

DIVERSIFICATION STILL PAYS

By C. M. Evans, Chief Animal Industry Division, Extension Service, A. & M. College of Texas.

Various campaigns carried on at this time last year for substitution of feed and food crops for some of the

cotton, combined with the peculiar commercial conditions of the country have landed the price of cotton at around 20 cents per pound. Cotton farmers have found the crop extremely profitable at these figures. These facts are building up such enthusiasm for more cotton, that there is a possibility now of "killing the goose that laid the golden egg" by greatly increased cotton acreage next season. There are certain things, however, that each farmer should consider care-

fully before increasing his cotton acreage very materially. The most important of these is that the price of feedstuffs has increased even more than cotton. Some striking examples of the increased prices of feedstuffs over last year's prices are as follows:

	Retail price	Nov. 15	Nov. 16
Maize Heads	-----	\$14.00 ton	\$29.00
Corn	-----	.70 bu.	1.10
Peanuts	-----	.58 bu.	1.22
Peanut Hay	-----	9.00 ton	19.00

180
Buy Oakdale Coal of Dial

—High patent Flour at \$3.25 per hundred

—Better have us put in your winters supply now and save trouble and money.

1450
WE ARE THANKFUL

Being mindful of the many blessings which our Nation our State, our Community, our City, and Ourselves, have enjoyed during this past year of prosperity, and being desirous of expressing our Thanks and Appreciation to the Giver of all that is good

For The
MANY FRIENDS AND CUSTOMERS

who have contributed to our successful business, we want to take this occasion to say that—**WE ARE THANKFUL** that our Nation has avoided the terrors and calamities of war and has enjoyed an era of peace and prosperity.

WE ARE THANKFUL that our city is located in one of the greatest States of the Union, and that we are numbered as one of the unites which stand for its upbuilding and progress.

WE ARE THANKFUL for the splendid business which the good citizens of this city and community have given to us during this year, and we sincerely hope that we have merited the confidence and patronage which we have enjoyed.

WE ARE THANKFUL for the outlook and prospect for continued peace and prosperity for our Country, City, and Citizenship during the coming year, and that we are prepared to render to our good friends and customers, the material, the service, and the satisfaction which

BUILDS THE HOMES THAT BUILD OUR CITY

Wm. Cameron & Co., Inc.

Dealers in
Everything To Build Anything

LAND FOR SALE

One of the last of the ranches in this section to be cut up in small lots. The Letts ranch, four miles north of Newlin. Liberal terms, long time.

FOR FURTHER INFORMATION APPLY TO

Aurthur R. Letts
Clarendon, Texas

Paul L. Maricle
At the Ranch

6.00 ton 27.00
17.00 ton 27.00

A study of the prices of every available feedstuffs will show that with increases varying from 50 per cent to 125 per cent over last year's prices, when compared with the increase in prices of cotton, the showing is considerably in favor of feedstuffs.

The price of oats is extremely high and wheat has reached the \$2.00 level. There are also certain economic factors, such as the increased cost of labor that will materially affect the profits from cotton crops in the future as compared with feed crops, which can be grown with less labor.

Everyone has agreed that the present price of cotton, though not above its real value, is due to an abnormal condition, while the present prices of food and feedstuffs is due to a world shortage of meats products. Prices for hogs during the past season have continued to advance in the face of more than double last year's supply at the Fort Worth Stock Yards. Ten-cent hogs no longer create much comment, while two years ago such prices would have caused great excitement.

Chicago reports on market conditions during the past week have called attention to steers selling for 12 cents on foot. Recent reports from the Jersey Island, by men who make a practice of importing breeding stock from that place to this country, are to the effect that fat Jersey heifers may be sold on the Island of Jersey for 15 cents per pound live weight for breeding purposes. During last week in the United States there were four public sales of Registered Short-horn cattle totaling 200 head, which averaged in price over \$800.00 each. The sales of Hereford cattle during the past few months have averaged practically as high for the same quality of cattle. Auction sales for dairy cattle during the past season have been higher than ever before in history.

The South is the greatest cotton producing section of the world and it will always probably be available for every farmer to plant as much cotton as he can cultivate properly without unbalancing his system of farm management, after he has produced on his farm sufficient food and feed crops for his family and livestock. The facts in the case indicate, however, that in years to come, the farm which grows more productive each year, and which will be most certain of regular profitable production, will be the one on which the most feedstuffs are to be marketed through high class livestock.

These are facts that every farmer and business man should assist in having discussion in every community where 20-cent cotton has built up an unreasonable enthusiasm for the one-crop system of farming.

Notice of Sale!

The Fort Worth & Denver City Ry. Co., will, on Monday, December 4th, 1916, sell at Public Auction to the highest bidder at its Freight House, Memphis, Texas, two cars of machinery, viz: CP 203753 and AGS 4948, shipped by the Hinsley Smith Transfer Company, Waco, Texas, to C. T. Wilson at Memphis, Texas.

Above cars have been refused and will be sold to satisfy freight and other charges. The owner can get possession of these cars upon payment of all freight charges.

JOHN J. McMICKIN, Agent
F. W. & D. C. Ry.

Cattleman and Banker Killed.

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Voice of the Grand Old One
Local Praise.

From north to south, from east to west;

In every city, every community;
In every state in the Union
Rings out the grateful praise for Doan's Kidney Pills.

40,000 representative people in every walk of life

Publicly testify to quick relief and lasting results.

And it's all for the benefit of fellow sufferers.

In this grand chorus of local praise Memphis is well represented.

Well-known Memphis people

Tell of personal experiences.

Who can ask for better proof of merit?

P. S. Johnson, Noel St., Memphis says: "I suffered from my back, which was weak. I also had a tired, languid feeling. Doan's Kidney Pills greatly relieved me. I gladly advise anyone to use Doan's Kidney Pills, procured at Tomlinson's Drug Store, if troubled with their kidneys."

Price 50c. at all dealers. Don't simply ask for a kidney remedy—get Doan's Kidney Pills—the same that Mr. Johnson had. Foster-Milburn Co., Props., Buffalo, N. Y.

Saved Girl's Life

"I want to tell you what wonderful benefit I received from the use of Thedford's Black-Draught," Mrs. Sylvania Woods, of Clifton Mills, Ky.

"It certainly has no equal for la grippe, bad liver and stomach troubles. I firmly believe Black-Draught saved my little girl's life. When she had the colic they went in on her, but one good dose of Thedford's Black-Draught made them break out, and she has had no more trouble. I shall never be without

THEDFORD'S BLACK-DRAUGHT

in my home." For constipation, indigestion, headache, nervousness, malaria, chills and fever, biliousness, and all ailments, Thedford's Black-Draught has proved itself a reliable, gentle and valuable remedy.

If you suffer from any of these complaints, try Thedford's Black-Draught. It is a medicine of known merit. Seventy years of splendid success proves its value. Good for young and old. For sale everywhere. Price 25 cents.

Did It Catch You

—UNAWARES AND FREEZE ENGINE AND RADIATOR?

REMEMBER!

We are ready and equipped to work on cracked cylinders and all kinds of metal; also repair any damaged Radiators:

Holt & Rawlins

PHONE 119 WEST MAIN STREET

Farm and Ranch Loans

Good Terms; Low Rates; Quick Service. We buy Vendor's notes.

DUNBAR BROTHERS

Office: Citizen's State Bank Building

In Between Meals

When hungry time comes it would be pleasant to have on hand a fresh, rich loaf of

Cream Bread

Welcome as cake more wholesome than other loaves. Order a 10c loaf from your grocer today. Fresh from our spotless bakery.

CITY BAKERY

H. B. ESTES, Mgr.

YOUR THANKSGIVING DINNER

Will be a success if you let us supply the ingredients. We have just what you want and will supply it promptly.

—TRY A SACK OF—
Superior Flour

WARD & NOEL

10,000 Leagues Under the Sea

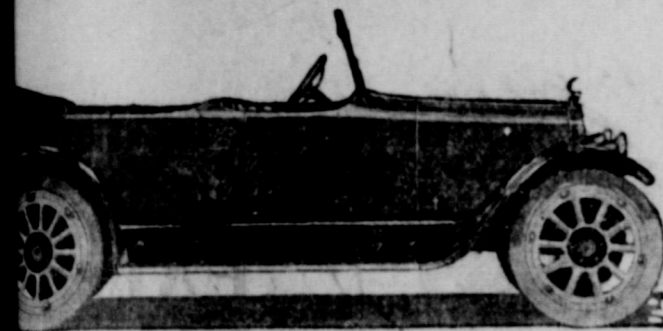
BY JULES VERNE

Best and Greatest Story of a

man to climb the blackish
foreseen stumbles, and
which the ice made slip-
than once I rolled over.
of my lotus. Consell,
or more steady, did not
helped me up, saying:
I would have the kind-
wider steps, you would
equilibrium better."
the upper ridge of the
saw a vast white plain
norses. They were play-
selves, and what we
flowings of pleasure, not
near these curious ani-
examine them leisurely,
not move. Their skins
rugged, of a yellowish

tint, approaching to red; their hair
was short and scant. Some of them
were four yards and a quarter long.
Quieter and less timid than their con-
geners of the north, they did not, like
them, place sentinels round the out-
skirts of their encampment. After
examining this city of norses, I began
to think of returning. It was eleven
o'clock, and if Capt. Nemo found the
conditions favorable for observations,
I wished to be present at the operation.
We followed a narrow pathway run-
ning along the summit of the steep
shore. At halfpast eleven we had reach-
ed the place where we landed. The
boat had run aground bringing the
captain. I saw him standing and a
block of basalt, his instruments near
him, his eyes fixed on the northern hor-

MURIST GARAGE



matter what work you may want
on your car, you may rest as-
sured that it will be properly done if
you bring it here.

as a trail and let the results de-
termine our future relations, we are
willing to abide by this test and you
should be.

148
4210

COURSEY, Proprietor

FOR DANDRUFF
"MAHDEEN"
GUARANTEED
refund the price if it fails in your case.

BARBER SHOP JOHNSON BROTHERS Proprietors

FRUIT CAKE

made up 75 lbs. of genuine
fruit cake guaranteed to
contain five-fifths fruit and nuts at 40
cents a pound or two pounds for
75 cents. I guarantee his fruit
to be as good as any and
cheaper than most.

Security Bakery
Proprietor, Telephone No. 3

OWELL & HOWARD
DEALERS IN
SIMPLE AND FANCY GROCERIES
headquarters for the best things to eat. Including
"LIGHT CRUST" FLOUR
OWELL & HOWARD
Caldwell Building Phone 14

my fears and observation to Captain Nemo.

"You are right M. Aronnax," said he: "if to-morrow I cannot take the altitude of the sun, I shall not be able to do it for six months. But precisely because chance has led me into these seas on the 21st of March, my bearings will be easy to take, if at twelve we can see the sun."

"Why, captain?"
"Because then the orb of day describes such lengthened curves, that it is difficult to measure exactly its height above the horizon, and grave errors may be made with instruments."

"What will you do then?"
"I shall only use my chronometer," replied Capt. Nemo. "If to-morrow, the 21st of March, the disk of the sun, allowing for refraction, is exactly cut by the northern horizon, it will show that I am at the south pole."

"Just so," said I. "But this statement is not mathematically correct, because the equinox does not necessarily begin at noon."

"Very likely, sir; but the error will not be a hundred yards, and we do not want more. Till to-morrow then!"

Capt. Nemo returned on board. Consell and I remained to survey the shore observing and studying until five o'clock. Then I went to bed, not, however, without invoking, like the Indian, the favor of the radiant orb. The next day, the 21st of March, at five in the morning, I mounted the platform. I found Capt. Nemo there.

"The weather is lightening a little," said he. "I have some hope. After breakfast we will go on shore, and choose a post for observation."

That point settled, I sought Ned Land. I wanted to take him with me. But the obstinate Canadian refused, and I saw that his taciturnity and his bad humor grew day by day. After all I was not sorry for his obstinacy under the circumstances. Indeed, there were too many seals on shore and we ought not to lay such temptations in this unreflecting fisherman's way. Breakfast over, we went on shore. The Nautilus had gone some miles further up in the night. It was a whole league from the coast, above which reared a sharp peak about five hundred yards high. The boat took with me Captain Nemo, two men of the crew, and the instruments, which consisted of a chronometer, a telescope, and a barometer. While crossing, I saw numerous whales belonging to the three kinds peculiar to the southern seas: the whale, or the English "right whale" which has no dorsal fin; the "humpback," or balæopterion, with reeved chest, and large whitish fins, which, in spite of its name, do not form wings; and the finback of a yellowish-brown, the liveliest of all the cetacea. This powerful creature is heard a long way off when he throws to a great height columns of air and vapor, which look like whirlwinds of smoke. These different mammals were sporting themselves in troops in the quiet waters; and I could see that this basin of the antarctic pole served as a place of refuge to the cetacea too closely tracked by the hunters. I also noticed long whitish lines of salpae, a kind of gregarious mollusk, and large medusae floating between the reefs.

At nine we landed; the sky was brightening, the clouds were flying to the south, and the fog seemed to be leaving the cold surface of the waters. Capt. Nemo went toward the peak, which he doubtless meant to be his observatory. It was a painful ascent over the sharp lava and the pulec-stones, in an atmosphere often impregnated with a sulphurous smell from the smoking cracks. For a man unaccustomed to walk on land, the captain climbed the steep slopes with an agility I never saw equaled, and which a hunter would have envied. We were two hours getting to the summit of this peak, which was half porphyry and half basalt. From thence we look-

at six in the morning prepared.

departure were begun. The last gleam of twilight were melting into night. The cold was great; the constellation shone with wonderful intensity. In the zenith glittered that wondrous Southern Cross—the polar bear of antarctic regions. The thermometer showed twelve degrees below zero, and when the wind freshed it was most biting. Flakes of ice increased on the open water. The sea seemed every where alike. Numerous blackish patches spread on the surface, showing the formation of fresh ice. Evidently, but in, frozen during the six months, was

(Continued on page 7.)

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(Continued on page 7.)



Prince Albert is sold everywhere in tatty red boxes, 5c; tidy red tins, 10c; handsome pound and half-pound tin humidifiers—and that clever crystal-glass pound humidifier with sponge-moistener top that keeps the tobacco in such splendid condition.

P. A. comes to you with a *real reason* for all the goodness and satisfaction it offers. It is made by a patented process that removes *bite and parch!* You can smoke it long and hard without a come-back! Prince Albert has always been sold without coupons or premiums. We prefer to give quality!

Prince Albert affords the keenest pipe and cigarette enjoyment! And that flavor and fragrance and coolness is as good as that sounds. P. A. just answers the universal demand for tobacco without bite, parch or kick-back!

Introduction to Prince Albert isn't any harder than to walk into the nearest place that sells tobacco and ask for "a supply of P. A." You pay out a little change, to be sure, but it's the cheer-fullest investment you ever made!

the national joy smoke **PRINCE ALBERT**

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Copyright 1916 by R. J. Reynolds Tobacco Co.

**PATRONIZE DEMOC
ADVERTISERS**

**Some Suggestion
for
Christmas Gifts**

**STICK
PINS**



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BUTTON**



**TABLE
SILVER**



**CUT
GLASS**



SEAL RINGS



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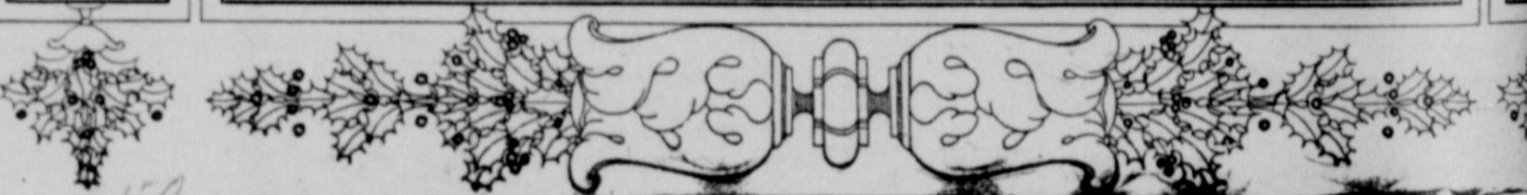


**R. H. WHERRY
Jeweler**

You Will Get New Ideas
as you look through our stock. It is a practical demonstration of Possibilities in gathering under one roof nearly everything to make people Happy. At R. E. Martin's Drug Store
Capt. A. L. Allen, accompanied by his daughter, Mrs. Minor, went out in his new Ford today to spend Thanksgiving with his son, near Lodge.
Mrs. C. R. Lemons returned Sunday from Mineral Wells to which place she was called last week by the death of her mother, Mrs. M. J. Boyd.
T. M. McMurry and W. J. Wilson left Wednesday for a trip to Lamesa.
W. A. Pierce of Hedley was here Wednesday.
Dr. W. C. Mayes was down town yesterday for the first time in several days. He has just sustained a siege by typhoid fever.

Gifts.
Come and see the latest. It is a privilege to show our beautiful Holiday Goods and you will oblige us by considering this a personal invitation to call and inspect our extensive new line. At R. E. Martin's Drug Store.

THE CHRISTMAS STORE



Toyland Opens at the Necessity Store

Sure you are invited; and any live boy or girl no matter how young or old, who doesn't come to Toyland in the next few days will find that he or she has missed some big doings. The Christmas stock of toys and dolls ever shown in Memphis. Toys, games, picture books, mechanical toys, toys that genius made for ingenious boys, toys for the little mites, that nobody, not even a baby, could hurt himself with and dolls, Oh! so many and so many different kinds. And dolls all full of pretty clothes. Play store, play houses, play kitchens, almost real tricycles of various colors. Oh! well what's the use? We couldn't tell you all the things that are here in this wonderful Toyland if we wrote a book about it. Your eyes can take in more in one glance than we could describe in a week. So, come. Welcome one and all old and young to this wonderful opening of Toyland.

THE NECESSITY STORE

NEW STYLES! XMAS STYLES! The Prettiest Line of Folders Ever
chased Now on Display at Studio.

"12 PHOTOS MAKES 12 SELECT XMAS GIFTS"

Solve your xmas worries by having a sitting made early. Early sittings allows your work the best of attention.

Select line of Kodaks from \$2.00 to \$20.00. Also all kinds of supplies and fresh films.

Tell us your want and we will please you.

W. D. ORR, "THE PHOTOGRAPHER IN YOUR TOWN"

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company
Sim Hio
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Ewell Gr
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Claude C
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Mr. Cuna
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Tom Har
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Mr. F.
business v
Earl at
Barendse
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Micha
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exchange
Mr. at
view we
hand I
small tru
Buy M

Special Coat Suit Sale

This store has carefully studied the ladies' ready-to-wear offerings for this season and has made it's purchases with a view of offering its patrons the very best in this line securing the product only of makers of the highest reputation. You will find in our offerings the very highest quality of tailoring, the product of

designers of international reputation. The styles are distinctive and the variety of fabrics and sizes assure you of a choice to meet your individual requirements and tastes. You will be surprised at the prices considering the extraordinary quality of the goods offered.



FURS! Are Ideal Christmas Gifts.

GREENE DRY GOODS COMPANY

Memphis

"THE BIG DAYLIGHT STORE"

Texas

Personal and Local Mention Phone 15

Help make this column a feature of the City of Memphis. Let your wants and desires be known by using the telephone

Lon Burson made a trip to Henrietta Monday.
The Grundy of Turkey was here today.
J. F. Tomlinson was at Hedley today.
Buy your condiments, mustard, sauces, jam, etc., from Huchton Meat Company.
Sim Hinton of Hulver was here yesterday.
Ewell Grundy of Estelline was here Wednesday.
Claude Gipson of Estelline spent Saturday here.
Mr. Cunningham of Lelia Lake was here this week.
Tom Hart, of Estelline, was a Memphis visitor today.
Miss Grace Milam returned Monday night from Canyon.
Math Wright of Parnell was in town a short while today.
Frank Fore was an Estelline visitor Monday and Tuesday.
Pure food sauces, jams, jellies, fresh, wholesome and appetizing. Huchton Meat Company.
Mr. and Mrs. R. E. Tackitt of Estelline were here Tuesday.
Mr. F. A. Venney of Dallas is a business visitor here today.
Earl and Homer Thompson were Davidson visitors Saturday.
Raymond Ballew was a business visitor at Estelline Monday.
Michigan Salt—You know it is the best—buy it at W. L. Wheat's.
Good irrigated farms—for sale or exchange—McMillan Land Co.
Mr. and Mrs. Lon Burson of Lakeview were Memphis visitors Tuesday.
Land For Sale—On south Plains—40 small tracts, \$8.00 per acre up. On easy terms. Memphis Land Co. 23-7
Buy Michigan salt of W. L. Wheat.

Hugh D. Spencer was at Estelline Monday attending to business matters.
Davidson's Tailor Shop, at Greene Dry Goods Co's Store will do your cleaning and pressing in a satisfactory manner. Clothes called for and delivered.
FOR SALE—Nice new bungalow, close in, at a bargain, see T. B. Norwood.
George Owen, Archie Clower and Joe Alexander were visitors at Quannah Saturday.
W. R. Fickas was in Dallas the first of the week, attending to business matters.
Buy your condiments, mustard, sauces, jam, etc., from Huchton Meat Company.
Mr. A. B. Wilson, of Houston, spent Tuesday here attending to business matters.
FOR SALE—7 Jersey milk cows see J. F. Rogers two and one-half miles west of town. 23-2
T. B. Norwood returned Monday from a business trip to Paul's Valley, Oklahoma.
FOR SALE—Good wagon and team and farming tools. See McMillan Land Company.
FOR SALE—A Ford body with top and side curtains complete for a bargain, see Moore Bros.
Pure food sauces, jams, jellies, fresh, wholesome and appetizing. Huchton Meat Company.
J. W. Phillips of Hulver was here yesterday on his way to Goodnight and paid this office a short call.
Three sections fine land, half tillable and good corn land. Would make an ideal small ranch. Terms to suit you. See Craver Land Co., Memphis.
Mr. Jno. A. Johns, who recently moved to Bri'lain, was here this week looking after business matters.

For the most attractive Life Insurance Policies on the market see B. H. Miller of Memphis. With the Wichita Southern Life Insurance Co. 23-4
J. W. Bragg left yesterday for Lockney on a prospecting tour with a view of purchasing land on the lower Plains.
We are still receiving a nice lot of "Misfit" clothing, see us for bargains. L. McMillan, the O. K. Tailor.
610 acre stock farm well improved nicely located only \$10 per acre, Grass lands to exchange for Hall county farms. Good farm land to sell on credit. See E. Burk, Memphis, Texas.
Davidson's Tailor Shop, at Greene Dry Goods Co's Store will do your cleaning and pressing in a satisfactory manner. Clothes called for and delivered.
Thanksgiving day was observed by most of the Memphis business houses who closed their doors for the entire day.
For Sale of Trade—A small stock of dry goods and groceries. For a bargain see me at Lodge, Texas. 23-4
E. H. PINNINGER
Thanksgiving day at Memphis is beautiful, as to weather, and many auto parties are out enjoying the sunshine and bracing, cool air.
Cheap money to loan on Farms and Ranches. Vendor's lien notes bought and extended. If you are interested it will pay you to see us. 11-11
GRENDY BROS.
Rev. Will T. Swain received a message yesterday informing him of the serious illness of his mother, who lives in Tennessee. He left last night to be with her.
OSTEOPATH.—Dr. W. H. Ballew graduate of American School of Osteopathy, Kirksville, Mo. Acute and chronic diseases. Office at Mrs. O. B. Spradlings. 12-11c
Many automobile parties, with guns were to be seen leaving town this morning. The hunters will, of course, have to confine activities to the killing of ducks and doves as the open season for quail doesn't arrive until 12 o'clock tonight.

For Sale—Twelve section ranch fenced and well-watered—as good grazing land as there is in this section—and an ideal small ranch. Easy terms. P. F. CRAVER LAND CO. Memphis, Texas.
Pure food sauces, jams, jellies, fresh, wholesome and appetizing. Huchton Meat Company.
Work on the county roads now would be a good investment in many places in spite of the busy times. "A stitch in time saves nine," and there are many places that could be repaired now in a short time that will require a lot of work, and perhaps cause a lot of trouble, if neglected.
Davidson's Tailor Shop, at Greene Dry Goods Co's Store will do your cleaning and pressing in a satisfactory manner. Clothes called for and delivered.
Buy your condiments, mustard, sauces, jam, etc., from Huchton Meat Company.
You will find 'Economy Stock Food' at Moore Bros., Gro. Recommended by O. B. Burnett and W. B. Quigley for cholera and other diseases of hogs and cattle. 13-11
Mr. H. A. McDonald returned Monday from a trip to Sulphur Springs, and other Eastern Texas points, where he had hoped to buy a car or two of mules; but he found the market price higher there than here and did not buy. He said that considerable rain had recently fallen in that country and that the roads were very muddy.
For Sale—7,000 acres of good grass land, twenty-five per cent tillable, good water. Will make a bargain price for immediate sale. Terms to suit purchaser.—Craver Land Company, Memphis, Texas.
Mechanic Cotton Seed
Just received from Louisiana, Texas, one car high lint producing seed. Twenty-five dollars given to the one that produces the most seed cotton from a five acre plot. Grown from these seed. Second premium: \$15.00. W. P. DIAL.
R. R. Eddleman of Estelline was here yesterday looking after business.

Christmas Groceries



BETTER BUY 'em at BRADFORD'S

Phonograph Contest!

One voting coupon for each 5 cents trade. The person who holds most coupons December 23, gets talking machine free.

The Finest De Luxe Fruit Cake at, per pound 65c
Two Pound Cakes at \$1.25
Also in One and Three Pound Cakes.
Fine Chocolates and Home-made Candies, Also Christmas Candies in Bulk and Packages.

Model Candy Kitchen

JAS. A. SPARKS, Proprietor

FASHION DEPARTMENT

Latest Styles in Dresses and Fabrics and
Millinery Compiled by Famous New
York Fashion Authority

OLD-STYLE QUILTING A MODERN TRIMMING

Fashion Uses It On Frocks, Suits
and Even Coats

NEW FORMS OF RUSSIAN BLOUSE

Little did our grandmothers dream when they sat together and worked and gossiped at their quilting bees that the quilting they did then would furnish inspiration for dress trimmings for the women of to-day!

Certainly, the quilting trimming is a very novel idea from the fertile brain of our modern designer. It is generally used in bands at the lower

unbroken panel and consequently the panel is now enjoying its day of popularity. A smart effect is shown here in the dress of black velvet with a satin panel extending from neck to hem. The bulging pockets add to the style of the dress and do not detract from the slender effect. Panels are not all stitched down like this one. Some of them hang free over the dress and are known as floating panels. A dress which has been specially admired was of dark blue crepe metor with long straight panels back and front in the



The Panel is Enjoying Popularity These Days

form of an overdress. These were in a lighter shade of blue crepe metor. They extended from shoulder to hem and were confined at the waist by a loosely-tied cord. The top of the front panel was embroidered in silver across the front.

New Russian Blouses

Russian blouses are gaining a strong or bold day by day and they have become so universally popular that the name now stands for almost any kind of a blouse that has a peplum. The high collar and side closing which once typified the Russian blouse are no longer symbols of it, for this blouse has taken on manifold new forms. Many of them slip on over the head or are opened in front, revealing a contrasting vest; and as to the high collar, it has been quite usurped by the flat rolling collar. Some very dainty models are of Georgette in the prevailing suit colors trimmed with gold or silver thread embroideries. The peplums gathered, and very often they are adorned with little fancy pockets. Blouses of this type are made up for dressy wear and they are not only in self-toned Georgettes and chiffons but in flowered and Oriental designs in these sheer fabrics. They are worn with suits or separate skirts.

Black satin and black velvet are very smart for separate skirts. Some pretty striped velvets with colored stripes on a black background are also used for skirts, and they are wonderfully attractive.

LONGER SKIRTS PROMISED.

New Garments That Will Not Permit
View of Hosiery, to Cost 15 to
20 Per Cent More

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The farmers' family must eat. The question is whether he will feed them from a spring garden, the home dairy and the home poultry yard, or whether he will feed them from the grocery store. The further question is, whether he may not raise food for market at a greater profit than cotton. City folks can and will patch their clothes if cotton remains high during the spring, and they can thereby reduce the price of cotton next fall. But they must eat, and they cannot cut down their rations.

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a flock of poultry, and a vegetable garden, will furnish more than half of the family living. A few acres of oats, corn, sorghum and peanuts will make feed for the live stock, and if there be a surplus it will sell at a larger profit than 15 cent cotton. There is far more like hood that these products will remain at present prices than the cotton will bring 15 cents in the fall of 1917.

Clarence Ousley, Director of Extension A. & M. College of Texas, College Station, Texas.

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Any mother who is weary and languid should start taking

SCOTT'S EMULSION

OF NORWEGIAN COD LIVER OIL

as a strengthening food and bracing tonic to add richness to her blood and build up her nerves before it is too late. Start SCOTT'S today—its fame is world-wide.

No Alcohol.

Scott & Bowne, Bloomfield, N. J. 16-4

Democrat Advertising Pay

Clean Fresh Goods—
Prompt Delivery

We use the uttermost care in keeping our goods fresh and clean, and we send them out immediately after the order is received. Try us, you will like both our goods and service.

A. L. Thrasher

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BAGGAGE AND PIANOS A SPECIALTY
"QUICK SERVICE."

Service car over the city and to any part of the country. Careful Driver and reasonable prices. HEADQUARTERS AT CITY BAKERY. Phone 142 or see

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Courteous Service

Clean Surroundings

THE DAYLIGHT BARBER SHOP

Bob Howell and Henry Newan
Proprietors

South Side Square

Memphis, Texas

Warning

We are informed that at some cafes, restaurants and gardens beer and strong drinks have been sold under the guise of the popular soft drink, BEVO.

These reports have been confirmed sufficiently to compel us to take action.

The beverage BEVO enjoys the protection of both federal and state authority. In preparing it for sale and in marketing it, we adopt every possible precaution to protect the public against imposition and to prevent evasion of the law. BEVO is sold in bottles only, we bottle all of it ourselves, and we have adopted a kind of bottle, crown and seals designed to prevent imitation.

We shall omit no measure within our power to defend the authority under which BEVO is manufactured and sold, to protect the public from imposition, and to safeguard the good name of this Association.

We therefore give fair warning that we shall refuse to sell our products to those who are found guilty of the above offense.

ANHEUSER-BUSCH BREWING ASSOCIATION

Alva Busch PRESIDENT

16
44
46 1/2
10
557
23
\$5.75

11 1/2
4
44
46 1/2
12
552
23
5.75

Santa Claus at Work



SANTA CLAUS has been at work sometime at the Racket Store and now has his arrangements completed for supplying you with almost anything you could wish for in the way of holiday goods, both for old or young.

SANTA, as you know, gives special attention to the children and he has been especially attentive to their wishes here, supplying the Racket Store with every thing in the way of toys or things the childish heart could desire.

Remember---these goods are priced reasonably---no hold-up prices at the Racket Store on Holiday goods and other goods.

THE Racket Store

CHRITSMAS Groceries

SWEETS AND FRUITS

We furnish the groceries for your Christmas Cooking. We have made speedy efforts to be able to fill your wants for the holidays and will give you only the best both in quality and in service.

Moore Brothers, Grocers

PROFESSIONAL CARDS

DR. W. C. MAYES
Specialist
EYE, EAR, NOSE AND THROAT
Office over Dowell & Howard Grocery
West Side of Square
MEMPHIS, TEXAS

DEPOSIT WITH THE OLD RELIABLE FIRST NATIONAL BANK THE LARGEST IN HALK COUNTY SAFE CONSERVATIVE AND ACCOMMODATING

FIRST
CAPITAL & SURPLUS \$105,000.00

20 Cent Cotton

Don't let this money get away from you for just one thing and another.

Buy a little piece of land the safest investment on earth.

FIRST NATIONAL BANK
MEMPHIS, TEXAS

WE MAKE THIS SPEECH EVERY DAY!

PAIR AND SQUARE

ONE LITTLE SPEECH THAT WE HAVE LEARNED BY HEART, AND EACH DAY WE REPEAT IT, BECAUSE IT SEEMS TO PLEASE OUR FRIEND, THE PUBLIC, BECAUSE EACH DAY HE PAYS US A VISIT AND GOES AWAY HAPPY. IS THIS "WELCOME TO OUR GROCERY STORE. BUY OUR FOODS AND YOU'LL WANT MORE."

Farmers' Union Warehouse Company
Jno. T. Bishop, Mgr.

November Weather.

Early cold snaps, storms and sleet, snow and slush, cause coughs and colds. Foley's Honey and Tar acts quickly, cuts the phlegm, opens air passages, allays irritation, heals inflammation and enables the sufferer to breathe easily and naturally so that sleep is not disturbed by hacking cough.—Flecks Drug Co.

20,000 LEAGUES UNDER THE SEA
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absolutely inaccessible. What became of the whales in that time? Doubtless they went beneath the icebergs, seeking more practicable seas. As to the seals and morges, accustomed to live in a hard climate they remained on these icy shores. These creatures have the instinct to break holes in the ice-fields, and to keep them open. To these holes they come for breath; when the birds, driven away by the cold, have emigrated to the north, these sea mammals remain sole masters of the polar continent. But the reservoirs were filling with water, and the Nautilus was slowly descending. At 1,000 feet deep it stopped; its screw beat the waves, and it advanced straight toward the north, at a speed of fifteen miles an hour. Toward night it was already floating under the immense body of an iceberg. At three in the morning I was awakened by a violent shock. I sat up in my bed and listened in the darkness, when I was thrown into the middle of the room. The Nautilus, after having struck, had rebounded violently. I groped along the partition, and by the staircase to the saloon, which was lit by the luminous ceiling. The furniture was upset. Fortunately the windows were firmly set, and had held fast. The pictures on the starboard side, from being no longer vertical, were clinging to the paper, while those of the port side were hanging at least a foot from the wall. The Nautilus was lying on its starboard side perfectly motionless. I heard footsteps, and a confusion of voices; but Captain Nemo did not appear. As I was leaving the saloon, Ned Land and Conseil entered.

"What is the matter?" said I, at once.
"I came to ask you, sir," said Conseil.
"Confound it!" exclaimed the Canadian, "I know well enough! The Nautilus has struck; and judging by the way she lies, I do not think she will right herself as she did the first time in Torres Straits."

"But," I asked, "has she at least come to the surface of the sea?"
"We do not know," said Conseil.
"It is easy to decide," I answered. I consulted the manometer. To my great surprise it showed a depth of more than 180 fathoms. "What does that mean?" I exclaimed.

"We must ask Capt. Nemo," said Conseil.
"But where shall we find him?" said Ned Land.
"Follow me," said I to my companions.

We left the saloon. There was no one in the library. At the center staircase, by the berths of the ship's crew, there was no one. I thought that Captain Nemo must be in the pilot's cage. It was best to wait. We all returned to the saloon. For twenty minutes we remained thus, trying to hear the slightest noise which might be made on board the Nautilus, when Captain Nemo entered. He seemed not to see us; his face, generally so impassive showed signs of uneasiness. He watched the compass silently, then the manometer; and going to the planisphere, placed his finger on the spot representing the southern seas. I would not interrupt him; but, some minutes later, when he turned toward me, I said, using one of his own expressions in the Torres Straits:

"An incident, captain?"
"No, sir; an accident this time."
"Serious?"
"Perhaps."
"Is the danger immediate?"
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"The Nautilus has stranded?"
"Yes."
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Captain Nemo had chosen a strange moment for uttering this philosophical reflection. On the whole his answer helped me little.

"May I ask, sir, the cause of this accident?"
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"But can we not get the Nautilus off by emptying its reservoirs, that it may regain its equilibrium?"

"That, sir, is being done at this moment. You can hear the pump working. Look at the needle of the manometer; it shows that the Nautilus is rising, but the block of ice is rising with it; and, until some obstacle stops its ascending motion, our position cannot be altered."

Indeed, the Nautilus still held the same position to starboard; doubtless it would right itself when the block

(To Be Continued.)

BEDS!

If you want a bed come in and look over our line of A B C Beds for they are the strongest beds that are on the market, and in strength there is beauty. Our A B C beds are guaranteed to to you for twenty-five years. A B C beds have malleable iron locks and will not sag or break. We have these beds in all the latest designs and they have to be seen to be appreciated. We bought our beds in car load lots and are able to make you a very low price on this kind of a bed. If you are going to buy a new bed this fall why not give us a trial, you will fine our springs and mattresses in line. In our stock you will find a good line of dressers, chifforobes, duafolds, dinning tables, buffets, and Kitchen Cabinets.

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THERE IS A FEELING OF INDEPENDENCY THAT COMES with the ownership of a bank account. The feeling of self-reliance and the confidence that comes with no fear of tomorrow A BANK ACCOUNT makes you independent.

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York Fashion Authority

OLD-STYLE QUILTING A MODERN TRIMMING

Fashion Uses It On Frocks, Suits
and Even Coats

NEW FORMS OF RUSSIAN BLOUSE

Little did our grandmothers dream when they sat together and worked and gossiped at their quilting bees that the quilting they did then would furnish inspiration for dress trimmings for the women of to-day!

Certainly, the quilting trimming is a very novel idea from the fertile brain of our modern designer. It is generally used in bands at the lower



A Satin Dress with Quilting on Belt and Skirt

edges of skirts and suit coats and is also used as a decoration for collars, cuffs and pockets. The work is done in machine stitching and usually the same color silk as the background is used.

The sketch above illustrates the conventional diamond-shaped design but other designs of a less conventional character are also utilized. In this attractive one-piece frock of satin, the belt and the lower edge of the skirt are quilted. Some suits of satin and silk have been seen with quilting on the collar, cuffs and pockets.

Imitations of the quilting idea have also been carried out in heavier materials. For instance, a very good looking full length coat was worked with heavy navy blue silk in the diamond-shaped quilting design on a mustard-colors background. The large square pockets were entirely covered with this work, a touch of it was on the cuffs, and the collar also had some of it. Mustard is one of the very popular colors for separate coats. Numbers of them are seen at present, some relieved by any trimming, and others with collars of Hudson seal or other black furs. Some of them also have bands of fur at the edge of the sleeves or of the coat itself.

The Present Styles Very Youth-Giving

The woman who has not invested in a one-piece frock this season must feel very much out of the swim of fashion. As the days go by, more and more of these frocks are seen in serge-broad-cloth, wool jersey, velours, velvet and velveteen. When a top coat is not necessary, a shoulder cape of fur is the usual accompaniment. Straight lines continue to be the most approved in this type of dress, for the fashion these days is to be slim, and no better way of obtaining this effect is to be had than by wearing dresses cut on these lines. Fashion dispenses these youth-giving styles most liberally at present, and it is no wonder that women have taken so kindly to them for they make them look young and slender.

For producing straight effects, nothing gives better results than the long

unbroken panel and consequently the panel is now enjoying its day of popularity. A smart effect is shown here in the dress of black velvet with a satin panel extending from neck to hem. The bulging pockets add to the style of the dress and do not detract from the slender effect. Panels are not all stitched down like this one. Some of them hang free over the dress and are known as floating panels. A dress which has been specially admired was of dark blue crepe meter with long straight panels back and front in the



The Panel is Enjoying Popularity These Days

form of an overdress. These were in a lighter shade of blue crepe meter. They extended from shoulder to hem and were confined at the waist by a loosely-tied cord. The top of the front panel was embroidered in silver across the front.

New Russian Blouses

Russian blouses are gaining a strong or hold-day by day and they have become so universally popular that the name now stands for almost any kind of a blouse that has a pepum. The high collar and side closing which once typified the Russian blouse are no longer symbols of it, for this blouse has taken on manifold new forms. Many of them slip on over the head or are opened in front, revealing a contrasting vest; and as to the high collar, it has been quite usurped by the flat rolling collar. Some very dainty models are of Georgette in the prevailing suit colors trimmed with gold or silver thread embroideries. The pepums gathered, and very often they are adorned with little fancy pockets. Blouses of this type are made up for dressy wear and they are not only in self-toned Georgettes and chiffons but in flowered and Oriental designs in these sheer fabrics. They are worn with suits or separate skirts.

Black satin and black velvet are very smart for separate skirts. Some pretty striped velvets with colored stripes on a black background are also used for skirts, and they are wonderfully attractive.

LONGER SKIRTS PROMISED.

New Garments That Will Not Permit
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August Busch
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"What is the matter?" said I, at once.

"I came to ask you, sir," said Conseil.

"Confound it!" exclaimed the Canadian, "I know well enough! The Nautilus has struck; and judging by the way she lies, I do not think she will right herself as she did the first time in Torres Straits."

"But," I asked, "has she at least come to the surface of the sea?"

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"It is easy to decide," I answered. I consulted the manometer. To my great surprise it showed a depth of more than 180 fathoms. "What does that mean?" I exclaimed.

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"An incident, captain?"

"No, sir; an accident this time."

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"Perhaps."

"Is the danger immediate?"

"No."

"The Nautilus has stranded?"

"Yes."

"And this has happened—how?"

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(To Be Continued.)

BEDS!

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