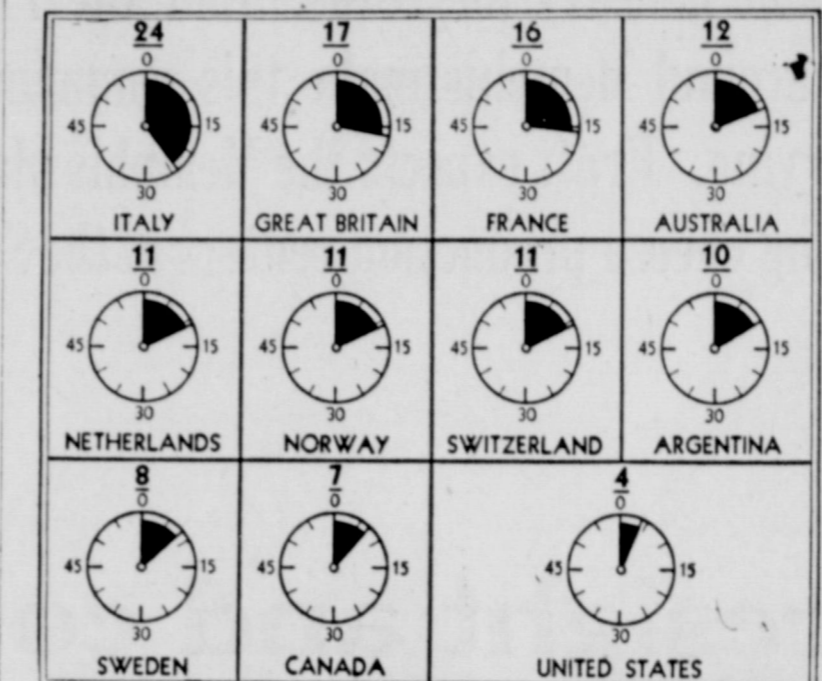
The Menard News: The newspaper men always catch it when someone complains about the treatment the town gives strangers of course, and this week we came in for our share. A lady from Fort Worth came in and thoroughly balled us out because the city would not let her park the family trailer on any vacant lot in the business part of town. We tried to get her to cool off and even offered her free of charge a large vacant lot we have in the center of the residential part of the city, but she quickly asked if it had water, lights, and gas, and when we told her we did not have such conveniences on a vacant lot, she said the place would not do.

### Dry Town Wet

The Panhandle Herald: Centerville, a town voted dry in an election in 1939, went wet again for a few hours, and local officers could do nothing about it.

A beer truck collided with another truck and nose-dived into Beaver Creek about two miles south of town. The truck emptied its cargo, valued at \$700, into the stream to give it a golden hue. Much of the beer was hurriedly confiscated by local citizens and passers-by, and was carried away

## COST OF MILK IN MINUTES OF WORK



The American Way in the U. S. it takes fewer minutes of work to buy milk. This Milk Industry Foundation chart based on International Labour Office data before the war shows carpenters work only 4 minutes for a quart of milk in the U. S. while as many as 24 minutes are required in other countries.

in sacks, boxes, and cars. Before nightfall, Centerville had more beer at its disposal than it had since the election.

### Request

E. E. Hayley in the Saint Jo Tribune: With the government promoting every effort to influence public economy in the use of dyes and silks, would it be asking too much of Washington to cut down on the use of red tape?

### Theories

The Plainsman in the Lubbock Morning-Avalanche: That Girl on Broadway says theories are more apt to work if those who have them will.

### Story

Earl Rowe in the Turkey Enterprise: Have you ever heard the silly story about the little boy who was spanked before company until the seat of his pants blushed?

### Colorful

Virginia Anderson in the Shamrock Texan: Girls are urged to wear more lipstick and rouge to boost morale. If we go down, it will be with colors flying.

### Cussed

The Liberty County News: The British Empire is cussing Hitler even with shingles.

### Elwood Bailey, courthouse attache, learned how far British wrath can go when he found "To Hell With Hitler" printed in bold letters on the binding strips of several bundles of shingles.

The shingles, which came from Brookshire Lumber Company, were made in Vancouver, British Columbia.

### Limit

The Munday Times: No, indeed, America is not senile. If we demonstrate the qualities of character that made possible our admiral physical development, the only limit to our continued growth will be our fertile imaginations.

### Fix 'em Up

The Monahans News: Emphasis is being placed now making goods give better service. Economists tell us to drive our cars slower to save motors, rubber, and gas; to have our shoes resoled and our clothes repaired, instead of buying new. That is good advice.

## TICKLERS

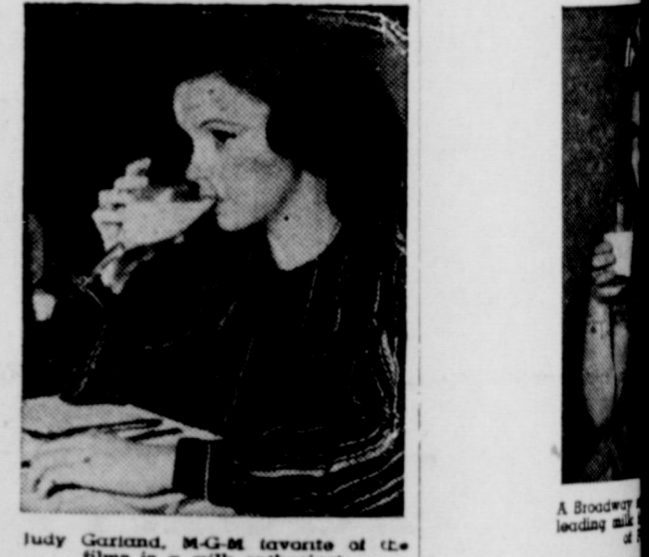


"The Captain said to stay down. He thinks the on the raft looks like his wife."

## THE AMERICAN FAMILY



"Nice parade we had! Don't pay any attention . . . go right on with your music."



Judy Garland, M.G.M. favorite of 12-films is a milk enthusiast.



## MAC



## By BOUG



### Milestones of Milk History

- 1906—First paper container patented.
  - 1908—First compulsory pasteurization law, Chicago.
  - 1911—Rotary bottle filler and capper perfected.
  - 1914—First tank milk trucks used.
  - 1924—Refrigerated milk tank cars introduced.
  - 1932—Vitamin D in milk made practicable.
  - 1938—Textiles from milk casein introduced.
  - 1940—U. S. milk production of 51 billion quarts—new record.
- (Milk Industry Foundation)

## RURAL TRENDS



### PAYING TOO MUCH TO EAT

A leading farm journal recently printed some very interesting and very significant figures. It made the statement—and backed it by evidence—that out of every dollar farmers spend for consumer goods, 41 cents is spent for food.

Consumer goods of course means things that are used up—food, clothing, drugs, toilet preparations, household supplies and the like.

We all look upon the farm as the place where food is raised. Of course we do not expect any single farm to produce every kind of food its people might like to eat, but it does seem that a well-run family farm should be able to feed its operator and his family on a well-rounded diet, without the need of buying 41 per cent of its food in the market.

Perhaps this figure points to a bad habit that too many American farmers have acquired—the habit of growing only a single crop, or a few crops, and depending upon others for the diversification that means healthy living and profits.

These one-crop farmers are always at the mercy of the market for their specialty. They are very likely to be in the position of selling their own crop at a low price, and being compelled to buy what they need at a high price. At the very time they are asking for economic changes that will bring them more cash, they are actually wasting some of the cash they have, by spending it for food they could raise.

Yet there is hardly a farm on which a good-sized kitchen garden could not be planted, and hardly a farm on which there is not enough time wasted to take care of that garden. And with modern farm machinery to do most of the work, spare time for gardening is still more available.

A thrifty farmer can raise on his own place just about everything needed to provide a healthful and adequate year-round diet, except sugar, salt, coffee, tea and perhaps fresh fruits during the winter.

And a thrifty farmer's wife can preserve enough fruits and vegetables to last a family through a long winter.

In the old days, before so many new-fangled ideas became popular, we who lived in towns used to look upon a farm dinner as just about tops in plenty of good things to eat. They didn't buy many of the good things they gave us. They raised their own fruits and vegetables, and they killed and cured their own meats. They were actually prodigal with fried chickens and luscious country ham and sausage. They baked their own bread and pies, and what pies they were!

We've lost a good deal since the arrival of the can opener and the cellophane-wrapped package. The stores sell us fine foods, clean, well-selected and well-preserved. But they cost money, because to buy them we have to pay a good many profits and expense items that are not in the picture when equally good things to eat can be produced right where they are eaten—on the family farm.

If you are one of the farmers who think a garden is too much work, why not get together with a few neighbors, and each raise enough of a few fruits and vegetables for the group.

Then let other members of the group raise a different selection, and share with you and with each other these money-saving garden crops.

Sounds like a very simple idea, but it's a very practical one that too many farmers have been overlooking as a means of conserving the cash that is sometimes so hard to accumulate.

### SALMON AU GRATIN WITH DRAWN BUTTER SAUCE



- 1 can salmon
- 1/4 teaspoon salt
- 1/16 teaspoon pepper
- 2 tablespoons lemon juice
- 1 cup fine bread crumbs
- 1 tablespoon butter

- Drawn Butter Sauce**
- 2 tablespoons butter
  - 2 tablespoons flour
  - 1 cup boiling water
  - 1/4 teaspoon salt
  - dash cayenne
  - 1 tablespoon butter

Melt 2 tablespoons of butter in a pan. Stir in flour, add boiling water gradually and stir until the mixture boils. Add salt, cayenne and the 3rd tablespoon of butter.

Add the salt and pepper and lemon juice to the salmon, then mix the sauce with this. Melt the 1 tablespoon of butter. Add the bread crumbs to this and stir until thoroughly mixed. Put into a greased 1-quart casserole. Cover with the buttered crumbs and bake at 400 degrees for 20 minutes.

### SUPPLY OF TESTED AND PROVED BULLS INSUFFICIENT FOR DEMAND

The Jersey breed has long been using standard designations for mature bulls tested and proved through their daughters' records of performance at the milkpail.

However, the supply of tested and proved Jersey bulls has never been sufficient to satisfy the demand. Owners of such animals prize them highly and price them accordingly. Often new breeders and many veteran breeders who want to improve their established herds cannot afford to purchase these highly desirable sires, even if the owners who develop them would be willing to sell.

Prospective buyers can, if they take the time to dig through the pedigrees of young bulls offered for sale. Unless they are experienced in such research, however, and understand the significance of each factor in the pedigree, they may become confused in the maze of information spread before them.

What was needed, therefore, was some nationally accepted measuring stick for young bulls, a convenient and dependable means of calling attention to their potential worth as future herd sires. The "star bull" method of recognizing the young bull's inherent talent for constructive breeding was evolved to solve the problem. The standard designations are in terms of "star" which are officially awarded by the American Jersey Club on a special certificate. Depending upon the degree of achievement by the animals' parents and grandparents, from one to four stars may be awarded, each star being the equivalent of five credits in the pedigree.

The method recognizes both "earned credits" and "transmitted credits." Credits are "earned" through individual production records, tested sire and dam averages, and classification. Credits are "transmitted" by "star bulls" from their pedigrees to their sons. Because a relationship is known to exist between production ability and conformation (type), due consideration is given to both factors in the assignment of the credits which are to be translated into "stars."

### Cows of Higher Production Are Most Profitable

**Dairy Herd Improvement Association Records Show High Producers Better**

Records for 1940 of the Texas Dairy Herd Improvement Association show that high producing cows are the most profitable, says G. G. Gibson, assistant dairyman of the A. and M. College Extension Service.

The total feed cost of a 400-pound butterfat cow was \$44 more than for the 100-pound butterfat cow. At the same time, the income above feed cost for the 400-pound producer was \$61 more than for the 100-pound butterfat animal. The low producing cow had a total feed cost of 25 cents a pound butterfat while the feed cost for the high producer was 17 cents, or eight cents a pound less.

Costs for roughage and grain increase with production, Gibson says. But dairymen expect to feed more grain or concentrates to the high producing cows in order to get more production. For example, the records show that grain costs increased from \$10 for the low cost to \$47 for the high, but the income above feed cost was \$10 and \$24, respectively. "Now and then we find dairy-

### Wheat Looks Good to Him



John Feisler, tester for the Kansas grain department, takes a sample of the new wheat that is pouring into Turner, Kan., grain terminal. He finds it's of excellent quality despite recent rains and floods.

men who question the advisability of feeding for capacity production," Gibson observes. "It is unwise to push dairy cows to the point where there is likelihood of doing physical injury. On the other hand it is poor business to allow a cow to loaf along at half capacity. Dairy animals should carry a capacity load like any farm equipment. When we have a dairy cow capable of 350 pounds of butterfat a year under ordinary herd conditions we should give her a 350 opportunity to produce."

"This does not mean that we should try to make a 400-pound butterfat producer out of a 300-pound butterfat inheritance. By using our dairy herd improvement association records to feed each cow according to production we can steer clear of that difficulty."

### Congratulations... Kraft Cheese Company

Our heartiest congratulations to the Kraft Cheese Company on selecting Memphis as the site of its new factory. May the success of the new industry be unlimited.

**W. C. ANDERSON**  
County Sheriff



It's Extra Money To Farmers Of This Area—We Gladly Welcome

### THE KRAFT CHEESE FACTORY

Added income because of more diversification . . . that is what the new cheese factory in Memphis will mean for Hall County and the surrounding area. No industry can develop fully unless the products of that industry have a ready market. The new plant in Memphis will provide that market now, and dairying should be unlimited in its expansion. Those extra dollars which come in will mean much, both to farmers and business men, and again we gladly welcome the Kraft Cheese Plant.

### Don't Fail to Attend the HALL COUNTY DAIRY SHOW

The new outlook in Hall County is excellent, and the new day will see the fulfillment of our fondest dreams in a civic and community way—a new and growing city and county backed by the solid program of the "balanced farming" creed. The annual dairy show is doing its portion of developing this "balanced farming" by indicating the manner in which our dairying industry can be expanded and improved upon. A visit to the dairy show will prove to you that dairying is definitely on its way up in Hall County and the surrounding area.



## First State Bank

Memphis, Texas

Democrat Want-Ads Get Quick Results!

### A HEARTY WELCOME TO THE NEW KRAFT CHEESE PLANT

### Invitation to Hall County's ANNUAL DAIRY SHOW

is truly an "orchids on your budget" occasion so when you're in town for the big Show drop in our air-conditioned shop for a coiffure treat. Let us design you a new hair style.

**MEACHAM'S**  
PHONE 322-M

### We Join Hall County Dairymen In Welcoming

### The Kraft Cheese Company

We are happy to welcome the new Kraft Cheese Company to Hall County and the surrounding area, for we feel that the new means of income will be a great help to all residents. We hope that the dairying industry will add much to the income of farmers, for upon their income depends the welfare of all people of this section.

### ATTEND THE DAIRY SHOW!!

Don't fail to attend the dairy show, for each year it is becoming a bigger and better show. There you can see for yourself how dairying is being studied and improved upon by the dairymen who live in this area. Make a point to visit the dairy show in Memphis.



### Harrison Hardware Co.

MEMPHIS, TEXAS

### We Are Glad To Welcome The KRAFT CHEESE PLANT

To the progressive dairy farmers of this section who will be directly affected by the opening of the new Kraft Cheese Plant we offer our congratulations. The advancement of the dairying industry is the result of careful and concentrated experimentation by the dairy farmers. See prize exhibits of cattle at the Hall County Dairy Show.

Memphis Steam Laundry

**WEATHERBY'S FEEDS KEEP ME CONTENTED!**

**TO THE KRAFT CHEESE COMPANY**

With the opening of the cheese factory comes the expansion of the dairy industry and the broadening of the milk market. The demand is now for more milk. Mix Purina 20% Cow Chow (meal and grain supplement) with your home grown feeds to produce more milk and higher test means more money.

**ATTEND THE HALL DAIRY SHOW**

**PHONE 280**

### Weatherby's Feed & Storage

# What's Wrong With Your Herd? Here Are Answers

1. How does the size of your herd fit your general farm program?

The average dairy herd of the United States is made up of about six cows. This means that the bulk of our total milk production comes from small farm herds operated as a part of a general farm program. To be most efficient, it should be limited in size by the potential supply of home grown roughage and pasture. It should also be limited by the available labor on the farm, avoiding the necessity of hiring special dairy labor.

On the other hand, it should be large enough to justify a good herd sire and adequate housing and equipment, and to furnish an appreciable amount of cash income. On the average farm a 12 to 15 cow unit will be found most efficient.

2. Have you provided plenty of good pasture?

Pasture forms the cheapest source of feed. A good pasture program should include an acre of sudan grass and one to two acres of permanent pasture per cow. This pasture should be convenient to the dairy and should provide shade and water as well as grazing. The sod pasture should include the grasses and clovers best adapted to the local community and mixed so as to give the longest possible grazing season.

3. Is your other roughage supply adequate?

The efficiency of the dairy cow depends on her ability to convert roughage into milk. Since

it is impossible to have sufficient pasture at all times, every dairyman should have an adequate supply of hay and silage to provide the cow all the roughage she will consume at all times. In areas subject to frequent droughts, this should include one year's supply in reserve. In most sections of Texas, this will mean at least three tons of dry roughage and five tons of silage per cow.

4. Is your ration balanced and does it contain sufficient vitamins and minerals?

The grain mixture should vary in its protein content, depending on the type of pasture and other roughage in the ration. Do not try to find the same grain mixture throughout the year, since green pasture will require a lower protein grain mixture than sorghum silage or prairie hay. Be sure to include at least one per cent salt and two per cent mineral, oyster shell, or limestone for a ration rich in cottonseed meal and wheat bran, and bone meal when these sources of phosphorus are lacking. Pasture or bright green hay are the best sources of vitamins. The grain mixture should always be fed according to production, usually one pound to three pounds of milk.

5. Is your herd free from disease?

Diseased animals are unprofitable producers as well as being a menace to the health of the consumers of their milk. Every dairy herd should be tested for tuberculosis and Bangs disease and precautions should be taken to guard against mastitis or any of the

other diseases which may infect a dairy herd. Sanitary barns and lots, good water, freedom from mud holes or swampy ground are all important in maintaining the health of the herd.

6. Are you building a better herd?

A profitable herd must be built by a sound, constructive breeding program and constant attention to the care and development of the calves which are to form your future herd. Only purebred dairy bulls backed by good type and production should be used. If your herd is not large enough to afford a good bull, join with some of your neighbors in securing a good bull for the community. Bull calves of proven ancestry can be purchased at a reasonable price and raised by the dairyman who might not be able to afford the same bull if purchased at service age.

Raising your own replacements will minimize the danger of disease and enable you to control the quality of your future herd. Always try to have a bull better than your best cow if you expect to improve either type or production.

7. Are your barns and equipment adequate for the comfortable housing of your herd and the production of a high quality product?

If you are selling fluid milk, of course you must comply with your city ordinance in this respect. If you are selling cream or milk to a manufacturing plant, your buildings and equipment need not be so elaborate. However, the barns should be clean, dry, and well ventilated with adequate shelter space for the entire herd in bad weather. The milking barn, milk room, and equipment should be easily cleaned and free from objectionable surroundings to facilitate the production of a good product. The consumption of all dairy products depends in a large degree on the quality and appetizing appeal of those products. This quality in turn is directly affected by the quality of the milk or cream which you deliver to the plant.

8. Are you utilizing the by-products of your dairy?

Barn yard manure is one of the most valuable fertilizers that we have, yet thousands of tons of it are wasted each year because the dairyman failed to get it out on his fields and pastures where it is needed. If you are selling cream, the skim milk can be used to advantage in raising calves, hogs, and poultry.

9. Are your cows producing a profitable volume?

The average production per cow in Texas is less than 140 pounds of butterfat per year. Such a herd can never be profitable. On the other hand the average production of all cows in Dairy Herd Improvement Associations in the United States is approximately 320 pounds, and one association in Texas has an average of 346 pounds. We believe that every dairyman can make and should aim at an average of at least 300 pounds of fat per cow per year.

10. Is your food cost eating up all the profits?

No matter how high the price of butterfat or how high your production may be, your profit will be the difference between cost and selling price, and food constitutes your principal item of cost. While you cannot often do much about selling price, you can do something about costs. The average feed cost per pound of butterfat in Texas Dairy Improvement Associations in 1938 was 19 cents, with a variation from as low as 10 cents to as high as 30 cents. Good cows producing 300 pounds of butterfat and fed plenty of good pasture and home-grown roughage should have a feed cost of not more than 15 cents per pound of fat.

## Cheese Mold Salad



Helen Train Hilles, author of "To The Queen's Taste," a new and unconventional cook-book for moderns, daughter of Arthur Train, the novelist prepared these recipes. Mrs. Hilles, in addition to being a culinary expert, has written three books for children and several short stories.



### Cheese Mold Salad

- 3 packages cream cheese
- 1/2 cup grated American cheese
- 1/2 pint whipped cream
- 1 1/2 envelopes gelatine
- 1/2 tablespoons cold water
- 3 tablespoons hot water
- salt and paprika

Soak gelatine in cold water until soft then steep over hot water until dissolved. Soften cream cheese with plain cream, add grated cheese, whipped cream, salt and paprika. Turn into ring mold and chill. Arrange on lettuce sprinkled with French dressing, fill center with

seedless grapes or pitted black cherries mixed with mayonnaise.

### Good Eggs

- 8 eggs
- 1/2 pint cream
- 1/2 cup milk
- salt, pepper, paprika
- large lump butter
- 1 tablespoon Worcestershire sauce

Melt butter in saucepan, add cream and milk and let boil. Add seasonings and boil for a minute or two. Poach eggs in mixture, basting with liquid. Serve on toast with sauce poured over.

### Clams Dairy Council

Finely chop hard parts of 2 quarts soft clams leaving only the tender stomachs. Cook chopped hard parts in 1/4 of the juice for 5 minutes. Add 2 tablespoons butter mixed with 2 tablespoons flour and strain. Then add one pint of cream well seasoned and pour over two egg yolks. Cook soft clams in remaining juice for one minute, place in individual pots and pour the sauce over them. Sprinkle with paprika and chopped parsley.

### MILK IN DIET

"In the low-cost diet milk is prominent because it provides high quality protein, calcium and vitamins A and G, cheaply—in terms of money value from one fifth to one-third the allowance for food should be spent for milk and its products. Milk contributes more to good nutrition than does any other single food."—U. S. Department of Agriculture.

## Herd Improvement Groups 17 in Texas

There are 17 dairy herd improvement associations in operation in Texas and of 8,604 cows tested, an average of 24.7 pounds of butterfat is shown. Ten of the associations averaged 25 pounds butterfat and 1,407 cows made over 40 pounds.

## CONGRATULATIONS...

### Kraft Cheese Company

We commend the dairymen for the important part they are playing in the development of our section of Texas. With the advent of the new industrial unit, still more progress is indicated for dairy farmers.

### TOPS GILREATH

County Superintendent



## ALL THE EARMARKS OF A CHAMPION

See the results of careful breeding and years of intelligent experimentation of some of the Southwest's finest cattle at the . . .

HALL COUNTY DAIRY SHOW AND IN CONNECTION

## ANOTHER CHAMPION

offers congratulations to the **KRAFT CHEESE COMPANY**

When its formal factory opening in Memphis marks a definite step of civic and sectional progress. To this industrial milestone we pay tribute and offer our heartiest congratulations for continued success in the dairying industry.

## GULF OIL CORPORATION

T. B. Rogers, Agt.

Memphis, Texas

## Ginnings BY COTTON JOE



I guess about the most worthwhile things I've accomplished have been the raising of a lot of cotton and a houseful of girls. An' everytime I see the girls in one of these cotton fashion shows I'm mighty proud of both jobs.

# We Handle Everything

## FOR Your FARM

## See Us Before You Buy

Successful farming is not possible with just good land alone . . . experience has taught that. In addition there must be better methods, and this involves better farming implements. International Tractors surpass all others in obtaining best soil productivity.

Our products are designed for farm cost in the home. We carry all types of home furnishings that make a home more than a room. Refrigerators, lamps, and furniture for the room in the house. Come by Thompson Bros. when you plan your home improvements.

## WELCOME TO THE KRAFT CHEESE COMPANY

As one of the oldest business establishments in Memphis, we are happy to offer best congratulations to a growing industry. It has been our pleasure to watch the dairy group grow into one of the most profitable and progressive forms of diversification in this section of the country. With the new Kraft Cheese Plant offering an unlimited market for dairy products, we see still greater expansion.

## Thompson Bros. Co. HARDWARE AND FURNITURE

## ATTEND THE HALL COUNTY DAIRY SHOW

Always an educational and entertaining event, the Hall County Dairy Show should prove exceptionally good this year.

# The Memphis Democrat

SECTION THREE

HOME PAPER  
VOICE OF THE  
RIVER VALLEY

PLANT EDITION

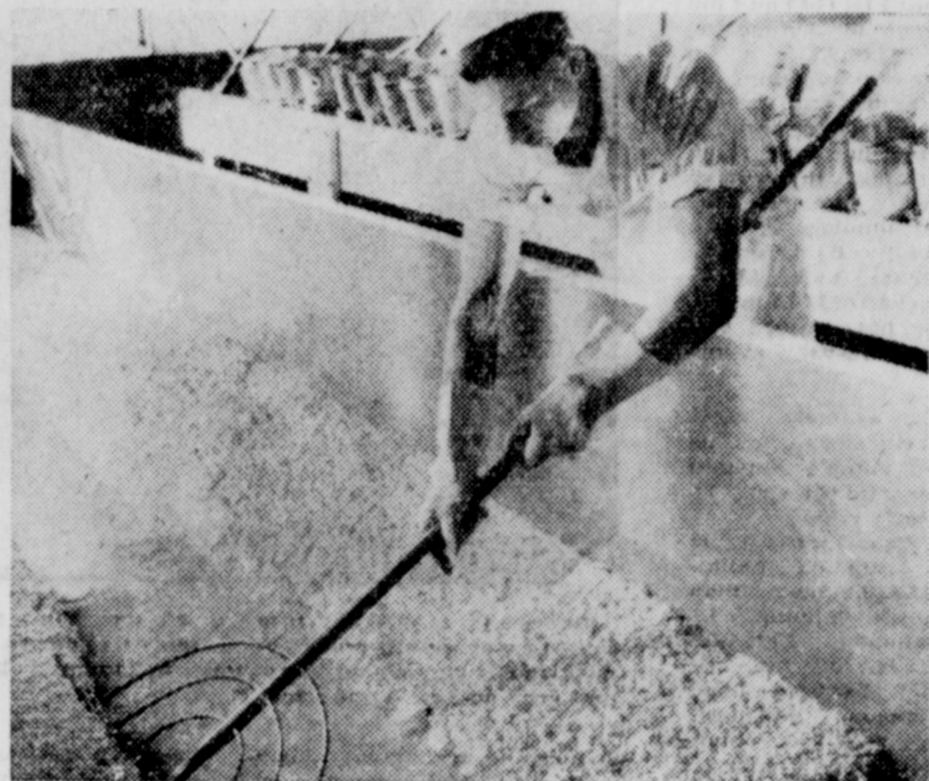
MEMPHIS, HALL COUNTY, TEXAS

DAIRY SHOW EDITION

## STEPS IN CHEESE MAKING PROCESS AT KRAFT'S MEMPHIS PLANT



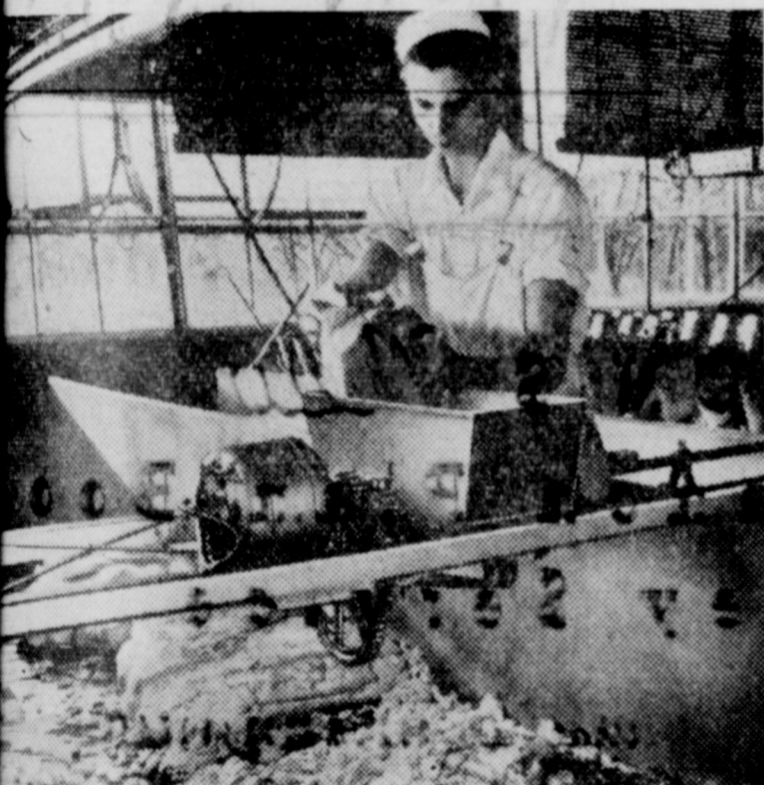
Milk becomes "curd" and "whey." When "starter" and rennet is added, the milk forms into a soft curd, much like "junket." The curd is then cut into small cubes (1/4-in.) by special wire knives. This photograph shows the cutting operation.



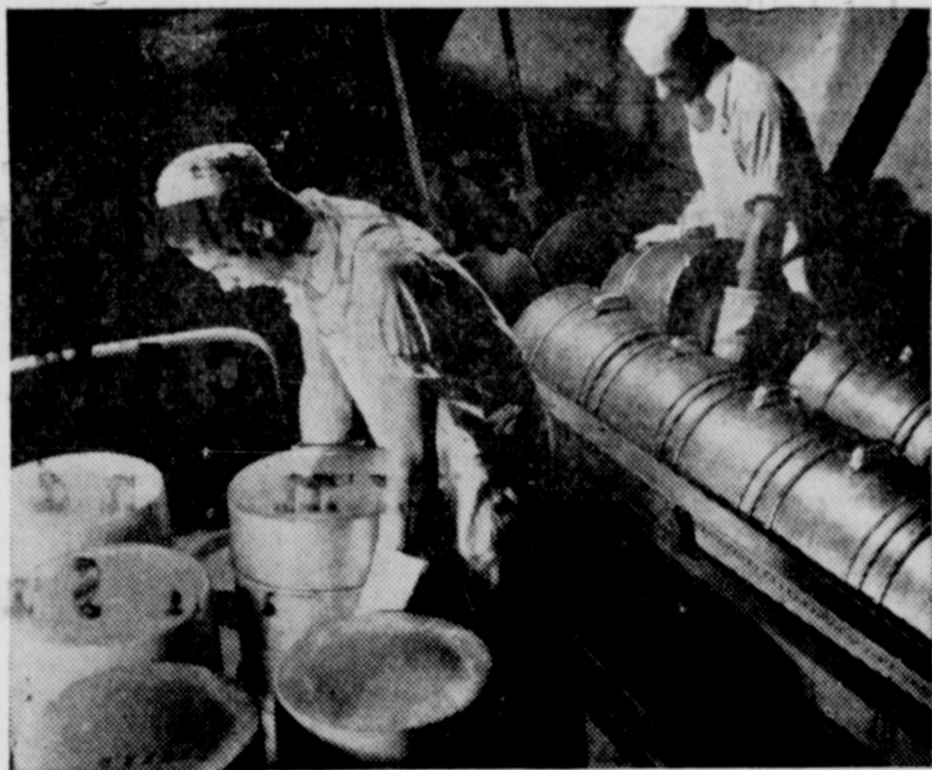
"Ditching" to drain off the whey. After heating and stirring, the curd is permitted to settle and the whey is drained off. The curd is drawn to the sides of the vat to permit thorough draining.



"Cheddaring" for body and texture. When ditching and draining are complete, the curd is cut into large slabs which are piled as shown in the photograph. This operation is called cheddaring and is repeated several times until the desired body is obtained.



Cheddaring is complete (judged by the firmness and texture of the curd), the curd is cut into small pieces in preparation for salt pressing (for 18 hours), in cheese-cloth-lined "hoops" of the desired size and shape.



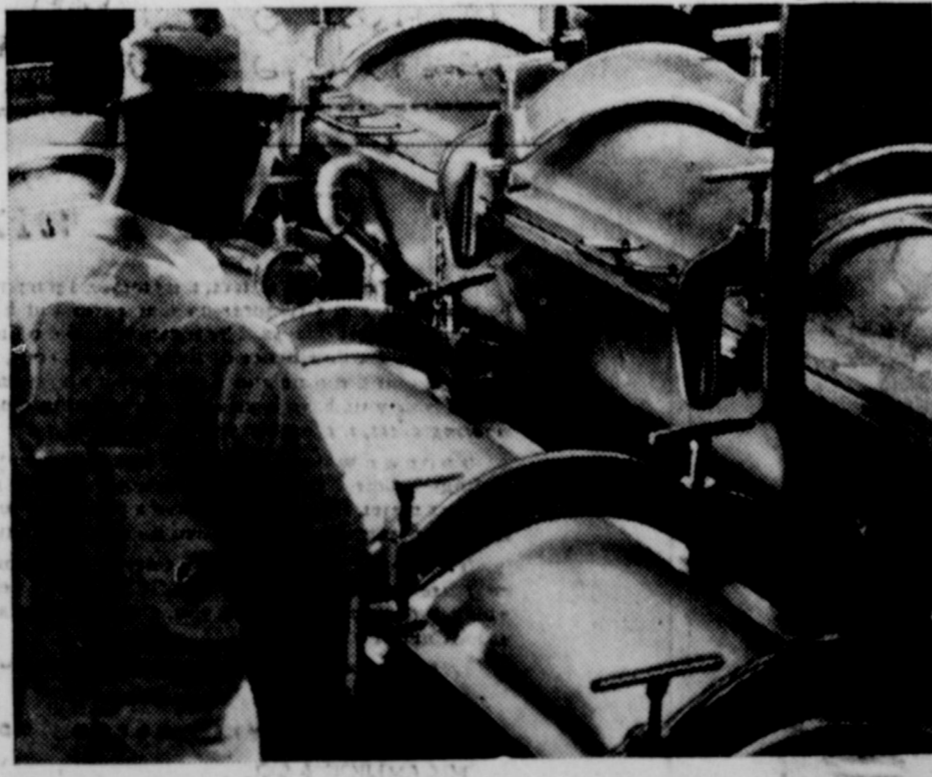
Removing American cheese from the hoops after 18 hours of pressing. These are the Cheddar size and shape, weighing about 60 pounds each. Other sizes are Daisies, Longhorns, Young Americas, Flats, Prints.



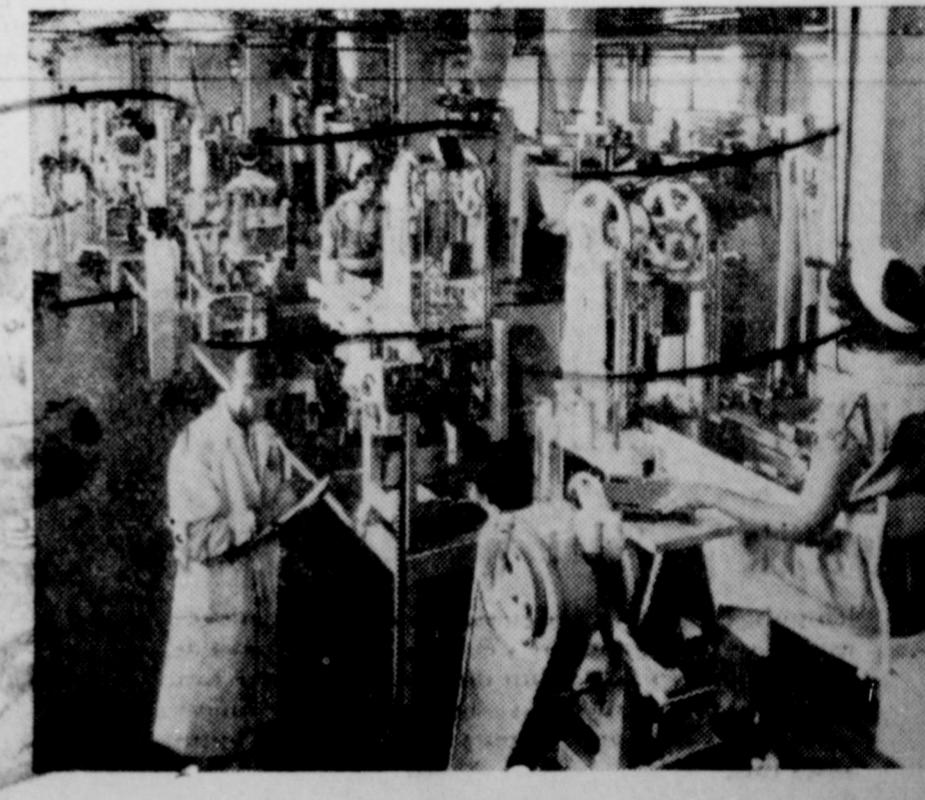
Blending many lots of cheese skillfully is the only method of assuring uniformity. Master cheese blenders test, taste and blend many cheeses, combine them in exactly the right proportions to attain perfection of flavor, body and texture.



Final check by the blender before processing and pasteurization. Exact fractions of many cheeses selected by him have been weighed in each "batch." He gives the final O. K. after the "bandage" and the rind have been removed.



Immediately after pasteurization, these ingenious machines wrap and seal the cheese in air-tight, dust-proof, sanitary packages to protect its purity and freshness. This battery of machines packages more than 200,000 half pound units daily. This unit is not included in the new plant here.



After shedding, the cheese is blended and pasteurized. The photograph shows one of several pasteurizers in the Kraft blending and pasteurizing plant. It has a capacity of 90,000 pounds daily.

**That Reminds Me**  
BY RALPH HERBERT

To the American grain farmer, who finds his fortunes affected by adverse conditions in the world market due to the war, it may be a sort of Job's comfort, but recent reports show that the tillers of the land in other countries are in like plight. And perhaps worse off.

Argentina, one of the great cereal rivals of the United States, does not make parity payments to farmers as does the American government, but it does seek to mitigate their situation by purchasing certain amounts of corn. But great quantities of unsold corn are being spoiled, partly by weevils and partly because the grain is getting moldy or is decaying from other causes.

Omitting this spoiled corn and considerable quantities which have been utilized for various purposes within the country, Argentina, nevertheless, has a surplus available for export amounting to about \$475,000,000 bushels. A mere trickle of 200,000 bushels was shipped out in April, May and June of this year compared with about 30,000,000 bushels in the same period last year and over 52,000,000 bushels in 1936.

The deadly influence of war has ravaged the European market badly so far as Argentine exports of corn are concerned. Most European countries, doubtless, wanted and needed the corn. Some, like Germany and Italy, were blocked off by the British navy and a like fate later befell customers like Denmark, Holland, Belgium, France and Norway.

In the years 1930-1934, Great Britain's average yearly imports of corn from Argentina were 91,922,000 bushels. Last year they were only 3,487,000.

GERMANY in previous years averaged 13,687,000 bushels. Last year it got none. Italy averaged 13,339,000 bushels. Last year it got 2,043,000.

Now under German domination, Holland, Denmark, Belgium, Norway and occupied France can be counted as completely lost as markets for Argentine grain. The British blockade will stop any grain going to Hitler-ruled countries.

Call 15 For  
QUALITY JOB PRINTING

**National Cattle Show Held in Iowa**

The Polled Shorthorn breed's first National Congress Show and Sale, held at Des Moines, Iowa, resulted in an average of \$226 on the entire 74 head. Buyers came from 14 states—Indiana, Ohio, Illinois, Minnesota, Iowa, Missouri, South Dakota, Oregon, Arkansas, Texas, Kentucky, Tennessee, Virginia, and Florida.

Iowa led in total purchases with 18, while Texas was second with 9, and Indiana third with 7.

William H. McDonnell, Chicago newspaper publisher, bought the top bull at \$1,000 for his farm at Milbrook, Ill. The bull was bred by Fred Blomstrom and Sons, Nebr. The champion and top-selling female also sold at the thousand dollar mark, going to Lynnwood Farm, Carmel, Ind. She was consigned to the sale by C. B. Teegardin and Sons, Ashville, Ohio.

Heaviest buyer was Moise Cerf, Ennis, Texas, who took nine head totaling \$2,487.50. Important buyers, too, were Elm Grove Farms, Belvidere, Tenn., that selected six females; A. Mackay Smith, White Post, Va., who took five females; Gregory Robinson, Rogers, Ark., who bought four; and Lynnwood Farm, Carmel, Ind., also purchaser of four females.

Champion bull of the show was 201-day-old calf bred by Albert Hultine and Sons, Saronville, Nebr. His lack of age handicapped him in the sale. At \$520 he went to the Broadmead Farm, Amity, Oreg.

**Texas Leader in Cattle Production**

Texas headed all of the states in cattle production, beef, and dairy, according to the 1940 census.

The cattle population of the nation increased at a greater ratio during the last decade than the human population.

The increase in ten years was 6,424,434, bringing the total to 60,674,734. Cattle were reported by 4,843,917 farms.

Leading states, in order of cattle population were: Texas, 6,281,537; Iowa, 4,213,010; Wisconsin, 3,236,686; Minnesota, 3,000,304; Nebraska, 2,559,136; Kansas, 2,507,571; Missouri, 2,471,024; Illinois, 2,455,381; Oklahoma, 2,194,647; and California, 2,056,239.

**Record-Breaking Crop of Wool Will Fill Uncle Sam's Orders**

BY RALPH HERBERT  
BAA-BAA black sheep, have you any wool?

It's a question that will not be asked this year in the United States, whether the animals be black or white or red, for the fact is that in these times when Uncle Sam is buying huge quantities of cloth in which to dress up his army of 1,500,000 men, the wool crop is going to be the biggest on record.

That's what the U. S. Department of Agriculture reports on the fleece that has already been shorn and that is to be shorn in the present year. The estimate is for 399,941,000 pounds, which is three per cent higher than the previous record in 1940 and nine per cent above the average for the 10 years 1930-39.

The bigger production this year is due to the fact not only that more sheep have been or will be shorn, but also to the further fact that the average weight of wool per sheep was higher. The number of sheep that will finally be shorn this year is estimated to be 48,900,000, as against 48,479,000 in 1940, the previous high record year, and against a 10-year average of 46,035,000.

THE average estimated weight of wool per sheep for this year is 8.15 pounds compared with 8 pounds in 1940 and 7.96 for the 10-year period.

As usual, Texas leads all the rest with an estimated production of 82,462,000 pounds. Others follow in order: Wyoming, 33,947,000; Montana, 32,796,000; California, 28,598,000; Utah, 19,917,000; Ohio, 17,893,000; Idaho, 16,800,000; Oregon, 16,647,000; New Mexico, 16,071,000; South Dakota, 13,841,000, and Colorado, 13,562,000.

Texas' great crop means the shearing of the gigantic sum of 10,860,000 sheep.

AS was to be expected, the smallest amounts of wool shorn for 1941 were in the small-



One of the 48,900,000 sheep to be shorn this year yields his wool to make cloth needed for a soldier's overcoat. The shearer first stands him on end and trims his tummy. Then he'll turn him over and get at the back.

est states in the Union: Rhode Island with 12,000 pounds and Delaware 3000.

For many people, perhaps, outside of the inhabitants of Nevada, that state's production of wool will be a surprise. The ordinary American thinks of Nevada as a state of steep moun-

tains and arid country, difficult for grazing animals.

Its production of wool this year will be 5,905,000 pounds, shorn from 729,000 sheep. This is a greater wool production than that of the six New England states plus New Jersey, New York and Pennsylvania.

and produced an average of 387.88 pounds butterfat, 7,271 lbs. milk per cow. The herd yielded a total of 205,408 pounds, or approximately 95,539 quarts of whole milk in the year. At the present time, about 21 milking cows are in the herd and another test is in progress.

According to a government estimate there were 17 per cent more cattle on feed for market in 11 cornbelt states on August 1 than one year ago.

Present ceiling prices of 43 cents a pound have been placed on cotton print cloth by the Office of Price Administration and Civilian supply.

**Recognition Given D. T. Simons for Work in Dairying**

Gets Jersey Cattle Club Award of Certificate for Constructive Breeding

National recognition of the progressive program of Jersey herd development which D. T. Simons, for 20 years adviser to Southwestern Jersey men on dairying problems, has carried out with the Simons Brothers Jersey herd at his farm near Fort Worth, was given in the recent award of the American Jersey Cattle Club "Constructive Breeders Registry" certificate.

It is the first received in Texas for the achievements of this herd. Simons has been breeding Jerseys at this present farm for more than 30 years and was originally in partnership with his brother under the firm name of Simons Brothers.

Only Jersey herds which meet strict requirements for production, conformation of the animals to the breed's standard of ideal type, herd health, and proportion of home-bred animals can win for an owner the Constructive Breeders Registry award which is made by the American Jersey Cattle Club, national association of Jersey breeders.

Milked twice daily, the Simons Brothers cows made the highest butterfat production record finished in Texas in 1940 by a Jersey herd of 25 or more cows in a year's Herd Improvement Registry test authenticated by the American Jersey Cattle Club.

During the test, the Simons Brothers herd averaged 28 cows

**Hall County's Dairy Industry Marches Forward**

It's truly a parade of progress for the dairying industry of Hall County and the surrounding area. At last, one of the dreams of the Hall County Dairy Association has been realized with the location of the Kraft Cheese Company plant in Memphis. May the progress of the dairying industry be realized by the development shown in the annual Dairy Show here September 25, and may this progress continue to be shown during the years to come.

**L. M. Hicks**

**WELCOME TO MEMPHIS!**

**KRAFT CHEESE COMPANY AND DAIRY SHOW VISITORS**

Memphis, the city of progress, has another achievement to its credit and the dairying industry has advanced another step. With the coming of the Kraft Cheese Company plant to this city, dairy farmers of this area can expect larger returns and we appreciate this.

We urge you to attend Hall County's annual Dairy Show on September 25. It is truly a parade of dairying progress.

**City Drug Store**  
"DEEP CUT PRICES"

**Announcing!**

**CAMERON'S New Farm and Ranch Plan Book and Survey Service**

**What is CAMERON'S New Plan Book?**

Here is a practical, new Plan Book which offers you new plans for Farm and Ranch Buildings—structures which are:

1. The most economical to build for their specific purposes.
2. Are designed to increase your profits and income.
3. Are constructed so as to last—reduce upkeep—insure value of your investment—save you time and needless expense and work.

These plans contain the accumulated experience of Wm. Cameron Company's 75 years of meeting and successfully solving Southwestern Farmers' and Ranchers' building problems.

These plans are ready for you to see and use at your nearest Cameron Lumber Store. They are hot off the press—brand new and include the best and latest in Farm and Ranch construction. When you buy your materials from Wm. Cameron Company, the necessary technical data on ventilation, necessary size of structures for given number of livestock, etc. Regardless of whether or not you are planning any building, remodeling or repairing—it will pay you to see this new Plan Book at your nearest Cameron Lumber Store TODAY!

**What is CAMERON'S New Survey Service?**

A Farm or Ranch is, in fact, a factory. Its purpose is to earn profits. The buildings and structures on that Farm and Ranch are important in causing a profit or loss. The location of the buildings in relation to each other, the convenience of their inside layout, their efficiency, up-keep cost, and the time and work they do or do not save determines whether you will have high or low operating costs. *The lower your operating costs, the higher your profits will be.*

To have a low operating cost Farm or Ranch you must plan your buildings—their location, construction, interior layout and the use of correct materials. You must have a plan—low operating cost farms don't just happen—they are based on careful study and planning.

To meet this need, William Cameron & Company developed their new Farm and Ranch SURVEY SERVICE. Special printed survey forms are provided on which you, with the assistance of your trained local Cameron Man, can:

1. Make a survey of your existing buildings—their layout, location, condition, etc.

MAIL THIS COUPON TODAY

WM. CAMERON & CO.,  
General Offices  
Waco, Texas.

Without obligation have one of your representatives call on me to show me Cameron's new Farm and Ranch Building Service.

Name \_\_\_\_\_  
R.F.D. \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
P.O. \_\_\_\_\_

**WM. CAMERON & CO.**  
Serving Southwestern Farmers Since 1868 With a Complete Building Service  
PLANS • MATERIALS • SUPERVISION  
FINANCING • LABOR • ESTIMATES

See This Valuable NEW SERVICE at Your Nearest  
**CAMERON STORE**

**QUITE A LINE—**

**THAT'S A BUNCH OF CATTLE**

Texas is acclaimed as the greatest Jersey cattle breeding area in the world, with approximately 2,016,000 head on the state's farms. Eighty per cent of all cows milked in Texas are of this breed.

Placing them in line—one behind the other—one animal for every 16 1/2 feet—320 for every mile—there would be a Jersey parade of 6,300 miles long.

Starting this parade from El Paso, crossing New Mexico, Arizona, and California, to Los Angeles, then up the coast to San Francisco, from there east over the Rock Mountains through Denver and Omaha to Chicago, across Indiana and Ohio to Cleveland, and farther east into New York City, then down the East coast to Washington, D. C. and from there through Virginia North Carolina and South Carolina to Jacksonville, Fla., then west across the entire South—back to Texas,

(adding 1,000 extra miles for irregularities and detours,)—there as, there still would be waiting to get in line.

During the last year every hour—every minute, day and night.

If all Texas Jerseys were loaded on 70,000 flat cars, it would take 1,344 locomotives to pull them, and many more if they were packed one each place 1000 lbs. of Iowa's 212,000 lbs.

A California scientist says expensive substitutes, such as, antiseptics, sulfanilamide and other may soon be made from oat hulls, and other materials.

**Welcome To Memphis!**  
**Kraft Cheese Company**  
and  
**Hall Co. Dairy Show Visitors**

On September 25, Memphis salutes three groups . . . the Kraft Cheese industrial group, the progressive dairy farmers, and the civic promoters of the Memphis park. This is indeed an occasion and we heartily say "Congratulations" to all those associated with this burst of progress.

**Attend the Formal Opening of the Memphis Park**

**DRAPER GROCERY**  
PHONE 351

NT-DAIRY SHOW  
"It's the best that the dairy farmer can do."  
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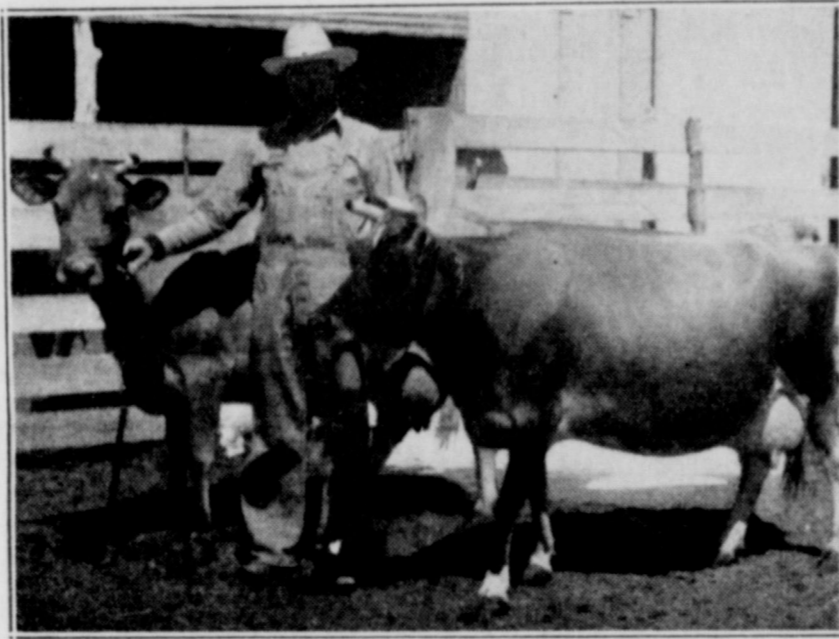
"It's the best opportunity for big development that the dairy farmers have had."  
"Yes, and there's no limit to the expansion program."

# From One Farmer To Another, Neighbor

## I'M GLAD

# To Welcome The New KRAFT CHEESE PLANT

Yes, sir, neighbor, I'm mighty glad the Kraft Cheese Company is moving to Memphis. The factory will be a big help to both you and me, for now we will have a close and sure market for our dairy products. Not only that, but you and I and the rest of the Hall County farmers will now have a greater incentive for increasing our milk production. The new market should be a great boon to the dairy industry, and, from one farmer to another, I'm glad to welcome the new Kraft Cheese Plant.



C. L. Sloan is shown here with two of his prize-winning registered Jerseys. Primrose is behind Sloan, and Thank You (mother of Primrose) in front.

The C. L. Sloan Farm, developed in the last few years to a degree of modernity seldom found in this section, is always open to inspection by visitors. We deal in registered Jerseys, Hampshire hogs, and also deal in alfalfa hay. Our barn is equipped with the most modern facilities—electric lights, electrically-charged screen doors, and other similar types of apparatus. We invite you to visit our farm on the highway between Hulver and Parnell.

## Watch Our Entries in the Dairy Show

Registered Jerseys

Alfalfa Hay

Hampshire Hogs

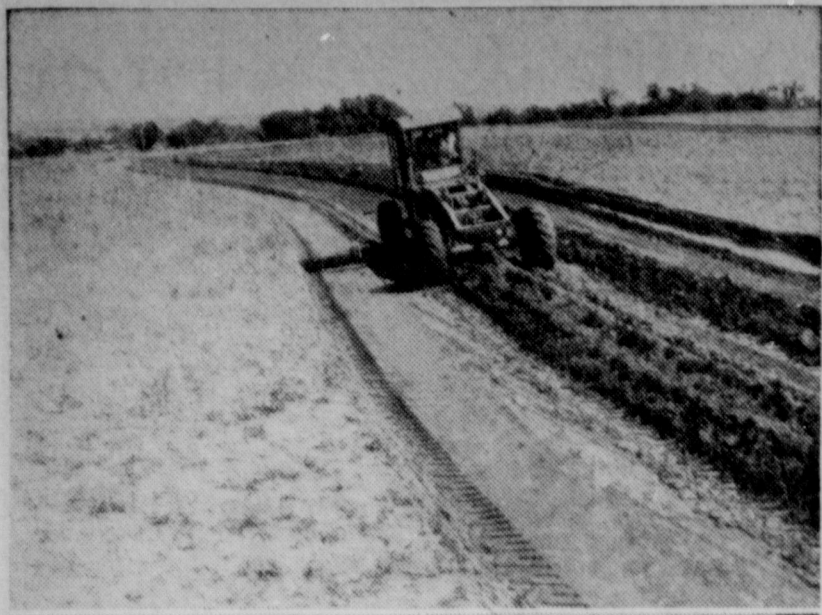


BUY YOUR COTTONSEED HERE NEXT SPRING!

# C. L. SLOAN FARM

Estelline, Texas

**Getting The Terracing Job Done**



Young County's terracing machine, top, constructs a 40-foot terrace on a farm operated by Pete Reynolds of Newcastle. Lower left, D. A. Adam, county agent, gives instructions to John Downey, terracing machine operator. Lower right, James H. Crawford, Young County AAA secretary, confers with Adam about the AAA's conservation materials and services program which is being used for terracing work in Young County for the first time in Texas.

**Dairy Business In South Bigger**

By J. E. STANFORD  
Reprinted From the Southern Agriculturist, June, 1941  
Dairying in the South is not experiencing any boom, and it is to be fervently hoped that it will not do so. But there is hardly a county in the 14 states served by Southern Agriculturist that is not having a steady, healthy growth of the dairy industry—a growth that is stable and justified from every point of view.

During the past five years I have been both gratified and surprised at the great increase in number and improvement in quality of dairy animals throughout the South, especially in the once predominantly cotton section of South Carolina, Georgia, Alabama, Mississippi, and East Texas. The increase in pasture acreage and quality has been just as striking. In these sections where extensive farming over a long period took such a huge toll of soil fertility that productive power was at an extremely low point and advanced erosion was widespread a few years ago, I now find thousands of small herds of well improved dairy animals grazing on splendid pastures and fed on an abundant supply of home-grown feeds. Most of the erosion-cursed land has been replaced by well terraced and contoured fields and pastures.

Cotton growing in these and other large areas of the South where dairying is rapidly increasing is still highly important. But now cotton is a crop rather than the crop, because several sources of farm income are available instead of the one source from cotton. Many farmers, who once operated "cowless" farms but now have several good dairy cows as part of the farm programs, are growing more cotton than ever before, and they are growing it on a greatly reduced acreage. The majority of cotton farmers who have given dairying an important place in their farming operations are producing from 40 per cent more cotton per acre than they

were 10 to 15 years ago. The tremendous increase in number of dairy cattle and in income from dairy products in the South during the last decade program, together with the steady development already under way, has given greater speed to growth and improvement of Southern dairying than was ever experienced before.

Income from milk alone in 1940 was over \$260,000,000 and the increase in dairy cows was above 50,000. The U. S. Department of Agriculture points out that the cotton belt was one of the three regions of the nation showing the largest increase in milk cows, milk production, and number of farms keeping dairy cows from 1928 to 1938, the other two regions being the corn belt. The cotton belt accounted for the largest increase in number of dairy cows of any of the other four regions, and for 21.8 of the increase in milk production, being second in this respect.

Let us consider briefly the main reasons for the rapid increase of dairying in the South. Widespread shift from cotton to feed crops and pasture raising from operation of the AAA program resulted in a considerable increase in dairy numbers and in production per cow. Although woefully neglected until recent years and seemingly unknown to most farmers, the South is abundantly blessed with a wide variety of splendid hay and pasture crops. This fact is a major factor in the rapid growth of dairying in Dixie. No phase of farming is attracting more attention of Southern farmers at this time than the increase and improvement of pastures and hay crops.

The leading pasture legumes and grasses are lespedeza, blue grass, white clover, Bermuda grass, hop clover, Johnson grass, Dallis grass and carpet grass. Rye, oats and crimson clover are widely used for winter grazing. Chief hay crops are lespedeza, alfalfa, soy beans,



**BOUQUETS**

AND

**Best Wishes**

to the

Arrival of New Industry  
With the Formal Opening

of the

**KRAFT CHEESE PLANT**

Memphis, Texas . . . Sept. 25

The opening of this new plant climaxes a period of rapid and steady development of the dairying industry in this section of Texas. We appreciate this sign of progress and urge you to attend the Hall County Dairy Show to be held in connection with the opening.

**HIGHTOWER GREENHOUSE**

cowpeas, Johnson grass, red clover, and sorghum. In addition the South produces the entire American supply of cottonseed meal, and unexcelled livestock feed.

The climate plays no small part in Southern dairying as winters usually are short and mild, thus eliminating need for expensive housing of dairy cattle and reducing expense of feeding and handling. In most sections year-round grazing is available if reasonable effort is made to provide it.

Transportation facilities in the Southern states are favorable to the dairy industry. Adequate transportation provided by the railroads, truck lines and milk plant trucks gets the products to market quickly and economically.

Eggs are rich in vitamin D and constitute practically the only farm commodity which can lay claim to being a source of this important vitamin.

Safflower can be grown with ordinary farm equipment, can be combined like wheat, and the seed crushed by cotton oil mill machinery.

The 160 national forests include nearly one tenth of the land area of the United States.

**Mickey Welcomes Shirley**



After an absence of almost a year from the movies, Shirley Temple, now 12, is welcomed back to her studio by Mickey Rooney. "Kathleen" will be Shirley's first film under a new contract.

**Watches Over Kittens**



Tiny, little white lady dog owned by Mrs. Flora Bruce, City, watches over kittens just like their mother would be feeding them. Just after her own puppy died, five years ago, she nursed two kittens, and has mothered felines ever since.

**If You Want  
Better Compression  
And Safer Storage  
For Your Cotton  
This Fall**



**Our Compress Is Ready to Serve You**

With our modern facilities, we are able to give you better compression than ever, and we have ample storage space where your cotton will be safe. We are also ready to take care of your government loan cotton, and will have the best of classers to grade your cotton. Be sure to bring your cotton to one of our modern compresses, where you can be certain that it will be handled "the best way."

We join others in welcoming the Kraft plant to this area. We realize, however, that it is not intended nor advocated that every farmer should go into the business of dairying on a large scale. This base market comes as an encouragement to every farmer to have a few cows, more chickens, and a well-balanced program. With their vision and intelligence our farmers rejoice at the coming of the cheese plant in the belief that it means progress.



**WELCOME TO MEMPHIS  
KRAFT CHEESE  
COMPANY**

**WE URGE YOU TO  
ATTEND THE ANNUAL  
COUNTY DAIRY SHOW**

**Memphis Compress Co.**

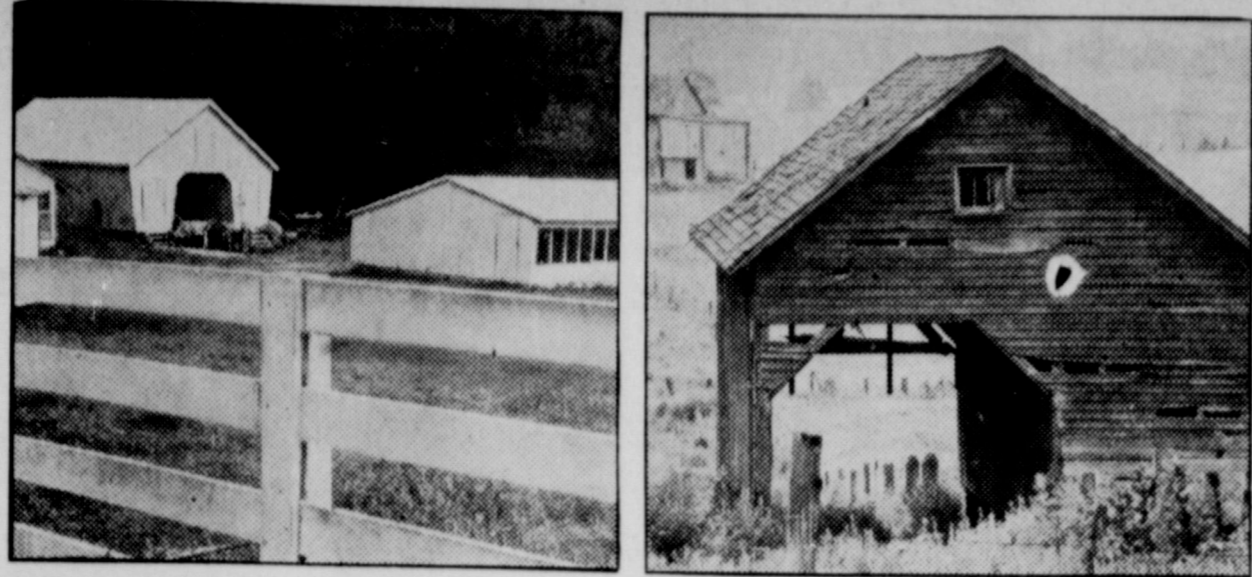
M. C. ALLEN, Manager

MEMPHIS

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### Secretary of Interior Enlarges Farm



To the ultra-modern barns and stables on his 350-acre farm estate, Secretary of the Interior Harold Ickes has added another 100-acre farm, near Olney, Md. The new addition will not look as dilapidated as it does in the picture, right, after Mr. Ickes finishes with modernizing plans.

### PHYSICAL FITNESS WAS STRESSED DURING NATIONAL DAIRY MONTH

Keynote: "Make America Strong by Making Americans Stronger."

Physical fitness being so vital to national defense, and nutrition being so vital to physical fitness, the dairy industry assumed its responsibility, and was ready to tell its nutrition story to all America in a nationwide program during June.

Milk is nature's most nearly perfect food, and with its allied dairy products, butter, cheese, and ice cream, it occupies a key position in the National Defense Program. Not only in the training camps of the nation, but also in the home and in the school, where food habits are formed and where national defense really begins, this was the substance of the story behind the June campaign, according to reports from the National Dairy Council, the Dairy Month headquarters.

Hundreds of thousands of store windows throughout the country were dressed in dairy decorations during June. Colorful banners and streamers adorned the fountains and walls of retail outlets from coast to coast. Newspapers, radios, and billboards carried hundreds of messages telling men, women, and children that one never outgrows the need for milk. The startling draft rejections due so preponderantly to faulty teeth, proved the need for more calcium in the diet of the growing generation. Milk supplies this vital mineral to a greater degree than any other food, so June was proclaimed by the nation as Dairy Month, when the 3 1-2 billion dollar dairy industry rang out its story of health, strength and vitality to the present and future defenders of our country.

How the bee lives and works will be seen this year in the State Fair of Texas' huge agricultural show. Special hives made of glass will be used in the apiary exhibit to reveal the industry of the bee, which travels 40,000 miles to collect enough nectar to make one pound of honey.

### Promotion Force Pushes Milk Sales

A new force in promotion and merchandising of milk and dairy products is inspiring the dairy industry to push sales toward new records while milk from farms is flowing at high levels and defense needs are of first importance.

This new force is the American Dairy Association. Organized less than a year ago the American Dairy Association has already raised more than \$500,000 to advertise the food value and health-giving virtues of milk.

Dan T. Carlson of Willmar, Minn., president of the Association, which is supported by thousands of dairy farmers says, "It is significant that a united dairy industry is moving forward in cooperative advertising to sell the American housewife on the merits of butter, cheese, milk, ice cream, and other dairy products.

"By such action the dairy industry is not only helping its own cause but making a definite contribution toward building in this country a superior people, both mentally and physically."

### Jersey Breeders Near San Antonio Sets New Record

Now Has Five 'Superior Sires,' Greatest Number Ever Qualified in One Herd

R. E. Hildrebrand, owner of several hundred head of purebred Jerseys at his Rio Vista Dairy Farm near San Antonio, set a national record for breeding and developing exceptional Jersey bulls when two bulls bred in his herd were designated as "superior sires" by the American Jersey Cattle Club. The bulls are Estella's Benedictine of R. V. and Beau Design of Rio Vista.

Altogether, five "superior sires," the greatest number ever qualified in one Jersey herd, have now achieved the title in Mr. Hildrebrand's herd where three bulls have previously qualified. Four of the five award winners were bred in the herd.

To attain the "superior sire" title highest bull awards made by the National Jersey Association, a sire must satisfy several requirements, and it is a prerequisite that he have ten or more tested daughters whose records average 100 pounds butterfat each, mature equivalent yearly basis, and also have ten daughters whose scores average 82 points or above.

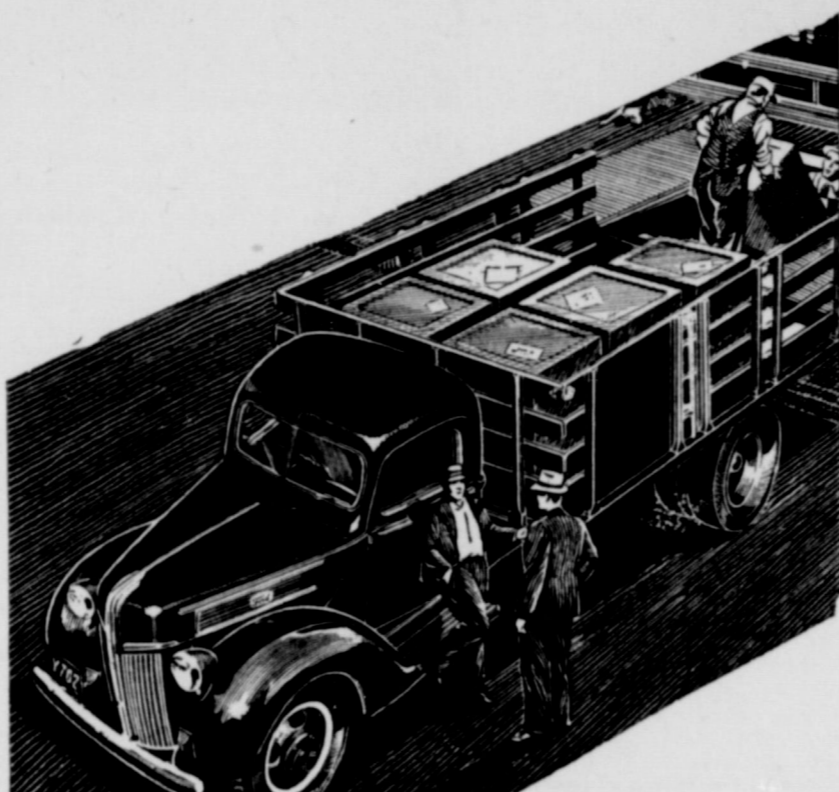
Not only has Mr. Hildrebrand qualified more "superior sires" than any Jersey owner, but he is the only man to both breed and qualify more than two sires in this rank. He is now using in his Rio Vista Dairy Farms herds three of the "superior sires" qualified under his ownership, Poppy's Dreamer, Estella's Sir Prudence of R. V. and Estella's Benedictine of R. V. and Beau Design of Rio Vista, are no longer living.

Estella's Benedictine of R. V. one of the recent title winners, also received the American Jersey Cattle Club silver medal award for the high butterfat yields of three young daughters, each of which won silver medals in official production tests. He qualified for the "superior sire" award with a total of 11 tested daughters whose records averaged 600.48 pounds butterfat on a mixture equivalent, yearly basis. Beau Design of Rio Vista, the other recently qualified "superior sire," attained his rank with ten tested daughters whose production records averaged 635.90 pounds butterfat on the same basis.

A combination of one half high grade cottonseed meal and one half tankage is one of the best supplements to corn for pigs which are on pasture.

Cheddar cheese produced in the United States is made in Wisconsin. The state which ranks next highest is Illinois, which ranks next highest is Illinois, produces about one-tenth as much as Wisconsin.

Jean Devereaux, ballerina in Earl Carroll's Vanities, which will be the auditorium show during the State Fair of Texas, is the world's champion for pirouettes. She does more of them, faster, and more perfectly than any other dancer. The State Fair of Texas has enjoyed a daily average attendance of 54,368 during the past 21 years. Total attendance during that period, 1916 to 1941, numbers 18,267,785. Average annual attendance has been 869,895.



## The Real Value Lies in the New FORD Truck or Pick-Up

## It's Just What You Need To Make Farm Work Easier

Farmers, you just can't go wrong if you use a Ford truck or pick-up for those many chores you have to run from your farm to town. It's true that real value lies in the Ford commercial car... in the winter it's easier to start... in the summer it's the last car on the road to overheat. The new Ford is smoother performing, has greater and faster "get-away," and is truly the No. 1 car on the road.

Come by today and look the new Fords over. You'll be pleased with the way they run... not just the pick-ups or trucks alone, but all models. Ford uses the best of materials in manufacturing its products, spends thousands of dollars each year in research work, continually striving for improvements. This research work has resulted in better Fords for those who are looking for better cars.



I Just Can't Catch One of Those New FORDS!

WELCOME KRAFT CHEESE FACTORY

Attend the Annual DAIRY SHOW in Memphis

Stop, Back There, You Guys, And Watch the Fords Go By!



# Foxhall Motor Co.

Ford Sales Memphis, Texas Service

### BREAD

### The Staff of Life

Bread, besides being one of the most essential foods we consume, is a delicious addition to any meal. We bake our bread slowly and with the best of ingredients are used. You're sure of having the best bread on your table when you use B&B.

Congratulations, Kraft Co.

Best Wishes, Dairy Farmers For a Successful Dairy Show

Home Bakery Memphis, Texas

# Requests for Increase in Milk Production Please Dairymen

## Demand for More Cows, Processing Plants Is Stressed

Those groups in Texas who for the past five years have been working earnestly to promote and improve dairying in the state are highly pleased at the government's request for six to ten per cent increase in milk production nationally.

In secretary of Agriculture Wickard's request they see a demand for more and better cows and processing plants operating to capacity. Not only will dairymen be vitally affected but feed and all other allied industries will profit as well.

The demand for increased milk production has come about through America's decision to furnish Great Britain 250,000,000 pounds of cheese and 15,000,000 cases of evaporated milk, plus quantities of powdered milk. These figures represent approximately one-third of the national production of cheese in America and one-fourth of the production of evaporated milk which must be replaced by increased milk production if our nation is to have its regular requirement of these commodities.

That the call for increased milk production is in effect an order is evidenced by the fact that the U. S. Department of Agriculture has in no uncertain terms advised their agencies—the Extension Service, Farm Security Administration and other agricultural setups—that the increase must be accomplished and that the American farmer who milks cows is now a vital part of National Defense.

Commenting on the advantages that will come to Texas' Dairymen, M. E. McMurray, manager of the Texas Dairy Products Association, says, "It is a golden opportunity for the Texas dairy industry. For a number of years we have been hammering along trying to improve conditions—sometimes against odds. Now out of a clear sky, so to speak, comes Texas' opportunity to step up with the National leaders in furnishing their portion of the national production. Here's what it means nationally," continues McMurray; "250,000,000 pounds of cheese means 8,930 minimum carloads and 15,000,000 cases represents 13,750



IN 1939—These pictures, taken in June, 1939, show a number of the cattle owned by Hall Countians at that time. In the upper left is a Jersey bull, owned by C. A. Williams; upper center, a registered Jersey heifer of Charles A. Williams Jr.; upper right, T. D. Wertherby with a prize Jersey calf; lower left, a registered Jersey heifer on the T. K. Wilton farm; lower center, registered Jersey bull of J. R. Mitchell; and lower right, G. W. Lockhart with his registered Jersey calf.

carloads of evaporated milk. Surely, Texas with her unsurpassed dairying possibilities will not fail to improve her position and provide some of the long trainloads of dairy products that will move to the ports during the coming year."

Advice to county agents and other agricultural workers as to how the increase may be affected are being received now from the Department of Agriculture.

Among these are feeding heavier on concentrates—especially the good cows; doing a better job of milking cows—faster and cleaner; feeding concentrates to dry cows

so they will be ready to go to work when they freshen; reduce culling and the utilization of all cows whether of dairy stock or not which may have milking possibilities; improve water supplies; study of feeding practices and increased use of trench silos.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

The WPA will soon sponsor in-service training institutes for volunteer or sponsor-paid workers of school lunch rooms.

## Butter Not Only Good But Is Good Food in Your Diet

Butter makes good foods better and can transform many an ordinary dish into one that delights the palate. Good cooks have known this for many years, but only recently have scientists discovered that butterfat contains food values which are impossible

to obtain from other foods. Studies have shown that butterfat produces better growth and health in young animals than other fat tested.

Butterfat, which this new research has proved to be such a valuable food, is present not only in butter but in practically all dairy products, the National Dairy Council points out. Cream, milk, ice cream and most cheese all take on new importance in light of the discoveries about butterfat. These discoveries form another chapter in the story of the food value of dairy product—a story unrivaled by any other food.

Butterfat is highly digestible and rapidly absorbed by the body. It is unique among food fats because of its high natural content of vitamin A, the important vitamin which helps protect the body against certain diseases and is necessary to the growth of children.

The cow eats large quantities of green feeds which contain a substance called carotene; this is changed to vitamin A in the cow's body and is made available for human consumption in the fat of the cow's milk. Thus the cow performs a great service to humanity. Attend the Dairy Show Sept. 25.

## Ginn Cotton



Funny how different from the other side of Jim likes the "American" sign because it helps An' I like it because BUY.

## Test Your

1. What American recently staged a "Colum" invasion?
2. How many Dads have been taken over United States?
3. Who is General Dent?
4. What is "Alcoholism"?
5. In what year were stamps first issued?

## ANSWERS TO Test Your

1. Anderson, S. C.
2. Thirty-nine ships
3. Commander of forces in Syria.
4. A non-drinking ex-alcoholic.
5. In 1925.



On The Farm...  
Or In Town...

# A MODERN HOME

IT'S EASY to have

## If You Fill Your House With Furniture Bought at King

### ATTEND HALL COUNTY'S ANNUAL DAIRY SHOW

We feel that it's hardly necessary to urge you to attend the annual Hall County Dairy Show, for you know as we do that dairying is going to play an important role in the lives of Hall Countians in the future years. But a visit to the show will give you a much better picture of the improvements in dairy cattle in Hall County than we can tell you about. When you come to town for the cheese plant opening, don't fail to visit the show.

### Plan to Modernize Your Home Today

Homes un-modern in furnishings are just naturally not as comfortable, not as liveable, not as convenient, as one which has been equipped with latest designs and comforts of furniture. And King's is fully stocked with any needs you may have in completing the furnishings your home lacks. Westinghouse refrigerators are known for their modernity, their efficiency, and their low-cost operation, just as all Westinghouse appliances are famous. Refrigerators, however, are only a part of the furnishings needed to make a home modern. Visit our store and pick out your needs before prices are advanced even further.

### Welcome to Memphis—Kraft Cheese Company

To the Kraft Cheese Company we offer our hearty handshake of welcome, for we realize that the coming of the new industry will be a benefit to all residents of the area. We only hope that the new factory will experience the success it should, for only with success can the farmers who sell their milk products share in that prosperity. Congratulations, Kraft Cheese Company, on choosing Memphis as the site of the new plant.

# King Furniture & Undertaking Co

Phone 222

Memphis, Texas

Ambulance Service



# General Census Report Shows Increase in Dairy Products

## Stable Prices Main Reason for Increase in Production

who have been produced farm programs in can view with much federal census report of dairy products in the past ten years, the increase in other dairy products is due to a 200 per cent increase in cash income due to several substantial reasons.

Stable prices for milk; second, improved pastures, such as the AAA program; third, farmers to take crop production and put it on pastures; fourth, the culling of the herd; and fifth, better transportation of the product.

needed improvement in the individual animals for the sure of the most high producing cows. The registered sire means that the sire will give less milk than the dam before them. It is profitable to pay for a proven sire.

supplies also are very good. Too many of us feel that the water from the well is better than the water from the surface. The water changes with the weather. The 87 per cent water is desirable water.

produce the maximum milk. She will drink when it is to her liking, and the animal fed the most profit is to be fed according to her needs. Each cow should be fed according to her production. For information on feeding, the owner should contact the agent's office. They will give information on the details in the office—free for the asking.

## Fresh

ment has vetoed a "freeze" wheat stocks. early in the season.

other reason for the shortage is that so much is being poured on the ground.

emphasis on the "milk" may put an end to the shortage in our policy.

reason the Duke of Edinburgh's estate is to get a hotel room in Washington.

## Oldest and Youngest Twins



Mrs. Mary Snyder, left and Mrs. Myrtle Snyder, 78, oldest twins at the Twins' Convention in Chicago, hold Jane and Judith Wrede, youngest twins. An outing climaxed the convention.

## Do You Know—

### THESE FACTS ABOUT MILK

—that milk and its products comprise over 25 per cent of the 1,500 pounds of the principal food consumed each year by the average American?

—that consumption of cheese has increased 36 per cent since 1930. Consumption of American and cheddar cheese alone has increased 45 per cent.

—that buried butter was once an indication of wealth? It is said that a tree was often planted over the butter in order to identify the place, and under these conditions the tree turned red.

—that cream and milk from nearly a million cows are used each year in the making of ice cream?

—that dairy products are the largest single source of farm income in the United States?

—that a new type of candy developed by the Bureau of Dairy Industry is a by-product of cheese? It is called "Wheyfers" because

it is made from whey, a by-product in cheese manufacture.

—that 10 1-2 quarts of milk are required to make a pound of butter, 4 1-2 quarts for a pound of cheese?

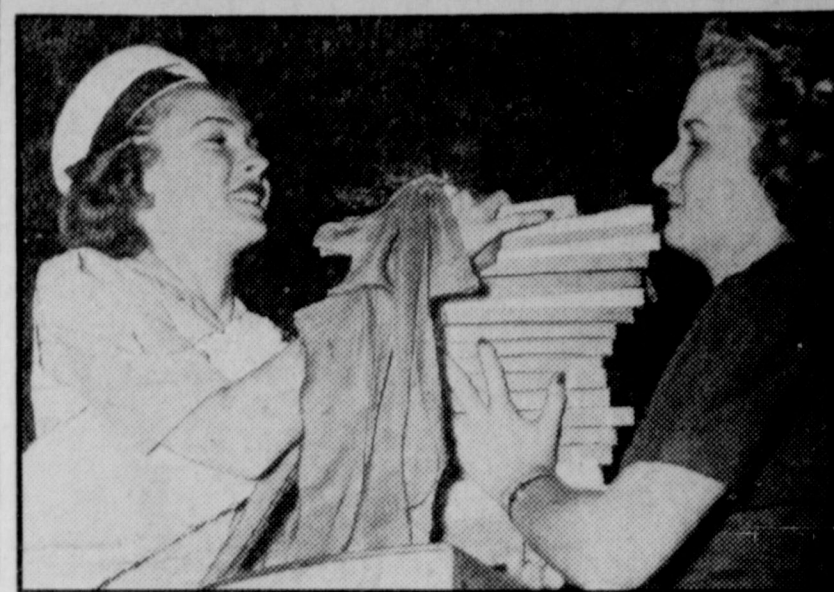
—that a glass of milk contains 15 hundred billion fat globules?

—that the first American patent on an ice cream freezer was issued in 1848?

—that about 40 per cent of the milk produced in this country is consumed as fluid milk and cream? More than one-half of the milk produced is utilized in the making of manufactured dairy products.

J. H. Williams, Negro district agent for the A. and M. College Extension Service, recently taught harness making and home tanning of leather at a short course held at Tuskegee Institute, famous Negro college in Alabama.

## Prepared for Run in Stockings



As the nation's feminine population stampeded for hosiery counters following the OPM's "freeze" order against processing of raw silk, Mary Smith, Kansas City, Mo., stocked up. She laid in a whole year's supply, with the help of salesgirl Betty Bernhardt.

## THAT REMINDS ME

### Southern Farms Aided by FSA

BY RALPH HERBERT

THE old French monarch who expressed the pious desire to see his country so prosperous that every peasant would have a chicken stewing in the kitchen pot, is beaten all hollow by the United States Department of Agriculture, whose goal for the low-income farmers of the southeastern states is 100 chickens, one brood sow and one milch cow.

If they already have chickens, pigs and cows, then the department would like to see their number increased. The program has a threefold purpose: 1—To grow more food. 2—To give the low-income families a better table. 3—To increase their money returns.

In Florida, Alabama, Georgia and South Carolina there are at least 52,000 low-income families, largely tenant farmers on small farms or share-croppers. In the past their staple crop has been cotton.

For five years the Farm Security Administration has been trying to interest the 52,000 families in something besides cotton. It has especially hammered home the idea that chickens and their eggs would not only improve their very poor diet, but the surplus of what they raised would bring in needed cash.

Huge Army training camps were being established all over the south and enormous numbers of men had to be fed. FSA pointed out to the low-income farmers that they could raise chickens in the neighborhood of the camps and sell them and fresh eggs to the Army.

In the four southeastern states low-income farmers bought 5,000,000 May chicks. Average investment was \$85. These four states have already sold, as fryers and broilers, 1,800,000 chickens which brought in \$700,000, or more than the total cost of the original 5,000,000 plus their feed.

The Farm Security Administration is so encouraged by the success of the program up to date, that it will probably extend the experiment to other states where there are many low-income farmers.

Call 15 For QUALITY JOB PRINTING

# Cotton-Picking Time Is Here!



## OUR GINS ARE READY TO SERVE YOU

The scene is set . . . the lights go up . . . and we are ready for the Premiere Opening of the Cotton Season. Thousands of cotton farmers, cotton pickers, gin employees, cotton pickers, and cotton workers will all be working in the harvest. For the past weeks we have been preparing for the season . . . reconditioning our gins . . . renovating our machinery . . . in order that we might be able

to serve you better. Our aim is to give you the same high quality service and the good turn-out that you have always received from the Farmers Union Co-Op Gins. Our gins are convenient, too. They are located at three points in the county so there's always one near you. Save long tiresome rides and loss of time between the field and gin by ginning with the Farmers Union Co-Ops.

### WELCOME KRAFT CHEESE COMPANY

Being in close contact with the farmers we also realize the importance of the location of the Kraft Cheese Plant in Memphis. We appreciate the added income it will bring our farmers and the boost it will afford the dairying industry.

THREE GINS  
TO  
SERVE YOU

### DON'T FAIL TO SEE THE DAIRY SHOW

Bigger . . . better . . . a parade of progress. Make your plans to attend the Hall County Dairy Show September 25. You'll miss an educational feature if you miss this.

# Farmers Union Co-Op Gins

GIN NO. 2—ELI

Lester Smith, Mgr.

GIN NO. 1—MEMPHIS

J. J. McDANIEL, General Manager

GIN NO. 3—PLASKA

A. L. Hall, Mgr.

## WANT TO SELL?

list your properties with us for sale. We find a buyer if the price is right.

## WANT TO BUY?

We may have just what you are looking for.

## AND

don't forget we have all kinds of good insurance.

## WANT AUTO FINANCING?

We will finance that new automobile for you. Texas money in Texas!

Congratulations to Kraft Cheese Co.

**L. C. Kinard**

Memphis, Texas



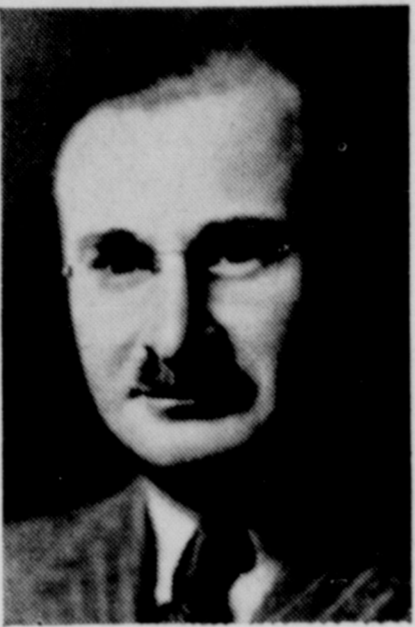
**JAMES L. KRAFT**  
President, Kraft Cheese Company



**CHARLES H. KRAFT**  
Vice President in Charge of Production, Kraft Cheese Company.



**A. J. RIDDLE**  
Manager Southwest Territory, Kraft Cheese Company



**JOHN H. KRAFT**  
Executive Vice President  
Kraft Cheese Company

### Use of Fluid Milk In U. S. Increases


The upward trend in the consumption of fluid milk and cream in U. S. cities and villages since 1934 continues, according to latest information from the U. S. Department of Agriculture.

Fluid milk consumption in 1939 reached 154.4 quarts per person, which was a 1.05 per cent rise over the 1938 total of 152.8 quarts. Consumption in 1934 was 10

quarts less per capita or 6.48 per cent under the 1939 figure.

The Milk Industry Foundation reports a 1.40 per cent increase in 1940 U. S. daily average sales of fluid milk over sales for the previous year.

The forecast is for further rises in consumption of fluid milk and dairy products. With defense activities moving swiftly and the government trying to get Americans to include more milk in their diets for better health and national well-being, more work, and higher wages, consumption should reach higher levels.



WELCOME  
KRAFT CHEESE CO.

We are glad to see you. We know that your plant will mean added income to farmers of this area.

**CAMP ALHAMBRA**  
Memphis, Texas

### Butter, Too, Has No Substitutes

Butter is made from milk, the only food designed by nature solely for food. Therefore it, like milk, has no effective substitute because it has been endowed with qualities possessed by no other food, according to the National Dairy Council.

Butter is the only food fat which has a high natural content of Vitamin A, the vitamin which is essential to health at all ages and which is especially important in protecting the health of the skin and eyes. Butter also contains some vitamin D, especially in the summer.

Recently scientists have shown that the vitamin content of butter is not the only quality which distinguishes it from other fats. They have found that butter produces better growth and health in young animals than other fats tested, and are trying to find out just what causes this difference. These studies serve to re-emphasize the value of butter for health and good nutrition.

### Airline Passengers Prefer Ice Cream For Dessert; Vanilla Proves Favorite

Ice cream is the favorite dessert of passengers on the big airlines and it is estimated that 5,000 quarts a month are consumed on planes of the major services, according to a survey by the National Dairy Council.

Walter Avery, superintendent of passenger service of Eastern Air Lines says, "Ice cream is a favorite year-round dessert of air passengers and our flight stewards say that practically everybody seems to like ice cream."

C. W. Archbold, supervisor of food services for American Airlines says that "approximately one third of the luncheon and dinner menus feature ice cream as the dessert that tops off the perfect meal. American averages 1,165 meals daily, all of which are complimentary to the passengers."

Miss Mildred Inwood, chief dietitian of United Airlines, asserts ice cream is ideal for air travelers because it leads in the three points that receive prime consideration in air food selection, namely, attractiveness, tastiness, and digestibility. Ice cream is also easy to pack, which appeals to air hostesses.

"Ice cream is the most popular dessert on both the trans-Atlantic and Bermuda clippers," says William Thaler, chief steward for the Atlantic Division of Pan-American Airways "and is always included in menus out of New York. It is packed to keep 60 hours although the flight only requires 23 hours from New York to Lisbon. Ice cream is as popular in winter as in summer on the clippers."

Clifford Mutehaler of Transcontinental and Western Air declares, "Ice cream is one of the most convenient foods to handle on planes as it is easy to pack and carry."

Although the popular notion would indicate that ice cream would be more favored on routes through the south and southwest, records show that is not the case.

What is the most popular flavor? "I'll take vanilla," is the majority answer.

### Changing Tastes Is Milk Problem


One of the problems in the supply and distribution of milk is that of anticipating the effect of changing tastes fluctuating production on deliveries.

Estimating what customers need from day to day and balancing outgoing milk with incoming milk is of major economic significance. Cows do not give the same amount of milk all the time and most herds double production in the

spring. In fall and winter production drops and have the problem of enough milk for city distribution. Whatever the season, the distributor must be ready to step for an extra quantity of cream and milk. Turning the milk supply at the doorstep is a dispensable convenience doesn't exist abroad. Americans like service and that's one reason fluid milk consumption is increasing.

**WELCOME...**  
**KRAFT CHEESE COMPANY**

To the officials of your company, to employees, and to the civic bodies and cooperative dairy farmers whose efforts in opening of a new industrial unit in we pledge our sincere cooperation in Hall County's new dairy program to success.



Visit Hall County  
Annual Dairy Show

**LINDSEY TAILOR SHOW**

## You've Got the Cotton!



## We've Got the Gin!


Machinery, correctly tuned and controlled, counts a long way on the turnout of your cotton. Conditions are favorable for a nice yield from the cotton fields of Hall County this year . . . but proper ginning must be counted on for your crop's yield to count the most.

We have the gin that can give you a better sample . . . a better turnout. Years of experience, and seasonal conditioning of our equipment makes this higher grade service possible.

Welcome to Hall County  
Kraft Cheese Company

# POTTS GIN

LAKEVIEW, TEXAS DON WRIGHT, Manager



**Dat's Right, Folks,  
Cotton-Pickin'  
Time's Here Ag'in  
in  
Hall County**

## And We Are Prepared to Gin Your Cotton Better

During the summer months workmen have been busy preparing our gin for increased production in order to handle the crop this fall. We have excellent machinery in excellent condition, and will appreciate the opportunity of putting our service at your command. Cotton has played an important part in the development of this section and we are happy to have contributed our share to this great development.

Congratulations  
**Kraft Cheese Company**  
on the New Plant in  
Memphis!

We Urge You  
To Attend the  
**HALL COUNTY DAIRY  
SHOW**

## Farmers Co-Op Gin

Walter H. White, Manager Memphis

### Mass Production Comes to Aircraft Industry



The above drawing of Vultee Aircraft's mechanized final assembly line shows the revolutionary production developments at the California plant in the last few months. It is the graphic story of how modern airplanes are made compared to the methods of but a year or two ago, and shows the first mechanized assembly line in the aircraft industry.

Instead of the old system of adding one part at a time to a framework and gradually building up a complete plane, Vultee breaks the ship down into five major units—fuselage, tail section, engine assembly, center wing section and outer wings. Each is completely put together in sub-assembly departments. Conveyor lines reach out finger-like to bring all five together at the center of production shown above where they are joined to make the plane ready for flight.

At the right of the picture, tail sections are assembled, complete with monocoque, stabilizers, rudders, elevators and control cables, and move around on tracks to the center. Meanwhile, at the left, skeleton fuselages travel through assembly stages on a long U-shaped conveyor rail, winding up close to their starting point, complete with instruments, controls, canopies, wiring, etc. A short rail section then moves them across to the finishing line where they join the completed tail sections.

The center wing section comes in at the right center of the picture from the fabricating and as-

### Dairy Association Research Expects New Discoveries

Value of Program More Pronounced Due to U. S. Drive for Better Health

Discovery of new and now unknown food values in dairy products is anticipated from a new, comprehensive research program being developed by the National Dairy Association.

Milton Hult, president of the National Dairy Council, says the plan is the "most important research project for the dairy industry since that which led to the discovery of the famed fat soluble vitamin A in milk. Coming at a time when America is launching its defense program this research will be of particular significance. Medical rejections of prospective soldiers, reported upwards of 40 per cent in some areas, emphasizes the need for greater knowledge of food values as well as most accurate facts regarding bodily needs."

It has long been known that dairy products possess nutritive qualities other than those already recognized by the American Dairy Association. It is hoped that these new qualities will be revealed, thus providing even stronger scientific background for the use of adequate amounts of dairy products in improving the American diet. As a part of this new research project, studies on the nutritive value of butter fat are already under way at the University of Minnesota and the University of Wisconsin.

### U. S. O. Center Opened by Bowen



Pictured above in the is an exterior view of the Center which was opened at the new Bowen Motor Co. building in Fort Worth, Texas.

The lower photograph interior of the room, lounge, writing table, games, magazines, book box, and other forms of for the men in the service.

Everything is free service, including complete bath and lavatory facilities, razor blades, coffee and tea.

The room is completely equipped by Bowen Motor

Increased milk production to help national defense, wants the gain continued. To do so, Eudaly counsels, "dairymen must protect their cows during the hot weather by providing adequate shade."

One reason milk production drops when the weather is hot and flies are troublesome, is that the cows do not graze long enough to get their fill of grass. Cows must be kept full of roughage—grass, hay and silage.

Accordingly, he adds, when the weather is hot and flies annoying, cows should be fed silage or hay, or both. Dairy producers also should be sure to feed a grain mixture which is in balance with the roughage or roughages their cows are getting. As the protein in roughage goes down the protein in the grain mixture should be increased. Extension bulletin No. B-69, which may be obtained from county agricultural agents, explains how to do this.

"There is a lot of corn in Texas which is not going to grain on account of rain," Eudaly explains. Corn should be put in order to get the most. Although it is without corn will make silage \$3.50 a ton at present. Of this corn will cut six tons an acre, crop of \$14 to \$20 an acre, put into silage it will total loss. This feed is ed; why not save it?"

### 'Enriched' White Flour Is Important Step in Improving Diet of Americans

Recognizing the serious problem of mal-nutrition in the United States, the federal government is cooperating with the medical profession and the millers and bakers of the country, have embarked on a scientific course to improve the nation's diet.

An important forward step in the improvement of America's diet has been the development of "enriched" white flour. Up to this time most of the flour on the market was the plain white kind, made from the inner part of the wheat grain with the germ and most of the bran removed.

With the introduction of the

new "enriched" white flour home-makers can purchase a higher vitamin and mineral content flour than in the past. A definition and standard for "enriched" flour will become effective under the Food, Drug and Cosmetic Act, January 1, 1942. This "enriched" flour will have to contain a certain amount of thiamin chloride (vitamin B-1), riboflavin (vitamin G), nicotinic acid (the pellagra-preventive factor), and iron. It may also have calcium and vitamin D added, but these will be optional ingredients. Enriched flour on the market before the definition and standard were announced did not have to contain riboflavin.

The Surplus Marketing Administration has listed "enriched" flour as a "blue stamp food." It can be purchased by clients of the food stamp plan with their free blue food stamps.

In taste, the new flour cannot be distinguished from plain white flour. In looks, the new flour has been "enriched" by the addition of vitamin and mineral concentrates after it has been milled and resembles plain white flour.

On the other hand, the new flour that has been "enriched" by modifying the milling process so as to retain a larger amount of the grain, particularly those parts richest in vitamins and minerals, will be a light creamy color rather than a pure white.

These new flours are labeled "enriched" and home-makers may be sure flour so labeled contains at least the minimum amounts of thiamin chloride, nicotinic acid, and iron set by standard. Many manufacturers are labeling the amounts of these nutrients in their product.

For home baking, the consumer now has the choice of patent white flour, "enriched" flour, and whole-wheat flour, all are products of the wheat grain, but the "enriched" and the whole grain flours have more vitamin and mineral content than the patent flour.

### Milk Production In Texas Shows Increase Over '40

Secretary of Agriculture Wants Gain Continued; Milk Vital To Defense

A recent survey shows that the production of milk in Texas is up 14 per cent as compared with last year, according to E. R. Eudaly, Extension Service dairyman.

Secretary of Agriculture Claude R. Wickard, who requested in-

**Congratulations...**

**To the New Factory Of the Kraft Company**

There can be little doubt that the new plant will create a new industry, which in turn will create a new means of income for area farmers. We join others in welcoming the cheese factory, and urge you to attend the Hall County Dairy Show September 25.

**Attend the Annual County Dairy Show**



**"THE PLACE TO DO YOUR SHOPPING"**

**BALDWIN'S**

**5c to \$1.00 Store**

West Side Square Memphis

Attend the Dairy Show Sept. 25.


**Strictly Fresh**

"V" for victory campaign must be Vinegar to the Nazi propagandists, especially if they think the conquered citizens are naïve enough to believe them.

An observer says you can now hear every language in the world in the streets of London. Including, we suppose, a few unprintable words spoken by Rudolf Hess.

An editorial writer calls Petain and the Vichy government a "clique of old dotards." He's very polite, isn't he?

**Flower Princess**



Alexis Smith wears a costume made up of posies telegraphed from five different states by florists who named Miss Smith "flower princess" of their national convention at Los Angeles.



## You'll Get SERVICE

### At Our Modern Gin

During the years we have been in business we have enjoyed the support of the most distinguished group of customers any institution could desire. We are deeply grateful for their friendship and patronage. We treasure the pleasant association we've had and for our part, we intend to continue rendering SERVICE that will merit the support of the people who have made our business possible.

### WELCOME, KRAFT CHEESE

As an active part of another great industry we offer our congratulations to the Kraft Cheese Company. We feel that this will increase the income of dairy farmers and it is in this group of people our interests are centered. Welcome to Memphis.

ATTEND THE DAIRY SHOW IN MEMPHIS!

## Lakeview Farmers Co-op

J. L. BEVERS, Manager

## Welcome to Memphis Kraft Cheese Co.

ATTEND THE HALL COUNTY DAIRY SHOW

Our Gin Repaired & Ready for the Cotton Season

## Simmons Gin

Ira Foster, Mgr.

Memphis, Texas

ANT-DAIRY SHO  
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### By Dairyman Outlines Method of Feeding Balanced Rations to Cows

The following is a summary of the method outlined by E. R. Johnson, manager of the Texas Extension Service. It is a discussion of the feeding of balanced rations to cows.

It is a good idea to add 1 per cent salt to your grain mixture. If a fourth or more of your grain mixture is cottonseed meal and— or wheat bran add 2 per cent limestone or oyster shell. If less than one-fourth of the grain mixture is cottonseed meal and— or wheat bran, use 1 per cent lime-

content of the roughage (dry basis). Subtracting this from 27 and the figure remaining is the percentage of crude protein you need in the grain mixture.

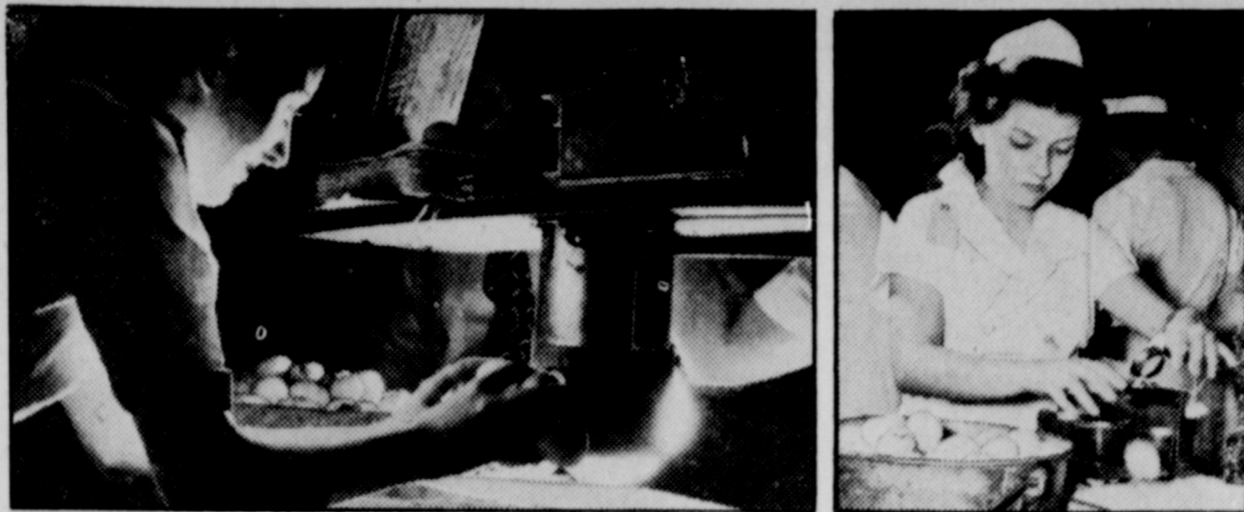
If the roughage you are using is not listed in Bulletin B-69, you should look in Texas Experiment Station Bulletin No. 461. If you use the experiment station bulletin, be sure to use the figure given for the feed on a dry basis.

You will note that I haven't said anything about the carbohydrates in the feed so long as you are using home-grown grains and balancing the protein of these feeds as cottonseed meal, wheat bran, peanut meal, soybean meal, linseed meal, etc., you need not concern yourself about the carbohydrates. You will find that when you get the protein right, the carbohydrates will all be right. Under this plan the only thing you have to do is to look in the bulletin and find the crude protein content of the roughage on a dry basis. Subtract this from 27 and the answer is the protein you should have in your grain mixture for best results.

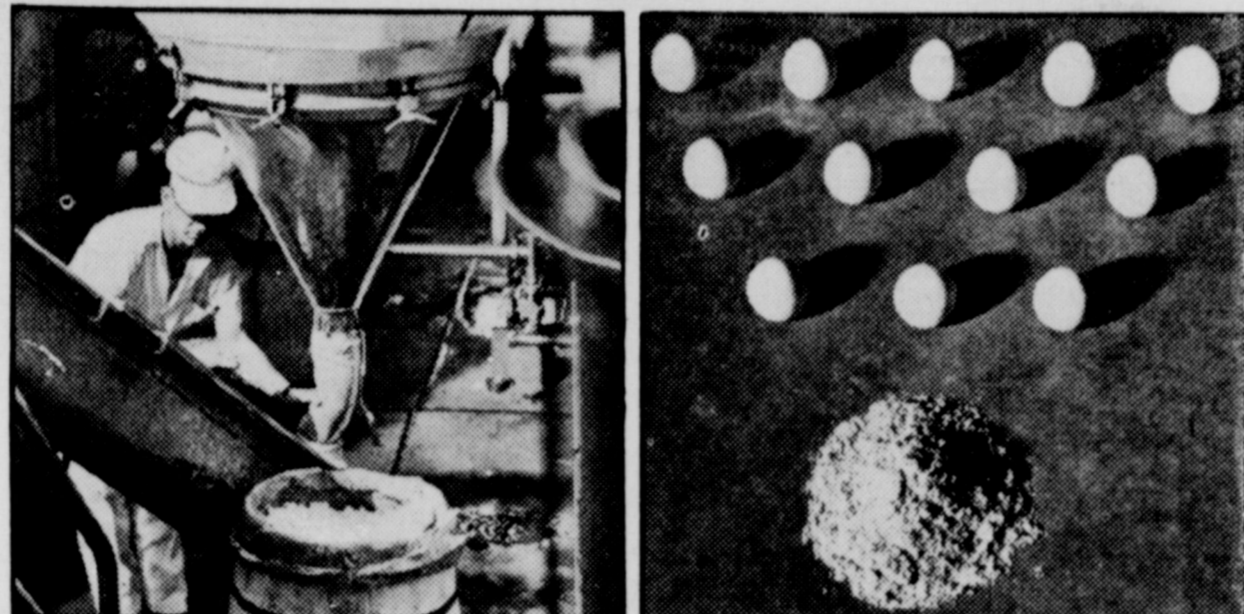
After you have determined the quantity of crude protein you need in the grain mixture the question arises, how shall I mix the grains and high protein feeds to get the required protein content of such a mixture.

Example: Suppose you are feeding hegari silage. Consulting the bulletin, we find the crude protein content of hegari silage (dry basis) to be 7. Subtract 7 from 27 and the remainder is 20. Therefore 20 should be the

### Egg Drying Is a Fast-Growing Industry



Two plants, one in Springfield, Mo., and another in Fort Worth, Tex., separate eggs into powdered whites and yolks. Under the lend-lease act, 26,100,000 dozen eggs in powdered form are being shipped to Britain. After the war, when the product becomes available for home use, this industry will probably be one of the fastest growing in the United States. First step, left, is candling. Doris Cox, right, is one of the expert egg-breakers.



An immense pressure machine blows the egg yolks or whites (each is processed separately but in a similar manner) into a fine mist. When mist hits the conical chamber, left, which has carefully controlled temperature, it dries immediately to a very fine powder. A dozen eggs, right, are only a handful of powder after they've gone through the drying process, losing about seven-tenths of their volume. The powdered eggs will be sold in cans, and you can get dried eggs or just dried yolks or whites. Just add water and use as you would fresh eggs.

stone or oyster shell flour. You can see from the above illustrations that it is necessary to change the grain mixture every time you change the roughage. 11 per cent, which would be a balanced grain mixture for cows getting all the good green oat pasture they want as well as five pounds of Johnson grass hay per day.

It is a good idea to add 1 per cent salt to your grain mixture. If a fourth or more of your grain mixture is cottonseed meal and— or wheat bran add 2 per cent limestone or oyster shell. If less than one-fourth of the grain mixture is cottonseed meal and— or wheat bran, use 1 per cent lime-

unless the crude protein content of the roughage you changed from is the same as the one you changed to.

This is where the majority of the dairymen fall down. A great many feed about the same grain mixture all the time. In case the ration is in balance part of the time and out of balance part of the time. Some change the ration but guess at what change to make and in some cases the results are no better than that of the fellow that didn't change.

Spraying of certain chemicals has been found to hasten the maturity of potatoes on experimental plots at an Idaho research station.



### With a Head Start!

That's how you'll be this Fall with a good hat on your head... a DOBBS HAT. Soft, yet shape-retaining... comfortable yet sturdy. We have a choice of all the new Autumn colors: Covert, khaki, brown, pecan, blue, green, and many other blending shades. Come in Alexander and Ross today and make your selection for the crowning touch to your fall outfit.

Congratulations to Kraft Co. Attend the Dairy Show Visit the Memphis Park

## Alexander & Ross

Men's Store

We Welcome the New Cheese Plant

Increasing the income of the dairy farmers and the prestige of Memphis, we feel that congratulations are in order on the opening of the Kraft Cheese plant.

Come to the Hall County Dairy Show

OUTSIDE BARBER SHOP

protein content of the grain mixture.

Now suppose we have ground ear corn and ground oats available. We learn from the bulletin that the crude protein content of ear corn is 8 and that of ground is 11 per cent. We see we will not get sufficient protein by feeding these feeds alone, since they both contain less than 20 per cent. Hence, we will have to add some feed or feeds higher in protein to get the mixture up to 20 per cent.

Suppose we add wheat bran and cottonseed meal. We find from the bulletin that the crude protein content of wheat bran is 14.5 and that of cottonseed meal and wheat bran. The protein content of these feeds varies some. If the figure on the tag is different from that given in the bulletin, use the figure on the tag.

Now to make the mixture. Suppose we mix it as follows:

Pounds	Protein
100 pounds ground ear corn	8
100 pounds ground oats	11
100 pounds wheat bran	14.5
100 pounds cottonseed meal	43
400	total 76.5

We have a total pounds protein in 400 pounds feed. Divide 76.5 by 400 and we get 19 per cent which is too low. We wanted 20 per cent, and so we will have to add some more cottonseed meal. Let's try the following mixture:

Pounds	Protein
100 pounds of ear corn	8
100 pounds of ground oats	11
100 pounds wheat bran	14.5
120 lbs. of cottonseed meal	51.6
420	total 85.1

Divide 85.1 by 420 and we get 20.2 per cent, which is close enough.

This mixture would be a balanced ration for a cow getting hegari silage as the sole roughage.

Cows should be fed some hay with their silage. When this is done, we have 2 roughages instead of 1. In this case we will have to average the crude protein content of the grain mixture. This would also be true if the cows were grazing on green pasture. Cows should by all means be given some hay or dry bundle feed when grazing young green pasture such as oats, wheat, barley, rye grass, rescue grass or any other young tender green grass that may be available.

To get the average crude protein in hay and the pasture, first find out how much hay the cows are eating. Subtract the average quantity of hay they are eating per cow per day from 20 if your cows are Jersey's and 25 if they are Holsteins or Guernseys. The remainder will give you the approximate quantity of green grass the cows are eating per day on a dry basis. Now to figure the average crude protein of the grass and hay, suppose we find the cows are eating 5 pounds hay per day and the cows are Jersey's. Subtract 5 from 20 and we find they are eating about 15 pounds of grass (dry basis). The bulletin tells us the crude protein content of the grass (dry basis) is 20 and that of the hay is 6. We multiply the 15 by 20 and the 5 by 6. Add these two products together and we get 330. Divide 330 by 20 gives us 16.5 which is the average protein content of the two roughages. Subtract the 16.5 from 27 and we get 10.5. Therefore 10.5 per cent is the protein we want in the grain mixture.

If we mix 100 pounds ground ear corn or grain sorghum heads and 10 pounds cottonseed meal we would have the following:

Pounds	Protein
100 pounds ground ear corn	8
10 lbs. of cottonseed meal	43
110 pounds	Total 12.3

Divide 12.3 by 110 and we get



## We Invite You To Gin With Us!

Years we have placed our modern gin machinery at your disposal... anxious to serve you, ready to give you a higher quality bale. With the first of cotton, make your plans to patronize the NAIL GIN. Get a better turn-out and good weights. We have a full crew of competent men who know the fundamental points of ginning. You'll be disappointed in Nail's service.

## Come to Memphis—KRAFT CHEESE PLANT

Be Sure to Attend the Annual Dairy Show in Memphis

## NAIL GIN

Memphis, Texas

## You Are Invited To Visit



## The Lodge Gin

We have rebuilt the Lodge Gin and installed new and modern machinery throughout, with the exception of the Press and Power plant.

We are in a position to give you the best service ever, and will assure you that we want you to visit the gin and let us show you through. Bring the family—your wife and children will enjoy seeing this new machinery in action.

Again let us say, visit our plant where the service is better. Give us your gin business and you will be proud of the service, and we will be proud to have served you, both new and old customers alike.

We will be expecting you—

## Lodge Gin

ARTHUR GIDDEN, Manager

WELCOME  
KRAFT CHEESE  
COMPANY  
ATTEND THE  
HALL COUNTY  
DAIRY SHOW

### Strictly Fresh

THERE will be no shortage of sugar, the Department of Agriculture says. Apparently there's no shortage of sugar daddies, either, judging from the Sunday supplements.

Hitler and Mussolini plan to create a new Pan-European flag, to replace those of the nations they have conquered. Now the flag-makers have as many headaches as the map-makers.

The first day of fall, Sept. 23, is later than usual this year. But don't blame President Roosevelt. He had nothing to do with the postponement.

### Herd Near Denison Is One of Finest in Entire Southwest

Late A. F. Platter Started Group of Cattle 50 Years Ago After Dallas Fair

One of the finest in the southwest, Howard McCarley's herd of registered Jerseys at Lawn Farm Dairy dates back a half century to a Dallas Fair Jersey display, when the late A. F. Platter of Denison, head of the Waples-Platter Grocer Company took a fancy to and purchased the junior champion heifer of the show.

This was the beginning of a herd that during the intervening years has carried the name of Denison into big time dairy cattle shows throughout a large portion of the country. A list of awards won by the Denison animals would fill volumes and would represent all the famous shows, including the St. Louis World's Fair, the National Dairy Show, and many others.

After buying his first Jersey at the Dallas Fair, Mr. Platter started to buy and breed up his herd, which one time contained as many as 200 animals. He obtained a number of imported animals, and bought the daughter of a \$25,000 sire.

Through Mr. Platter, and back in an era when good breeding received less general emphasis, the Denison area began to obtain the finest Jersey blood strains obtainable. The foundation was laid for a future better breeding program such as now is being launched through the Chamber of Commerce's annual dairy show.

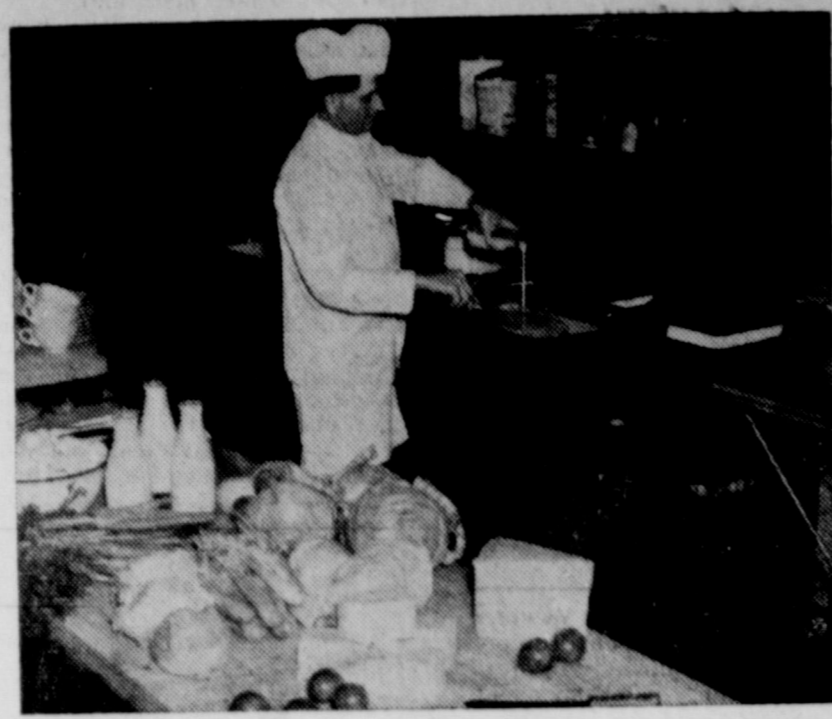
Mr. Platter was a director of the American Jersey Cattle Club. His interest in fine Jersey's started as a fancy or impulse, and deepened into a passion to which he devoted his energies until his death in 1932.

Left to carry on the work so well advanced by his father was Paul Platter, now of Dallas, who inherited a full measure of the elder Mr. Platter's passion for fine Jerseys.

Paul Platter continued with the Jersey herd until 1936 when it was sold with Howard McCarley, an associate of Mr. Platter's, purchasing several of the animals to carry on at the Lawn Farm site. Although he now has no investment in cattle, Mr. Platter has yielded none of his interest in pedigreed Jerseys. He continues his membership in the American Jersey Cattle Club and generally finds time to attend the larger shows.

Miss Barbara A. McLaren, a native of Canada, has begun work as research assistant in the foods research laboratory of the Texas Agricultural Experiment Station. She will be responsible for the chemical phases of the work in progress on meat cookery.

More than a third of all money loaned by the Farm Security Administration to more than 900,000 farm families has been repaid, although a large part of it is not yet due.



Chefs feeding the United States Army Air Corps cadets know what to feed the boys to keep them strong and alert. They include plenty of the protective foods — wholesome milk, butter, cheese, eggs, fruits and vegetables.



America's future flyers, the boys in the U. S. Army Air Corps, enjoy the best of food. They get three square meals a day with plenty of dairy products to keep them in good condition.



Film beauties of Hollywood from the picture, 'A Night at Earl Carroll's' vote for milk as their favorite beverage.

### John Doe Story Common One; Herd Poor Because of Ill Treatment Given

It was milking time at the John Doe dairy farm. Up through the pasture at full speed came the cows, being chased by the boy on the horse, while the dog rounded up the stragglers. Being late meant that milking would be done in a hurry that night. To add to the delay, Lassie, after giving her gallon of milk that morning, had gone out to pasture and there she was with a new cross-bred calf by her side.

It is safe to say that John Doe has wondered a good many times why, after 10 years, his herd is not a great deal better than it was at the start. It is also safe to say that a large share of the trouble is due to overlooking little details of management that at the time do not appear to be important.

Dairy cows are walking milk plants. In order for them to operate efficiently, they must have the capacity to produce a large quantity of milk and they must have the raw materials from which to produce it. A third requirement which is almost as important as the others is that the conditions for doing the work must be favorable—in other words, she should be kept a contented cow. Things contributing to the comfort and well being of the cow are usually classified as management.

Each oversight in management takes its share of any possible profit. Seldom do omissions in management result in decrease in cost of production. For example, a shade over the water trough costs very little and not having it in hot weather results in less milk. There is no cost to the keeping of breeding dates, yet the lack of a proper rest period could decrease the total production for the following location by 25 to 50 per cent.

Your original investment in Defense Bonds, Series E, will increase 33 1-3 per cent in 10 years.



SHOWN—Harry Rasco, FFA member, is pictured with his beef calf project, which was exhibited in the fat stock show in Memphis this year.

### That Milk Dollar—Where Does It Go?

Where does the consumer's money go?

According to the Milk Industry Foundation, cash paid to dairy farmers for milk and wages paid to labor accounts for 70 to 80 per cent of the distributor's dollar. This means farmers and labor together receive four-fifths of the retail price consumers pay for milk.

Out of the remaining portion of the milk dollar must come costs of bottles and other containers,

bottle caps, freight, maintenance, and depreciation of plant and equipment, repairs, oil, power, light, heat, licenses, taxes, and other items. Profits are so small—usually less than one-third of a cent a quart—that they have little effect on the retail price of milk. Surveys, however, have shown that consumers are under the impression that milk distributors make big profits—an impression that is entirely wrong, according to a survey.

Call 15 P. M. QUALITY JOB

WELCOME...  
To Hall County Dairy Show

KRAFT CHEESE COMPANY

FOR BLACKSMITHING—SEE

I. T. HOGGATT & SONS  
LAKEVIEW, TEXAS

WELCOME....

Kraft Cheese Plant

We appreciate what the Kraft Cheese Company means to the dairymen of Hall County and the surrounding territory. Success of the Hall County Dairy Show as an annual superior improvement of the dairy herd.

MURRAY DIAL  
County Clerk

## WELCOME... Kraft Cheese Co.



D. H. DAVENPORT  
President



B. E. DAVENPORT  
Cashier

We Urge You to Attend the HALL COUNTY DAIRY SHOW

## First National Bank

Member FDIC—Also Member Federal Reserve Bank

WHERE YOUR BUSINESS IS APPRECIATED

LAKEVIEW

TEXAS



## The Ginner, Like the Farmer, Must Know His Business!

Cotton... white gold... our daily bread. We depend on it for our living—and for this and other reasons, we take no chances on the harvesting of the crop. The farmer makes the most of his practical experience and his accumulated scientific knowledge to make a more successful crop every year. Right in line with

the farmers, your ginner puts forth every effort to meet the highest requirements and push production. Since the opening day of our first season, we have tried at all times to make this institution one that would contribute to the welfare and prosperity of this community.

Welcome to Hall County Kraft Cheese Company We Wish You Much Success

We Appreciate Your Business and Guarantee Good Turn-outs and Satisfaction

## Lesley Gin

KIRBY HAGINS, Manager

RED CATTLE—The upper left corner of the picture is another Jersey milk cow.



Henry Lee Solomon, which was exhibited



A. Womack, lo... heifer. The pic...



# The Memphis Democrat

SECTION FOUR

HOME PAPER  
OF THE  
RIVER VALLEY

MEMPHIS, HALL COUNTY, TEXAS

DAIRY SHOW EDITION

## Hall County Producers Raise Fine Cattle



**REGISTERED CATTLE**—The group of cattle above were photographed in May of 1939. John Ewen of Estelline is shown with one of his milk cows in the upper left corner of the picture; upper center is a Jersey bull owned by T. T. Loard; upper right is a Jersey milk cow belonging to C. L. Sloan; lower left is another Jersey milk cow of C. A. Williams; lower center are registered Jerseys owned by Carl Periman; and lower right is Cleron McMurry with his registered Jersey milk cows.



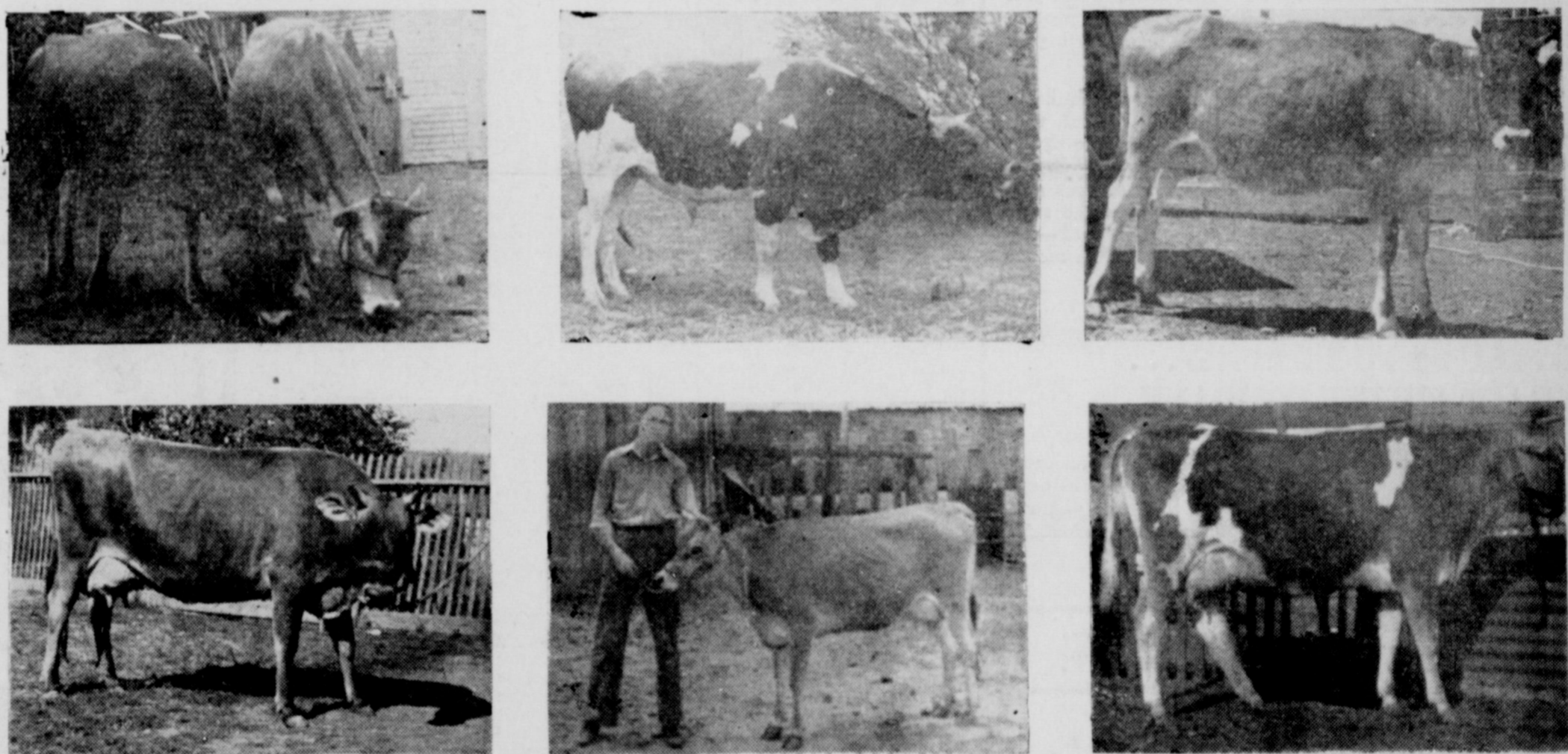
**BEEF**—Hall County youths in the FFA and 4-H organizations go in for beef cattle in a big way. Above is Bobby Lee with his beef calf entry in the fat stock show held this year.



**PROJECT**—Mac Richards, FFA member, is shown above with his beef calf, which he fed out on a commercial basis.



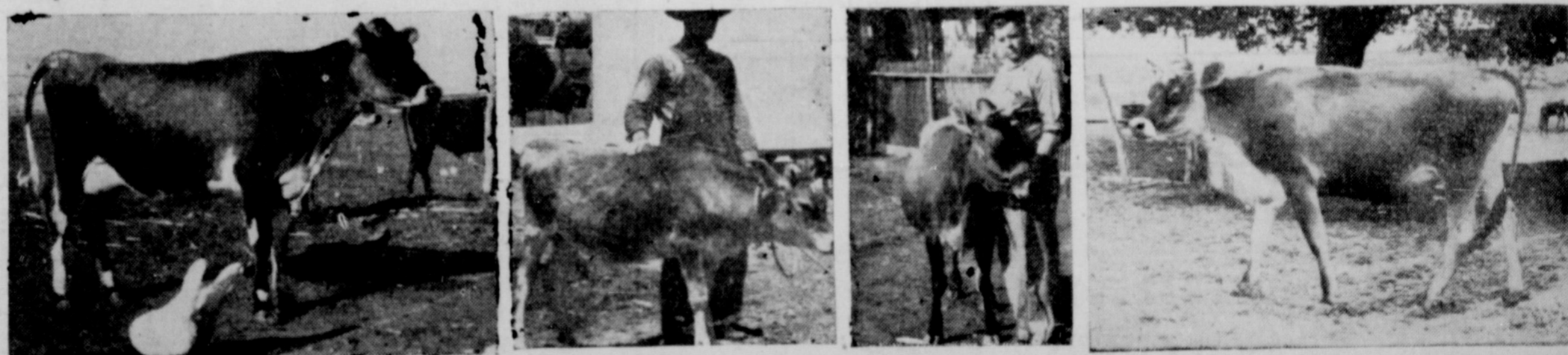
**WINNER**—Roger Ellerd is shown with his beef calf, which took reserve champion honors in the 4-H and FFA fat stock show held here in March.



**MORE CATTLE**—Here are more of Hall County's collection of cattle. These pictures were taken in May of 1939. In the upper left are Jersey milk cows owned by Dr. L. M. Hicks; upper center is a registered Jersey bull of A. Womack; upper right is a young heifer on the E. W. Solomon farm; lower left is a milk producer belonging to Angus Huckaby; lower center is Jack Holcomb with a Jersey heifer; and lower right is a registered Jersey milk cow owned by Floyd Springer.



Henry Lee Solomon is pictured with his beef calf which was exhibited in the fat stock show this year.



**DAIRY CATTLE**—Upper left, registered Jersey heifer of C. A. Williams; upper center, E. W. Solomon with his registered Jersey calf, and Angus Huckaby with his registered Jersey milk cow; upper right, A. Womack's registered Jersey; lower left, T. T. Loard's registered Jersey; lower center, registered Jersey of John Ewen; and lower right, registered Jersey bull of C. A. Williams. These pictures were made in June, 1939.



A. Womack, local dairyman, is shown above with his registered Jersey heifer. The picture was taken in May, 1939.

Orphans of the Blitzkrieg



Five orphans, whose parents died recently in camps in occupied France, look to the future as they arrive in New York aboard the Portuguese liner Mouzinho. The children were among 111 child refugees brought from Axis-torn lands by the U. S. Committee for the Care of European Children. Left to right are Wolf, 14; Doree, 7; Fannie, 12; Max, 9; and Ruth Safrin, 13, whose home was originally in Poland.



CONOCO Nth MOTOR OIL GIVES YOUR TRACTOR BETTER SERVICE!

Its record advantage in mileage—in economy—comes straight from Conoco Nth motor oil's new synthetic or man-made extra substance. To understand, think just a moment of Vaccination—which puts the right protective substance on guard to keep a trouble from starting on you!

Now the trouble aiming to start on oils always lurks in the normal firing of every engine—on your tractor, too. Filth is formed that can spoil one drop—then two drops "catch it"—then four—then sixteen, and so on—faster, faster, FASTER. Too soon the whole fill weakens and the oil level sinks too fast . . . but not when the start of this oil-fouling trouble is inhibited—held back—by life-giving Thiakene inhibitor in new Conoco Nth motor oil, on sale today for your tractor or car.

WELCOME TO MEMPHIS . . . KRAFT CHEESE COMPANY

We join others in welcoming the Kraft Cheese Company factory to this area, for we realize it means added income to farmers and dairymen. We wish the new venture much success, for on its success depends the extra income our farmers so justly deserve.

ATTEND THE DAIRY SHOW!

George R. Cullin

Agent, Continental Oil Company

Congratulations... KRAFT CHEESE COMPANY

We believe that you have chosen well in selecting Memphis as the site of your new plant. We sincerely hope that our farmers will be benefitted by addition of a market for dairy products.

Memphis Production Credit Association

Texas Ranked Eighth in Dairy Production in 1938

By CHARLES N. SHEPARDSON Head, Department of Dairy Husbandry, Texas A. and M. College Our thinking in Texas has been along the lines of cotton and beef cattle for so long that few of us realize the magnitude of the dairy business. In 1938, Texas ranked eighth in value of dairy products, with a total farm value of \$80,721,000.

If we deduct the value of dairy beef and veal from the total beef income and add it to the dairy income where it belongs, we find the two about equal at \$91,000,000 and the dairy income about 60 per cent of our \$155,000,000 cotton income for that year.

The number of dairy cattle in Texas increased 60 per cent from 1924 to 1938, and we now rank fourth in a country with a total of 1,443,000 cows kept for milk, in spite of the fact that there are still 125,000 farms in the state without even a family cow.

The last two or three years the price of beef has been more favorable than the price of dairy products. As a result, it is estimated that over half of our dairy cows have been bred to beef bulls, and on January 1, 1940, there were 28,000 less heifers and cows being raised for milk than in 1938. This may not seem important now, but if continued for another year or two will create a serious problem in finding replacements for our herds, to say nothing of any expansion.

The growth of dairy manufacturing during the past 12 years is almost unbelievable. From 1927 to 1938 the milk used for manufacture of butter, cheese, condensed and evaporated milk, and ice cream increased from 549,000,000 pounds to 1,244,000,000 pounds, a gain of 122 per cent. Approximately half of this increase went into the two new branches in Texas, cheese and concentrated milk. Prior to 1927 there was practically no commercial production with over 20,000,000 pounds and, twelfth, in evaporated and condensed milk with almost 47,000,000 pounds. In ice cream production, we rank eighth with 10,333,500 gallons, compared with 5,500,000 in 1927. In line with the decrease in cows, our production of manufactured products fell off about five per cent in 1939.

One of the most interesting changes is in the butter industry. In 1924, Texas made approximately 55,000,000 pounds of farm butter, using about one-half of our total milk production for this purpose. In 1938, farm butter production had dropped to a little less than 54,000,000 pounds, but the proportion of our milk supply used for this purpose constituted less than 24 per cent of the total.

Creamery butter, on the other hand, has shown a decided increase. The big jump from 12,000,000 pounds in 1924 to 24,000,000 in 1927 was largely due to the opening up of the cream territory in the Panhandle Plains area. With the improvement in highways and the increased interest in dairying, butter and an increasing portion of this was made from strictly sweet or relatively fresh cream.

Either higher family incomes or lower retail prices or both would do much to create a lot of new customers for the dairy industry. The industry itself, of course, can do little or nothing to raise the actual family income but it could accomplish somewhat the same result if all milk were produced, processed and distributed with greater efficiency and the savings thus effected were passed on to potential customers.

Root rot fungus spreads by slow growth along roots from plant to plant, even when they are dormant, at the rate of a foot or so a month.

Farm employment on August 1 was lowest for that month since the U. S. Department of Agriculture began making estimates in 1935.

'Tater-Picking Is Tough



Farmer Dick of Lawrence, Kan., had his two daughters pick potatoes just long enough to have their picture taken. Then regular pickers took over the back-breaking job. Spuds on this farm are averaging 200 bushels to the acre, are of excellent size and quality.

Nutrition Workers Should Be Familiar With Benefit of School Milk Program

Rural and urban club women, land use planning committees, professional workers interested in nutrition, Parent-Teacher units and civic organizations should become familiar with the conditions under which children in their community can benefit from the school milk program, says Mildred Horton, vice director of the A. and M. College Extension Service and chairman of the Texas State Nutrition Committee.

Recently an authorization was signed by Secretary of Agriculture Claude R. Wickard which will permit expansion of the program which was previously confined to several large cities of the country. The project provides that milk can be sold to children in schools and various institutions at one cent per pint.

For each half pint of milk sold under the program, handlers receive a Federal indemnity payment. This plus the selling price of one cent enables them to pay for the milk and the necessary cost of distributing it. Producers who supply the milk to handlers receive a price lower than that established for fluid milk sales and higher than the price established for so-called "surplus" milk.

E. R. Eudaly, Extension Service dairyman, says there are numbers of communities in Texas which can qualify for the program. "It would give under-privileged children some milk and at the same time use up some of the surplus, which would help the dairymen," he says.

A sufficient surplus in excess of fluid milk and cream needs must exist in the area to meet the probable requirements before the school milk program may be set up. A list of conditions which must be met before the program can be made operative in any area can be obtained from the Surplus Marketing Administration.

Dog Saves Boys' Lives



"Poochie" is just a little mongrel dog, but he proved his worth by saving his master, Harold Smith, 9, and Bubber Jones, 10, from drowning in the Mississippi river. The dog dragged both Memphis, Tenn., boys to safety by their hair. Two other youngsters were drowned.

Only by the use of pressure is it possible to get the high temperature needed to kill organisms in nonacid vegetables which, if not destroyed, will likely cause spoilage. The easiest and most effective way to combat weeds is to clean cultivation before the use of pure seed, by dressing and by fertilizing.

WELCOME KRAFT CHEESE COMPANY

No welcome can be any warmer than the one which we extend to the new Kraft Cheese Company plant. We wish the new industry much success, and hope that next week's Dairy Show will point the way to even greater exhibitions. When you are in town for the big day, try Pound's better foods.

For Better Foods - POUNDS CAFE

MODERNIZE YOUR HOME WITH NEW FURNITURE

Comes Fall and the desire to make improvements in the home . . . Try Perkins and there you will always find just what you're looking for in modern furniture. Let us help you select your new furnishings.

WELCOME-Kraft Cheese Company PERKINS FURNITURE COMPANY Memphis, Texas

Taylor Appliance Store Extends Congratulations

To the Kraft Cheese Company on the opening of their plant in Memphis which offers an open market. To the progressive DAIRY FARMERS who will benefit from this and will present the HALL COUNTY DAIRY SHOW. To the civic leaders whose efforts are realized in the formal opening of the beautiful MEMPHIS PARK.

Advertisement for Servel Gas Refrigerator. Features: THE GAS REFRIGERATOR STAYS SILENT.. LASTS LONGER because it has NO MOVING PARTS in its freezing system.

Advertisement for Servel Electrolux Gas Refrigerator. Features: SERVEL ELECTROLUX is different from any other automatic refrigerator. A small burner takes the place of all moving parts in the freezing system . . . and that means nothing to wear, permanent silence, continued low operating cost. In addition, Servel offers beauty in design, adaptability of interior equipment and modern convenience features.

ONLY REFRIGERATOR WITH A 10-YEAR GUARANTEE ON THE COMPLETE FREEZING SYSTEM—ALSO WORKS ON BOTTLE GAS Taylor Appliance Store Zenith Radios, Butane Gas Appliances and Systems MEMPHIS, TEXAS

PLANT-DAIRY SH... e Makes Bes... age for Dairy... is the cheapest an... for a dairy cow, an... E. R. Eudaly, A. an... Extension Service... September is the tim... barley or wheat fo... inter pasture. by the request of th... of agriculture for ir... milk production, Eudal... at the coming fall an... an opportunity t... to make a little mone... provided they ca... down." Pasture Dairy Show will point the way to even greater exhibitions. When you are in town for the big day, try Pound's better foods. any." ing on oats, barley... the fall and wint... may since the gra... will be high in water at... matter. An avera... needs from 18 to 1... dry matter daily in t... ounds of the grain p... which furnishes t... It's a known fa... ter, smoother if... We specialize in... antee for satisf... we complete. too, after it ha... cial wash, polis... day for better. WELCOM SINCLAIR S... el Stewart The E... Likes Mom AND T... MILK-MADE "Here's to milk. The energy dri... For fountain re... If you'll get th... WELCOM Forward, i... words that... sincerity th... tions to th... formal op... Tarver On the Cor

### Milk Makes Best and Cheapest Age for Dairy Cow, Says Eudaly

is the cheapest and best age for a dairy cow, and E. R. Eudaly, A. and Extension Service September is the time to buy a cow or wheat for winter pasture.

by the request of the department of agriculture for milk production, Eudaly at the coming fall and winter an opportunity to make a little money provided they can get down. Pasture is the best way to get a fair price," he says. "If they are not getting all the pasture they want, and as a consequence are eating more hay or silage, the protein content should be raised. If the cows are eating as much as 10 pounds of carbonaceous hay, such as cane, and Johnson grass, daily, or 25 pounds of silage, the protein content of the grain mixture should be raised to 16 or 18 percent, dependent upon the quality of hay.

"Keep the cows producing and help national defense," the dairy-men counsels.

### How to Keep Pigs Happy



When their mother died shortly after their birth, these eight Berkshire pigs were fed in this feeding rack, devised by Mrs. Anna Council, Springfield, Ill. She put nipples over milk-filled soda-pop bottles.

## Agriculture Has Many Handicaps

By CHAS. N. SHEPARDSON  
Head of the Dairy Husbandry Department

Much has been said about the various handicaps to a prosperous Southern agriculture, including the effect of high tariffs, discriminatory freight rates, burdensome surpluses, and similar factors. More recently, the problem has been further complicated by the enormous reduction in our foreign cotton trade.

While the importance of these factors cannot be ignored, it would appear that there are some other more basic factors of longer standing which must be considered. The most important of these is the relatively short and irregular seasonal employment of farm labor on the average one-crop farm. It has been estimated that the average employment on Texas cotton farms varies from 90 to 120 days per year. Few industries enjoy a market that will enable them to pay labor a satisfactory annual living wage for three months work.

efficient and economical production and distribution of farm commodities.

We in agriculture, are prone to lay many of our troubles at the feet of industry; yet, if we should undertake a real solution of the three factors mentioned above, we would find that many of our problems would disappear.

It is to this end that we wish to urge the inclusion of a sound dairy program in the future planning for Southern agriculture. Such a program should be based on herds of 10 to 15 cows, handled with the labor already on the farm and fed on home-grown feed. Herds of his size are large enough to justify adequate facilities, proper care of the product and a good herd size, to furnish an ample supply of milk for home use at the same time to provide an appreciable weekly income. On the other hand such a herd can be handled without employment of additional labor and practically all

of the necessary feed can be produced as a part of a well-balanced diversified crop program.

Use of the manure, together with a proper crop and pasture program, will not only aid in conserving soil but will actually rebuild soils and increase their productivity and at far less cost than the present growing use of commercial fertilizers.

In the past, dairying in the south has been thought of largely in terms of the fluid milk. Due to inefficient operation and attendant high cost of production, we have given too little attention to the possibilities of production for manufactured dairy products.

Such a program will naturally call for long and patient training with a group of farmers who have had little or no dairy experience. No program which calls for regular work and attention to numerous details will find the popular acceptance that might be obtained with some less intensive type of farming. Yet, it is the regular work and possibly small but regular income which must form the basis of a permanent and prosperous agriculture and no phase of farming can contribute more to this than a sound dairy program.

Attend the Dairy Show Sept. 25.

### Your Car Needs LUBRICATION BY EXPERTS!



It's a known fact that cars run longer, better, smoother if they are carefully cared for. We specialize in lubrication, and our guarantee for satisfaction is behind every job we complete. Your car will look like new, too, after it has undergone one of our special wash, polish, and wax jobs. Try us today for better, more satisfactory service.

WELCOME—Kraft Cheese Co.

### SINCLAIR SERVICE STATION

Ed Stewart Memphis

### Urge 'Food for Defense'



First of the new posters urging farmers to produce more foodstuffs is displayed by Miss Virginia Simpson. Posters are being distributed by U. S. Department of Agriculture.

Another basic factor is the excessive credit requirement of the one-crop operator. Few farmers have adequate capital and in too many instances, their living for the entire year is bought on a credit basis. This not only adds the actual cost of credit but also places them at the mercy of their creditors both as to quality and price of commodities furnished.

Furthermore, few men are capable of budgeting wisely an annual lump type of income, and the smaller the income the more difficult this problem becomes. Thus, we find a low income group faced with the double handicap of high credit costs and a difficult budgeting problem.

The third important factor in this problem is the question of soil conservation. We have rather generally accepted the philosophy that farms are bound to wear out. The vast areas of abandoned or unprofitable farm land throughout the south is mute evidence of this condition.

The principal function of all agriculture is to produce food and clothing for the human race. So long as untold thousands of our own people are poorly clothed and undernourished, agriculture has a potential market for its products. Attempts to solve the ills of agriculture through a program of scarcity or through the production of industrial raw materials can only provide illusory relief. The only real solution must lie in the more

## Buy or Sell!

We can help you. We have all types of City, Farm, and Ranch properties.

List your properties with us for sale. We have buyers for any type property if priced right.

See us for all kinds of Insurance, Loans, Rentals, Business Opportunities, Real Estate.

Our Best Wishes to the Hall County Dairy Show and the Kraft Cheese Company

## DELANEY AGENCY

Phone 151 Memphis, Texas Whaley Bldg.

## The Entire Family Likes Milk...



### AND THEY LIKE OUR MILK-MADE FOUNTAIN DRINKS!

"Here's to milk," our favorite toast! The energy drink from coast to coast. For fountain repasts, you'll make no bones. If you'll get those at the "store on the corner."

### WELCOME—CHEESE PLANT!

Forward, industry... these are the words that typify the dairying group in this section of Texas. It is with great sincerity that we offer our congratulations to the Kraft Cheese factory on its formal opening in Memphis.

## Tarver's Pharmacy

On the Corner Phone 24

### Kerosene Good To Kill Mesquite

A demonstration on the San Pedro ranch near Carrizo Springs shows that kerosene is effective and economical in killing mesquite trees and brush, says Robert R. Lancaster, Extension Service pasture specialist.

In 1939, 2,000 acres were treated, 3,459 in 1940 and this year's program calls for another 3,000. There was some resprouting, but such instances were readily found and treated the next year.

The oil is applied by means of a two-foot spout attached to a two-gallon can equipped with a carrying bail and side, or pouring, handle. The spout opening is about the size of a lead pencil. Approximately 12 inches of the base of the tree is thoroughly saturated with oil to a point where some of it flows into the ground. It is the kerosene on the roots which kills the shrubs and trees. Special care should be taken in treating bushy and "slick" bark mesquite, as these have been found to be more resistant to the oil.

The spray program on the San Pedro ranch, carried on under the supervision of County Agricultural Agent A. L. Sebesta, starts in July runs through September.

### WELCOME Kraft Cheese Company

Realizing that the new industry will mean added income in the pockets of Hall County farmers and dairymen, we are glad to welcome the Kraft cheese plant. We urge that you attend the Dairy Show, and note the progress made thus far.

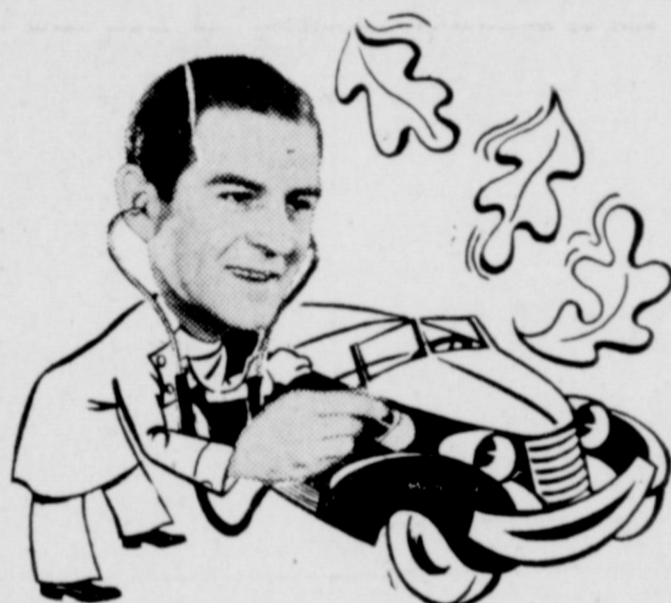
### Better Printing Quicker

### DODSON'S Print Shop

### CONGRATULATIONS Kraft Cheese Company

—VISIT THE DAIRY SHOW—

### NORMAN'S TOP AND BODY SHOP



IT'S TIME FOR A FALL CHECK-UP!

## Lion Parts Do Better Work

Have you checked up on your car for your fall driving yet? It's time for that check-up now, and Lion auto parts just naturally last longer and give better results. They are made that way... carefully built, sturdily made... for better performance.

Use Our Easy-Payment Plan —Overhaul your car on credit. Put on new tires on Fall Terms!

## Welcome--Kraft Cheese Plant

Development of the Hall County dairy program and the subsequent location in Memphis of the Kraft Cheese Company factory is a tribute to the spirit and energy of those civic-minded business men and farmers who believe that "IT CAN BE DONE." We join with other progressive business interests of Memphis in extending to these men our heartiest congratulations upon their successful efforts to bring about a better program of balanced farming in this great section.

## Lion Auto Store

Memphis, Texas

### Britain's Children Will Be Healthier



Strange paradox of the war is that many of Britain's children will be healthier because of it. Thousands of children evacuated from the big cities are enjoying their stays in the wholesome countryside.

### VARIOUS BREEDS OF JERSEY COW FAMILY OUTLINED BY L. M. HICKS

EDITOR'S NOTE: This story written by Dr. L. M. Hicks, publicity chairman of the Hall County Dairy Association, appeared in last week's issue of The Democrat. It is being reprinted due to its interesting explanation of the various Jersey families, and its facts concerning some of the registered herds of the county.

By DR. L. M. HICKS  
The origin of the Jersey cow, her development through the years into the present-day producer of our best milk, and the development of the several families within the breed, is indeed a romantic

study both to tyro and experienced breeder.

Most of us have a somewhat hazy idea of the origin of the Jersey cow. That is, we believe she originated on the island of Jersey. Authorities differ on this point and even the historians of the island do not agree.

But we do know that the islanders must be given credit for the development of the breed as we have it today. The Jersey cow as a distinctive breed has been recognized for more than 500 years. Not, however, until about 250 years ago did the islanders realize the superior dairy

qualities of their cattle and start upon a serious breeding program. About that time they passed a law forbidding the importing of any cattle to the island.

Thus we might say the pure-breeds date from that time. As this program of breeding developed, animals of certain characteristics were mated with animals carrying the same characteristics, and distinctive types were the outgrowth of this selectivity.

One section of the island bred for type and beauty alone. Another concentrated on fixing the production of milk and butter fat factors of milk and butter fat at a later date, labored toward combining these two factors in one individual. The 12 subdivisions of the island known as parishes began to vie with each other in the development of their respective cattle. Thus we have the beginning of the different families. Today we have about 12 prominent families in the breed.

They are all registered cattle, of course, and if one takes the trouble to run a pedigree back far enough he will find many generations back they all came from the original stock of the island.

Most prominent of the families today are the Noble's, Volunteer, Sybil's, Designs, Tormentors, Golden Glows, Raleigh, Eminent, Owl-Interest, Premier, Blonde, Day Dream, and some newer families that represent a combination of the above named. The wise breeder tries to follow a program of line breeding which simply means breeding animals of the same blood line of families together. Animals carrying at least 25 per cent of the same family blood is considered the best formula to follow without running any of the risks of in-breeding.

Here in Hall County we have several of these families represented.

The Blonde family is one of the great families of the breed. They have many production records to their credit, but particularly are they noted for their show-ring winnings. Many national show champions have come from this family.

Of particular interest to us is the fact that C. L. Sloan of Estelline has a strong foundation of this blood in his herd. Noteworthy too is the fact that Mr. Sloan has a Blonde cow that was grand champion at the Panhandle-Plains dairy show at Plainview in

### RUSSIA'S RESOURCES



Vast resources of Russia would prove a rich plum for her would-be Nazi conquerors. Approximate percentages of world's supply of important resources owned by Russia are: Iron ores 20-25%, manganese ore 65-70%, petroleum 15-20%, coal 10-12%, copper 8-10%, gold 13-15%, wheat 25-30%, phosphates 35-40%, and zinc, lead and nickel 3-5%.

May of 1940. She has been grand champion of the Hall County show two years in succession. She will be on hand September 25 battling to make it three in a row.

She is a wonderful cow combining both type and production. She had to be good, else she would not have carried off championship honors at Plainview. Mr. Sloan has several animals of this same blood line and is out-crossing to the Volunteer family in his breeding program. This has been a very successful formula. We predict some outstanding animals to result from this plan. We envy you some of those good ones, Sloan.

Cleron McMurry is featuring the Volunteer family in his herd program. This family too is noted for show and production winnings. Some of the greatest individuals of breed history have come from this family. Production records galore, in fact the world's champion butterfat producer of all time is a cow that has a strong infusion of this blood in her pedigree. Cleron has his entire herd under production test with the American Jersey Cattle Club, and at the completion of the test will be in a position to show authentic records of production without guessing at what his cows are doing.

You've got some dandies, Cleron. Stay with them. Incidentally, Cleron has one cow that will be a serious challenger for grand championship honors this year. She is a beautiful individual, and a whale of a milk cow along with it.

Andrew Womack is one breeder that is likely to stay with the

game. His herd is small but select. He showed the junior champion female at last year's dairy show. He had planned to place

high in other classes in the same show. Andy is concentrating on Blonde and Volunteer, with a leaning to Sybil. He is a lucky

Andy? Lee Madden has interested cows. One is Sybil, and one Volunteer. They are excellent typed individuals like his cows, so weather is good, but could catch him when something just a whole lot than at any other time. No one in Hall County good cow more than Andy. He has one Sybil here in Memphis, as big as Huck, but as What a milk cow!

I am not too well with the breeders in my country. I know some nice cattle over there. I have a nice cat over there. I am catering to Master and Sybil. To the dress County, they the last year, brought few registered cattle the north too has not. Their dairy development has included the par...

(Continued on page 5)



### BUMPER TO BUMPER

#### THAT'S OUR SERVICE!

All the way around... that's our service motto. And you can depend on our washing and greasing jobs, too, for your car will not only look like new but will run like new. Try us for better service, and more satisfaction in those lubrication jobs.

Welcome—Kraft Cheese Co.

## Magnolia

SERVICE STATION

E. E. RICE PHONE 40



### WELCOME KRAFT CHEESE COMPANY

## You'll Discover TEXACO

is a Prize-Winner WHEN USED IN YOUR CAR AND TRACTOR

The gasoline that gives longer mileage, quicker starting, and instant warm-up—that's TEXACO.

Havoline and Texaco motor oils protect your engine thoroughly, because they are insulated and will flow freely at winter temperatures.

Call us today for quick farm delivery!

# The Texas Company

Bill Kinslow, agent Phone 269 Memphis, Texas



### For Better Results

### Use

## Bishop Hall's Feeds

### Fresh--Economic

It's not just the cow who is satisfied with our feeds... it's every member of your farm population—those horses, those mares, those pigs, those chickens. Hallico feeds just naturally fit into the picture when it comes to feeding the livestock on your farm. Not only are the feeds satisfying, but they are fresh... and cost so little. If you haven't tried Hallico feeds, then don't put it off. And if you have, then we know you will be back for more.

We are planning to attend the County Dairy Show, for we know this year is a turning point in the industry in Hall County and the surrounding area. We know, too, that production has unlimited possibilities in Hall County, and we only hope those possibilities will soon become a dream, but a reality. If YOU have included in your plans to attend the show, do it today. The dairy show is a deed, a live picture of Hall County's future.

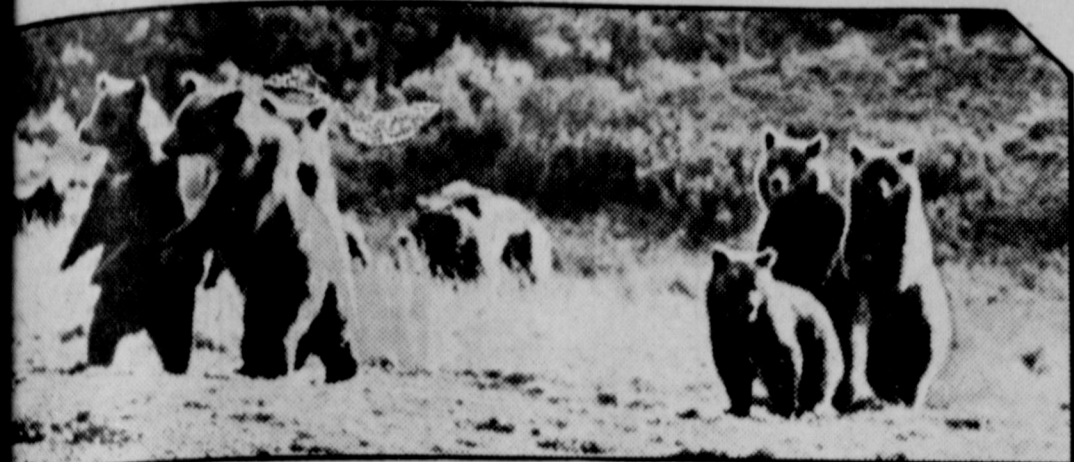
### We Welcome the New Cheese Factory

Needless to say, we are glad to welcome the new Kraft Cheese Company factory in Memphis, and we congratulate the company on choosing Memphis as the site of its new plant. Hall County will eventually become one of the best—if not the best—milk production centers in Texas, and the Dairy Show can point the way to that goal.

# Bishop Grain & Coal Company

City-Rural Delivery Phone

## More Than 2,000,000 Big Game Animals Live in America's National Forests



Animal life, chiefly in our national forests, has doubled each year since 1924. Such big animals as the grizzly bear, top; moose, left; and deer, right; thrive under protection of the Forest Service.

**ALPH HERBERT**  
 ... until the Brit-...  
 ... game reserves where...  
 ... animals indigenous to...  
 ... not be hunted...  
 ... grave danger that...  
 ... specimens of beasts...  
 ... exterminated.

**BIG game animals** stack up as follows: 1,800,000 deer, 154,000 elk, 63,000 black bears, 20,000 antelopes, 19,000 mountain goats, 9,600 bighorn, 7,500 moose, 7,500 peccary, 4,800 grizzly and Alaska brown bears, 790 wild boars. The latter are not native. Some were imported a few years ago by sportsmen and are now found in the national forests in the Appalachians and in one in California.

**PREYING** upon all these are estimated to be 396,000 predatory or meat-eating animals. These include the puma, commonly called mountain lion, and coyotes.

There are 677 game refuges in the national forests. They constitute 33,525,768 acres out of the net total of 175,584,048.

At certain times last year, 714,000 big game hunters, 302,000 small game hunters and 12,000 trappers were allowed to hunt in the free ranges of the national forests. This is done in order to keep the numbers of game in line with the feeding capacity of the ranges. The survivors are healthier and better animals. Over-population would not only cause deterioration in the quality of the animals, but would be a danger to the timber and also to fowl.

**Breeds—**  
 ... from Page 4)  
 ... females as well as...  
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 ... cattle.

The primary purpose of any dairy development program is economical production. True enough the more registered cattle we can have in the county the better opportunity we have of improving the grade herds.

Sidney Mayfield, Mr. Henry, and Lloyd Byars are partial to the Tormentor family. This family is a straight production bred family. They hold more high production records than any other family. Not quite the show type as some of the other families, yet they are wonderful producers. These boys are showing some wonderful milkers, and after all, that is the chief reason for keeping cows. Stay with them, boys, and maybe they will give enough milk to raise the calves for some of the rest of us who like type a little better and not so much production.

There are probably more cattle

of the Sybil family in Hall County than any other. This is probably due to the fact that perhaps the largest breeding farm in West Texas features this family. Namely, Tierra Blanca, located at Canyon.

This is one of the oldest families. A type and production bred family, they have shared alike in national show and production records. The highest price ever paid for a bull of any breed of cattle was paid for a line bred Sybil bull. Namely, Sybils Gamboge. He was imported from the island to the U. S. and sold immediately for the unbelievable sum of \$65,000. He is the bull credited with having perpetuated the family.

Last year's grand champion bull, as well as the grand champion bull of the national dairy show the preceding year, were both lineal descendants of this great bull. The cow that holds the U. S. butterfat record is a Sybil cow. C. A. Williams, Jake Lamb, Mr. Wilton, and L. M. Hicks believe strongly in this family of cattle. There are more Sybil bulls in the county at present than from any other family.

Candler Hawkins, one of the newer breeders, has a nice foundation of heifers strong in the blood of the Noble family with an out-cross to the Volunteers.

We understand Candler will show at this year's dairy show, and what is more important he tells us he is going back to Missouri to buy more heifers from the safe herd.

When an old boy like Candler gets interested in a proposition, and he is definitely interested in Jerseys, he usually stays with it and goes a long way as a breeder. Watch this herd grow. Incidentally, Candler is now on a deal for a young herd sire that will be a whiz if he can get him. Very closely related to some high production individuals, with quite an enviable show ring record.

In Swisher County the most profitable herd in the whole county is a grade herd of cows. This producer, however, has used nothing but registered bulls for more than 15 years, so in reality he has pedigreed cattle without the papers.

Hall County faces the most promising future from a dairy standpoint of any county in the whole of the Panhandle. The present nucleus of registered cattle will in the years to come gradually increase the production level of the grade herds until within the near future we are destined to be one of the high-ranking producing counties of the state.

The one factor that assures the success of our program perhaps more than any other is the fact that we have an outlet for our milk no matter how much we choose to produce.

Not until the location of the Kraft cheese plant here in Memphis could we feel that the future of the dairy development program was assured. Now that this



**Daisy Says: "J. I. CASE IMPLEMENTS get the job done quicker and better."**

**Daisy Ought to Know What She's Talking About for She Lives on a Farm!**

Daisy knows what she is talking about. She knows Case tractors and implements make farming a lot easier instead of a hardship. We carry a complete line of Case tractors and parts, and service your machinery at minimum cost. Come by our shop at 7th and Noel today and let us show you how much better and longer the Case tractors do the job.

### COME—Kraft Cheese Company

... others in welcoming the Kraft Cheese Company to this area, for we realize that the added income we will benefit every citizen of this area.

**TEND THE DAIRY SHOW**

**SPRINGER IMPLEMENT CO.**

F. R. SPRINGER  
 Your J. I. Case Dealer  
 Memphis

wonderful outlet has been made available, the sky is the limit. No wise-thinking man can help but appreciate this opportunity. The far-sighted dairyman is going to support this institution. Not to help the Kraft company but to help himself.

Every business man should encourage the dairy development program. Men, it means dollars in your pocket today, tomorrow, and the next day. Let's produce so much milk that Kraft will have to enlarge their present plant. When we do, we are going to find that we have more money than we have ever had before.

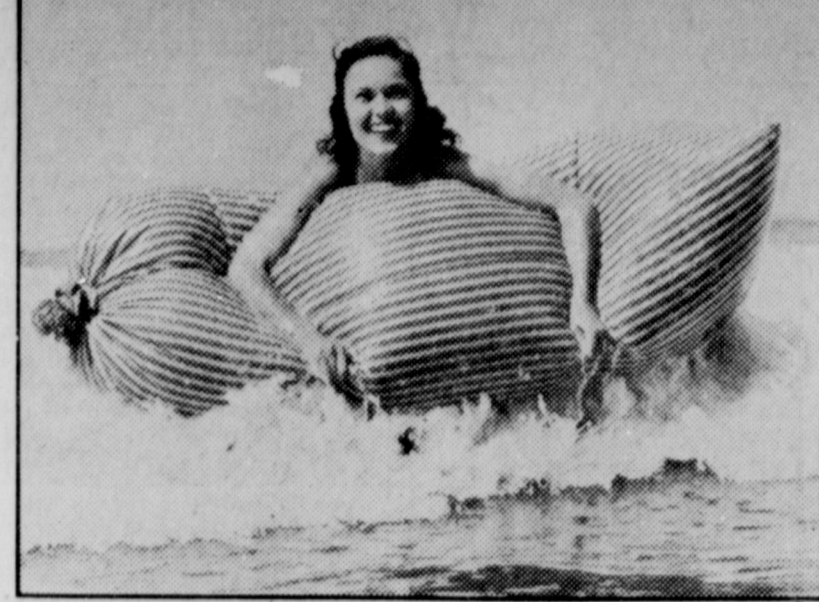
Many retail producers have recently found it a more profitable outlet than the bottling of milk. This particular outlet has the brightest future for continued high market prices of any phase of dairying. Let's go, Hall County.

To the Kraft people we are glad you are here. Start drawing those plans for enlarging your plant because Hall County does things in a big way.

The seasonal decline in milk production between July and August was about 10 per cent, the smallest percentage decline ever reported at that season, says the Agricultural Marketing Service.

Attend the Dairy Show Sept. 25.

### A New Use for Pillows



Jean Brown, Santa Monica, Calif., demonstrates a new use for pillows. Oversized pillow slips filled with air make fine cushions on which to ride the breakers in a new sport called pillow-surfing.

The present pattern of medical organization has neglected farmers in rural areas, T. Swan Harding, scientific editor of the U. S. Department of Agriculture, charges in a national magazine.

A reduction of 50 per cent in supplies of burlap is forecast for the next 12 months. The cotton textile industry is expected to increase production to meet the reduction of jute bagging.

If the seed of redbud trees are gathered and planted as soon as they have ripened, they will come up next spring and produce plants two to three feet high in one season.

Beans of the rattle-bush, a leguminous shrub which grows in some parts of Texas, may have value for repelling rodents, according to scientists.

### WELCOME... Kraft Cheese Co.

Our hope is that the new factory in Memphis will benefit not only Memphis, but all of this area, and provide farmers with the needed year-round income they so justly deserve.

**CAFE 13**  
 Memphis, Texas



## Progress in Dairying Means County Progress

With the establishment of the Kraft Cheese Company factory in Memphis, farm income will be increased, thereby increasing along with it the income of the entire population of Hall County and the surrounding area. Other territories in the industrially expanding state of Texas have found open markets with the opening of a Kraft plant and the subsequent increase in county income. With this increase comes a desire for more progressive diversification. Farmers who have turned part of their time to dairying interests have found that they, too, can have another money crop besides cotton. The outlook for the dairying industry in this section of Texas looks bright and we appreciate the efforts of the progressive dairy farmers.

**Welcome, Kraft Cheese Co.**

**Visit the Dairy Show**

**September 25**

**FOR YOUR ENJOYMENT—THE MEMPHIS PARK**

On September 25, an outstanding day for Memphis, another occasion will be celebrated—the formal opening of the Memphis Park. Through the work and careful planning of a conscientious Park Board, this has become one of the beauty spots of the Panhandle, and an asset to the county. Our congratulations are extended most heartily to these three progressive groups—Kraft Cheese officials, dairy farmers, and civic leaders.

**First National Bank**

Member FDIC

Memphis, Texas

### Children Not Born Lazy, Says Expert

Children aren't born lazy; they learn to be. That's a tip to parents from Dosca Hale, Extension Service specialist in family relations, who explains that no healthy, normal individual is naturally lazy. Young children, she says, are energetic and eager to find out new things about the world around them.

Children may learn to be lazy if adults give them too much supervision. In fact, some adults watch children so closely they have no opportunity to experience new yet simple undertakings in their own way.

Then some children are lazy, because people around them are lazy, the specialist says, calling attention to the way children are great imitators. In addition, there are children who use laziness as means of getting what they want.

"If a child is active, full of curiosity, and busy learning things, the adult around must devote more time to providing play equipment for the child or else spend much of their time keeping him 'out of things,'" Miss Hale comments.

Other children may learn to be lazy because they get the idea from others that there is something degrading about hard work.

Perhaps the most serious reason for many children having little energy is because they eat too little food or the wrong kinds of food. The specialist emphasizes that a well balanced diet helps to make a child energetic, playful, and happy, and his development depends to a great extent upon his getting and learning to eat the right food.

### Box Silo, Built Above Ground, Is Good Substitute for 'Wet' Trench Silo

#### Pleasant War Picture



In a wading pool at Richmond, just a few miles from bomb-weary London, this little miss is oblivious to war problems.

A "box" silo, built above ground, is a substitute for a trench silo in regions where the land is more or less level and keeping water out of a trench is a problem.

E. R. Eudaly and M. R. Bentley, respectively dairyman and agricultural engineer of the A. and M. College Extension Service, suggest two methods of constructing such a feed container: One—build two parallel levees of dirt any height and width desired, then fill between the levees with silage and cover with earth. This sometimes is called a trench silo upside down. Two—in places where lumber is cheap it might be advisable to build the upside down trench out of lumber and tarpaper. This is called a "box" silo.

The specialists say that it is not advisable to build a "box" of smaller dimensions than four feet between walls, six feet high and 20 feet long. Lesser space between walls would be hazardous since a little spoilage at the edges would be too high a percentage of waste. A minimum height of six feet is suggested because of settling and the possibility of some spoilage on top. If the silage settles a whole lot there might be a high percentage of spoilage.

Width and height may be as much as desired beyond the minimum footage as far as keeping of the contents of the silo is concerned. But the width should be regulated according to the number of livestock to be fed, the specialists advise. At least five cows are necessary to obtain the most success from a "box" silo.

The posts should be three feet apart in the row if one-inch lumber is used, but may be as much as 4-1-2 feet apart if 2-inch lumber is used. Shiplap lumber is best for siding, but rough sawed lumber may be used provided it is laid so that the inside of the wall will not be so rough as to break the lining paper. Tar, or asphalt, paper is recommended for covering the inside of the wall, and No. 9 galvanized steel wire, or the equivalent in strength, to tie the posts at the top.

The silage at the open end of the box should slope from the ground to the top of the wall so that the end can be covered with earth. Only two or three inches of dirt may be used provided oats or barley is planted in it, and the earth kept moist until the grain makes enough growth to form a good root system and hold the dirt together to prevent cracking.

### Ranch Land Dives 50 Feet Down



Bean plants on the Santa Margarita Ranch, near Oceanside, Calif., aren't a bit disturbed by the fact that they are 50 feet below those growing at normal field level. Engineers are studying the land subsidence. For a time, the land dropped at the rate of a foot a day.

### Dairy Products Have No Substitute; Ask Your Doctor Just To Be Sure

There is no substitute for that which comes from the cow, and upon the liberal use of dairy products depends the building of sound bodies, bone muscle, and good teeth.

This is pointed out by M. E. McMurray, manager of the Texas Dairy Products Association, who says, "If you don't believe it, ask your doctor or your dentist."

In a tribute to the cow, Mr. McMurray says, "The vitamins stored in golden, yellow butter, the nutrition packed in cheese, the cold refreshing food values of ice cream, all are products of nature's greatest food factory—the cow!"

"The cow is a most wonderful laboratory," he goes on. "She takes the grasses of the pasture and the roughage of the field and converts them into the most perfect food for man."

"In that food is a mysterious

something which scientists have found essential to the highest health of the human race, and which can be found nowhere else.

"Men have sought for centuries the fabled Fountain of Youth. The nearest approach to that fountain yet discovered is the udder of the cow. Without her milk, children languish, the vigor of the adult declines and the vitality of the human race runs low."

One of the biggest street parades ever held in Dallas will launch Fraternal Day at the State Fair on Monday, October 6. Nearly ever fraternal organization in Texas will be represented, and drill teams and uniformed bodies will come from every section of the state.

Attend the Dairy Show Sept. 25.

### Science In The News

By ORSON D. MUNN, L.H.R., L.L.B., Editor, Scientific American

The story of the portable "personal" radios sets possible. Without important advances in power source, radios would still be bulky, heavy, and in the sense that a small suitcase is portable.

Development of a solution for the portable dry battery problem was a formidable task, carried on in the laboratories of the National Carbon Company, Inc., which had long been the leading manufacturer of other type cells.



Orson D. Munn

When the researchers found the answer, the set makers were quick to design their models around a tiny but husky dry battery unlike any used in portable radios up to then.

The new battery is constructed like a multi-club sandwich, with two or three 15-layer piles of cells bound

together and compressed. Where the can-type cells in the interior, with the zinc working as energy, the new type boldly omits the zinc. Instead, the new type with an elastic membrane which "gives" slightly and of other space-occupants, the "Mini-More" less than one-sixth of non-productive space type cell.

The miniature owes its existence and growth in popularity to military forces are made use of the small sets. Orders instantaneous and not have existed a

### Democrat Want-Ads Get Quick



PERRY'S  
extensive  
Double W

### 'TWO STAR' OCCASION

The opening of the new Kraft Cheese Plant at the Hall County Dairy Show is an example of Southwestern progress. We are happy to add congratulations and acknowledgments of the dairy industry in this part of the country.

**PERRY'S**  
5c, 10c, 25c STORE

### WELCOME... KRAFT CHEESE COMPANY

We are glad that you have selected Memphis as the site of your new plant, and hope that the added income will be a great benefit to our farmers. We urge everyone to attend the Dairy Show.

### Sproles Motor Freight Lines

(Incorporated)  
Gulf to Panhandle  
Bob Ayers, Memphis Agent Phone 355J



# Welcome--Kraft Cheese Co.



Attend The  
Hall County  
Dairy Show



Better  
Job Printing  
at  
Lower Prices



See Memphis'  
New City Park  
Formally Opened



KRAFT ELKHORN CHEESE  
MILD MELLOW CURED

# The Memphis Democrat Your Home Paper



KRAFT ELKHORN  
MILD MELLOW

**ICE CREAM PROVES FAVORITE**

Ice cream is a wholesome, nourishing food. One average serving supplies significant amounts of each of the major ingredients furnished by one glass of milk. The regular use of ice cream is one excellent way to include milk in the diets of adults and children. Ice cream that is purchased is a delicious, uniform product. It is readily available and easy to serve all the year round. It may be stored in the home refrigerator ready for any occasion. Ice cream may be enjoyed with reducing diets because it is relatively low in calories and high in protein, vitamins, and minerals. An average serving of ice cream provides fewer calories than a serving of most popular desserts.

Los Angeles has forbidden residents to wait around for the trains to come in, thus ending a favorite American pastime. We wonder how long it will be before regimentation gets around to ending the Saturday night bull sessions at the barber shop.

Attend the Dairy Show Sept. 25.

**Try Buffalo Grass For Sodding Lawn, Specialist Advises**

**Moderate Supply of Water Will Make Excellent Sod For Beautiful Home Lawn**

Buffalo grass, sometimes erroneously called curly mesquite grass, makes excellent sod for lawns where a moderate supply of water is available. On that account, says Sadie Hatfield, specialist in landscape gardening of the A. and M. College Extension Service, it would be well to consider this grass for the home lawn. But she cautions not to give it "an abundance of water and fertilizer for that is likely to make it grow so rank it will require a great deal of mowing."

In areas of scant rainfall this grass will make a thin sod, but the sod can be improved by diverting water from adjacent areas to the lawn and allowing it to soak in. Among the advantages of using this kind of grass, Miss Hatfield lists its ability to withstand prolonged dry spells better than bermuda, St. Augustine and other lawn grasses; the ease with which it is controlled by cultivation when it spreads to gardens and fields; it grows closer to the ground than other grasses and thus requires less mowing; it has a fine texture, and a pleasing, soft green color.

Buffalo grass can be started from seed, but that is expensive and slow. Miss Hatfield suggests that a better method is to plant pieces of the sod about three inches square with a depth of about five inches. It is necessary to cover the roots but avoid smothering it by covering the leaves and stems with soil. Placed two or three feet apart, these plantings will make a complete sod in one good growing season.

St. Augustine sometimes is combined with buffalo for a lawn covering, the buffalo growing well in sunny portions and St. Augustine thriving in densely shaded sections where buffalo does not thrive.

Attend the Dairy Show Sept. 25.

**Test Your I. Q.**

1. Sofia, Sollum, and Smolensk have all been in the news in recent months. In what country is each located?
2. Is the Sea of Azov north or south of the Black Sea?
3. Where is America's "West Point of the Air"?
4. Vicente Santistevan Elizalde has recently been mentioned in news dispatches. Is he Russian, German, or Ecuadorian?
5. In what city is Ginza street the equivalent of New York's Broadway?

**ANSWERS TO Test Your I. Q.**

1. Sofia is capital of Bulgaria; Sollum is a city in Egypt; Smolensk is a Russian city.
2. North of the Black Sea.
3. Randolph Field, Texas.
4. He is the Ecuadorian minister of defense.
5. In Tokio, Japan.

**FOR DEFENSE— AMERICA'S COWS DO THEIR PART**

Every day on three-fourths of America's seven million farms, 25 million milk cows are doing their part in our National Defense program. This gigantic army of loyal patriotic workers comprise the most efficient "food factory" without smoke or noise, sit-down or dissensions, according to the National Dairy Council.

From this "factory" comes nature's most nearly perfect food: 140 million quarts a day to "make

America stronger." Forty five million quarts of this health and body-building food is left in the homes and the stores every day by another army of patriots, the milk men of America. Sixty-seven million quarts is daily churned into butter; eight million quarts made into cheese and four million into ice cream every day.

Milk is the created single source of farm income in America, ap-

proximating \$1,500,000,000 a year. One out of every 15 families in the U. S. is dependent upon milk for a livelihood; while every family in the land depends upon milk and dairy products for buoyant health and human welfare.

The quantity of wool shorn and to be shorn in the United States in 1941 is estimated at the all-time high of 399,941,000 pounds, or three per cent larger than the previous high of 1940.

For those who want to "rough it" on their own during a part of the year, the National Forest Service maintains 73 primitive, wilderness, and roadless areas totaling some 14,000,000 acres.

**Isn't Progress When You Buy A New Chevrolet**



**That's Real Progress! First . . . Because It's Finest**

High quality and fine performance . . . these things are all yours the moment you become the owner of a Chevrolet. Nicer still, is the realization you will always be able to maintain these qualities in your car no matter how you go through the efficiency of the 8,500 Chevrolet dealers who are "at your service." These dealers maintain a staff of Chevrolet-trained mechanics; they have Chevrolet approved tools; and they carry a stock of Chevrolet parts.

Because each of these dealers is proud of your wise preference they take personal interest in the servicing of your car. You're always at home with Chevrolet. Try our "Service That Satisfies . . . Service That Saves."

**CONGRATULATIONS Kraft Company The New Plant in Memphis.**

**We'll Be Among Those to Attend Hall County's Dairy Show September 25**

**Potts Chevrolet Company 412 Tomie M. Potts Memphis**

**September 25th** *I'LL BE THERE!* 

**AT THE HALL COUNTY DAIRY SHOW . . . AT THE MEMPHIS PARK OPENING . . . AT THE CHEESE PLANT OPENING**

**Our Heartiest Welcome to the Kraft Cheese Factory**

Parade of Progress? Industrial History? Expansion Program? All these plus other titles signifying successful development could entitle the biography of the Kraft Cheese Company in Texas. In a period of 12 years dating back to the first successful cheese plant in the state, the Kraft Company has been sufficiently farsighted to see the future for the dairying industry in the Largest State. UNLIMITED EXPANSION is the keynote of the dairying industry in Texas. The cheese production unit will provide a year-round income to dairy farmers of this area and pave the way for still greater progress.

**USE GAS For Economy For Efficiency For Convenience**

**UNITED GAS CORPORATION**

**When You Attend the Dairy Show and Cheese Plant Opening Be Sure to Include in Your Plans to attend the opening of**

**The New City Park**

**Program Begins at 7:30 p. m.**

**CITY OF MEMPHIS**

Rules Over Peach Blossoms



Daughter of a South Haven, Mich., peach grower, Jean Lois Muske has been selected as the South Haven Peach Queen and Michigan's Blossom Queen. A peach crop of 2,700,000 bushels equals the all-time 1939 peak.

FSA Supervisor Urges Farm Families To Check Up on Canned Food Supplies

Farm families in Hall County are being urged to check up on their supplies of canned food-stuffs to make certain they have enough to last until next spring. Miss Bessie Mae Love, home management supervisor for the Farm Security Administration, said this week.

"Each family," Miss Love said, "should consider the number of days in the non-growing season of garden stuff. If they do not have at least one quart of canned green vegetables, not including pickles, for each day of the non-growing season, they should immediately plant a frame garden."

"Fact is," Miss Love continued, "the families should plant a frame garden anyhow. By using fresh green vegetables from frame gardens until long after frost, their food bills will be less, their food will be more health-giving, more appetizing, and the homemakers can serve more attractive meals."

Miss Love said that in the interests of national defense, it is most desirable that no food which has been produced this summer should be allowed to go to waste. "Food for defense," she said, "also means that it's our duty not to let anything go to waste. Everything in the gardens should be preserved for democracy. Let's not waste a thing," she urged.

Discussing the harvesting of garden truck, Miss Love said that in nearly every locality, supplies of vegetables and fruits go to waste each year because they are not gathered and distributed for immediate use or either stored or preserved. She said these foods are needed to provide adequate diets to all people.

Questioned about various uses for vegetables outside the home, Miss Love said school lunches, in particular, need more of the foods which contribute to good health.

"Last year, only 45 per cent of the schools which used surplus commodities in their free school lunches supplied a complete hot lunch. Local vegetable and fruit surpluses, if they are collected, add to school lunches during the fall, and if preserved instead of being wasted, can help provide adequate lunches in the remaining 55 per cent of these schools."

"The demand for commercially canned goods," Miss Love continued, "will be greater than last year because of increased consumer buying power, army purchases, and shipments under the lend-lease program."

The FSA home supervisor cautioned farm people against selling products, fresh or canned, which they may need this fall and winter as a bulwark against higher living costs.

Returning to the subject of national defense, Miss Love said that farm people everywhere have the opportunity to serve their country during this emergency by growing gardens.

Farm people, or town families also, may obtain complete information about making and growing frame gardens this fall and early winter by contacting the staff of the local Farm Security Administration office in the Hall County national bank building at Memphis or from the county extension office.

WE GLADLY WELCOME THE KRAFT CHEESE CO.

We add our congratulations to the Kraft Cheese Company for their selection of Memphis as the site of the new plant, and wish the new industry much success. Don't fail to attend the Dairy Show.

J. S. McMURRY  
Conoco Station

Milk Cows Show Increase in Texas

The number of milk cows in Texas increased about 100,000 in 1940, according to the latest information gathered by Texas A. and M. College's Extension Service. The trend which saw the number of Texas farms without cows reduced from 100,000 in 1935 to 75,000 in 1939 thus is continuing.

Quality, too, plays a part in the picture. According to records, the average production for each cow in Texas in 1935 was 136 pounds. Estimates place it at 146 pounds in 1940.

Factors contributing to the increase of milk cows are: better prices for butterfat, dairy cows, and dairy heifers, and the phenomenal expansion of trench silos in the past five years, which has largely solved the problem of sustained supply of cheap feed. Better feeding and management have been responsible for the increase in average per animal butterfat yield.

On July 31, 296 federal credit unions in Texas held charters, according to the Farm Credit Administration. Two charters were issued in July.

Swap Market Saves Coupons



The age-old system of barter enables gardeners in South Croydon, near London, to exchange surplus farm products for other goods without giving up precious ration coupons. The market was set up by Sir Herbert Williams, M. P. for the district.

Less Milk Drunk Per Person in U. S.

One effect of the sharply reduced ratio of children in the population is shown in the 1940 census statistics on milk production. Total milk production from 21,936,556 cows for 1939 was 11,508,243,769 gallons.

It represented an increase of 812,335 milk cows, compared with 1929, and an increase of nearly 500 million gallons of milk. But it was a decrease of over two and one-half gallons for each person because population increased at a higher ratio than milk production.

Milk production was equivalent to 87.4 gallons per person this time, compared with 90 gallons 10 years earlier. Milk production was reported on 4,663,701 out of a total of 6,096,799 farms in the United States.

One scrapped automobile has enough iron and steel to make a light cannon, and twenty cars have enough for a light tank. Two and one-half million autos go on the dump yearly.

Call 15 For QUALITY JOB PRINTING

Test Your

1. What is the area in square miles of Alaska?
2. Name three of the other U. S. possessions.
3. What two bodies form Alaska's western daries?
4. What is Alaska's river?
5. Would you say the population of Alaska is approximately 500,000, 150,000, or 100,000 according to the 1940 census?

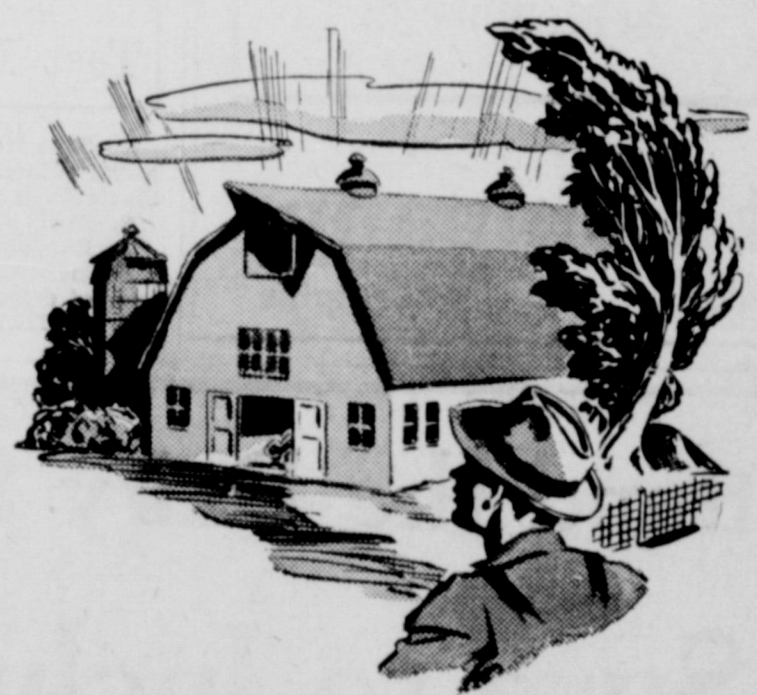
ANSWERS Test Your

1. Alaska's area is 3,700,000 square miles.
2. Other U. S. possessions are Guam, Hawaii, the Philippines, Puerto Rico, American Samoa, Virgin Islands, and the Bering Sea Ocean.
3. The Yukon and the Kuskokwim rivers.
4. The Yukon River.
5. The 1940 estimate is 100,000.



Joins in Extending

A Hearty Welcome to Kraft Cheese Co.



And the Brighter Prospects for Greater Prosperity on Hall County Farms

ATTEND The Dairy Show



Plan now to attend the annual dairy show! Its importance is doubled by location of the Kraft plant here, giving Hall County dairymen a local market and new opportunities for increased prosperity.

ESTABLISHMENT of the Kraft Cheese Company plant in Memphis means new opportunities for Hall County Dairymen . . . opportunities for greater prosperity, development and improvement of farm and herds.



Such improvements, in addition to bettering local business conditions, also have a patriotic tie-in with the needs of our country during the wartime emergency. National leaders today are urging increased production of highly-prized dairy food products as a means of feeding a world at war. Memphis' new cheese plant gives this area a more active participation in the national defense program.

Your Electric Servant is happy to join in welcoming this new industry to Memphis . . . and proud that electric facilities here are ample and attractive enough to help induce such concerns to locate in our town.

West Texas Utilities Company