


"Will expect quart July 15, ,"
"Such was the order from
Memphis, Texas, by telegram, re-
ceived by Lester Jordan this af-
erneon, at Warahorbe.

## R. Q. LEE STRESSES NEEDS OF WEST TEXAS AT LUNCHEON

Dr.T.L.Lewis In Hospital at Vernon

## To Have <br> Two-Day Picnic



## RESIDENCE IS WRECKED BY A SMALL TWIITER

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| A big dance platform was built and | HOUSE NEAR ME |  |  |
| tro the |  | thit | be |
| acle w |  |  |  |
|  |  |  |  |
|  |  |  | to the house. A doctoror was called in |
|  |  |  |  |
| handed plates a |  |  |  |
| fell in ine and |  | million bale cotoon crop will bank- | Mr. Willims, was seriously hart |
| diced before ot |  |  |  |
| dend been boile | rain whic chated but a thort time. | bel |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| ard did not have enought 0 eat to | leman house, was totaly wreeked | nors) didid |  |
| come up and gat nal they wanted |  | cent raiee | Mr. w |
|  |  |  |  |
| Vees roud in the bivid understime of |  | per cent raied no Irioh potato |  |
|  | chidren J. N. Welch, who secured the | 2t per cent had no pure bred nnimai |  |
|  |  | ove |  |
| Teeling extating A double header base ball kame |  | States tor teed and tood |  |
| vas polyed between Esteline and |  |  | Lower Panhan |
|  |  |  |  |
|  | Hall County |  |  |
|  | Pioneer |  | Good This Year |
|  |  |  |  |
|  | ashington |  |  |

$=$
$\mathrm{F}=$

## ELECTRIC AND

ICE COMPANY
IN BIG SALE

Rainbow at Night Beautiful Spectacle





In Washington
FIRE DESTROYS
AFARM HOME ARM NAN

## Neighborhood FREVG䍂

Newlin News

##   <br> Elite Incidents

Smith Samples






Plaska Pointers


## Trade Here A NICE LINE OF STAPLE AND FANCY GROCERIES. GARDEN AND FIELD SEEDS Cow Feed. A complete line of Chicken Feed. Dials GrOCPY South Side Square

##  Willaw

RUBBER CASE
13-PLAT

FOR FORDS, CHEVROLETS, OVE LANDS, STARS, AND OTHERS

## VETA ELECTRIC COMPANY

W. J. TURNUPSEED Phone 51

## Isn't One Roofing Bill Enough?

Don't buy a roof that's going to keep on costing you money for painting and epairs. Put down a roof that will last. Barrett Shingles give this kind of roof. They never need painting or staining. Their handsome surface of natural slate in red, green or blue-black doesn't fade. They will not rot or rust.
In addition these modern shingles are fire-safe-sure protection against flying parks and embers. Their first cost is moderate and that's all there is-there isn't any more!

Long experience with roofings
convinces us that Barrett Shin gles give the most in beauty. quality and service that can
obeained for anything like their obtained for
moderate cost.
We carry a w
wine of Barrett
.
J. C. Wooldridge Lumber Co.


TEXAS
By Phebe K. Warne
South Plaine Colled Home. of Texas is fust what you would ex
12, 1848, in Dalry, Scot- pect it to be to radiate so much of

Farmers Have Good Financial Outlook In 1925


## INSURANCE <br> Income Tax Work R. A. BOSTON <br> Hall County Bank Bldg. <br> 

CARBON REMOVED FROM YOUR CAR WHILE YOU WAIT
thirty minutes, in the most practical and scientific way. The cost is small and all my work is strictly guaranteed.

GARNETT-The Radiator Man At Gerlach's Garage

## Hostess Cake



Good Cake, made from pure, otrength-bulding ingredient is the best Sweetmeat that your children oday and you will never bother to bake again

WHITE, ORANGE, CHOCOLATE, COCOANUT PINEAPPLE, GEORGIA, DEVIL FOOD AND ANGEL FOOD

## 


A. Womack Grocery PHONES 262 and 600

## Opening Date

SATURDAY, JULY 18, 1925
-of the-
MEMPHIS HARDWARE \& IMPLEMENT CO.
We are this week completing our new building, and arranging and preparing our gigantic stock of goods for your inspection.

Watch For Big Opening!<br>ANNOUNCEMENT NEXT WEEK!

THE MEMPHIS DEMOCRAT

| 3. CLAUdE WELLS ........... Editor and Manager |  |
| :---: | :---: |
| Entered as second class matter at the postoffice at Memphis, Texas, under Act of March 3, 1879. |  |
| OfFICE TELEPHONE NO. 15 |  |
| SUBSCRIPTION RATES |  |
| Outside Hall County, per year ...-.......... 82.00 |  |
|  |  |
| HOLDING | NEWSPAPER PRODUCT TOO CHEAP |

## agricultural writers' conference <br> Ag Col Cul jev nev cop

 called to the attention of weekly publishers by
the advertising committee of the National Editorial Association at the recent Richmond meetings. Evidently there still are publishers who
hold space in their newspapers too cheap otherhold space in their newspaperst tho cheap. other-
wise the committe would not have repeated recommendation that is presumably familiar to ev-
ery editor in the country, nor would it have stated that it considered these rates "very conservative." The publisher who sells a avertisisg space in
his paper lower than these rates is cheating not
only himelf but his community an well. He is only himselif but his community as well. Hine is
cheating himself because those are minimum rates, based upon a careful study of the whole
advertising probbem by men familiar with the advertixing problem by men thamilar with the
subject, and if he goes below them he is not getsubject and return for his labor. It is just as true
today as it was 2.000 years ago that the laborer
tod is worthy of his hire He is cheating his community because the "sarved newspaper can not
give to its community that type of leaderahip and service which it should and for which the community looks
What is
true of the low subscription rate vertising rate $\$ 1$ at
wibserciption price subscriptiton price is now virtuanly obsolete ber
the $\$ 1.50$ rate is still too much in evidence Es. pecially is this true when experts in newspaper
production have declared that $\$ 2$ comes more nearly being the rate upon which a fair margin
of profit for this source of revenue can be figured. The foregoing doosenovenean, howevere that
 statement that "the N. E. A. says I should get
25 cents an inch" or that "newspaper experts say that 1 should get $\$ 2$ a year formy paper," ac.
cepted as a satisfactory justification for the advance .He can adopt the laborer-is- worthy-of-his-
hire" maxim and toy to the advertiser. - Yoo ere hiring me to help sell your merchandise. Figure
the money you popen in advertising as the com-
mienion whit mistion which you are paying my paper to do that
selling. Where can you get a seleman at that commiamion who will sell as much merchandise
to as many persons as does my paper?? He can say to the metscriber. You are hiring my paper
to give you the new, of this community. It is siving you so many colomns evry week which you
could not get otherwise In addition it is siving
 terian- which yoo could not get enallest your maok
tevariety of publications. Is four cents a week The buyer. whether of advertising or of sub-
serptions it umanly willing to pay fair price
for value if he knows, that he is getting that value. But he must be told that he is getting tit in terme
But Let, vote one mill tax
for the upteep of the Mem.
phis Band the best band in
Texas ave avere tax
Tayer would not be out more

## RAIN AND CROPS

While this county has not had a general
rain in many wekn there have been a number
of goed thawers. of good showeerk which taken ase a whole haver
covered practically all the country. On last Saturday morming a good portion of the county re.
ceived from a half to an inch of rain. and since that time several emall sections have had showers. like they really do not need rain however, moos tarmers will say that a good general rain will b
of untold benefic A drive over velumo the fiect that therervare over very county ree.
vhere crops are hurting for lack of moisture and in mom places doing so well that the prospects
are simply great for

$$
\begin{aligned}
& \text { The time io ripe for a lot } \\
& \text { more paving to be done in } \\
& \text { the cety. With the god pros } \\
& \text { pect for copp now ion good } \\
& \text { time to trart a paving proo } \\
& \text { gram. } \\
& \text { TURKEY PICNIC }
\end{aligned}
$$

The Majeatic Band of Turkey will have an
day pienic July 24 and 25 . The first day two day picnic July 24 and 25 . The first day
will bea picnic and dhe second day will be biy
barbecuee People who attend this pienice will certainly have a great time, for the Torkey peo ple know how to entertain
These gatherings are good in that they give
people o chance eo know each other better and
therefore takes mose therefore takee more or leas selfieknewse out of
them All need more of that thing called "com-
munity spirit.

A tew days ago in a certain county in Texas zens of that county got together in a general mass meeting to dsicuss the financial aftairs of the
conty. the result of the closed bank with a lot
of the countys unsecured funds on deposit. It was a warm meeting and some plain statements
weer made Among the statements was one call
ing attention to the law requiring the county ing attention to the law requiring the county
nutorities to give publicity to the countys finan cial l ransectione lt was claimed thant the effician
had failed to comply with the lay in that respect had failed to comply with the lay in that respect
and the general pubbic kept in ignorance of what was going on. This reminds us that very few county commissioners courts in Texas pay any
attention to this law, notwitstanding it is as com.
mandatory as any other law ond the statutes mandatory as any other law on the statutes. It
costs buta a small sum to let the people know jut
what the county offcialsere doing wit what the county officials are doing with the public
funds and why ignore the law?-Panhandle funds and
Herald.


| Scraps, the |
| :---: |
| Alley Cat |
| By M. ond R. M. TERRELL | $\mathrm{I}_{\text {San }}^{\mathrm{N} A \text { a crain alley that borders upon }}$

Estelline Picnic
Proved Regular Western Style


Meat. Bread and Molasses PHONES: 10 and 469
Neel Grocery Company

ARNOLD \& GARDNER
FRESH AND CURED MEATS
Phones 160 and 280

WE PUT ON TOPS
MEMPHIS AUTO WRECKING CO.
711 Main Street
Memphis, Texa

ANNOUNCEMENT
I wieh to announce the opening of
offices over the First National Bank.
GEO, H. EDELMAN
Chiropractor
Over First Nat'l. Bank Blds.


Advertisers In The Democrat Now Get the Same Cut Service as the Big City Dailies

We have made ar rangements for additional cut service for advertis ing purposes, absolutely free.

This Service is the best in America and has as clients some of the largest newspapers published.

Never before has it been possible for a weekly paper to furnish this Service without a considerable added outlay on the part of the advertiser, and even now it is only offered to the paper recognized by advertisers and readers as the leader in its section.

The Democrat buys the cuts; the advertiser pays for the space in the paper at the same rate as for other adertising.

We will be glad to explain the matter more fully.
Some of our patrons have already taken advantage of this offer and others are invited to do so.

The Memphis Democrat
$\frac{\text { SOBIG }}{\prod_{0}^{90}}$





$$
\begin{aligned}
& \text { Chapter } X V \\
& \text { The things that had mattered so }
\end{aligned}
$$

$\square$

## Charity Begins at Home

this sense Charity does not always mean the disbursement of benevolence among the needy. In the origin of that ase there probably was incorporated also a thought which possibly is better expressed in the equally well-known epim, "Self Preservation is the First Law of Nature." There is not a citizen of Memphis or the surrounding territory who does devote first thought in the distribution of his measure of material attainment to his immediate family. The wife and ddies must be adequately clothed and fed. They must have opportunities at the necessities of life and provisions for their alth and happiness You owe it to your family to provide these for them. Memphis has them. This is the fourth of a ries of advertisements setting forth the advantages of trading in Memphis and thereby making it a better place in which to e. Read each advertisement carefully and become better acquainted with your home town.




