NO. 22

## Cheering W ords Come from Old Friends to Encourage The Forum in Its Mission

## COTTON AND AUTONOBILES

The prohibition crowd in Texas pased a law forbidding the adverisement of liquor because they said the sale of liquor was against public policy and public morals. They furthersaid that the law should be passed because liquor was breeding crime and was sapping the sustenance of the people

All the big daily newspapers in Texas are still preaching this prohibition fallacy. While at the same time they are carrying on a system of advertising that is more ruinous to the morals and wealth of the people than saloons ever dared to be. The custom of automobile advertising in the big daily newspapers, in the continual urging of the people to buy automobiles, is the greatest crime against the morals and the prosperity of Texas of this day and generation. Most people will agree to this proposition privately but if you wanted to quote them publicly they would hold up their hands and say "good heavens don't mention my name."

It is a self evident truth that the automobile is the most prominent handmaid of the criminal. If a man wants to rob a bank he spends $\$ 25.00$ for a pistol first and either steals or buys an automobile, costing several hundred dollars. If some Smart Aleck wants to lead some girl astray he nvariably gets an automobile to complete the job

Read the papers every day and you will be astonished how the automoile shows up in connection with every crime committed and yet these paid ewspapers join daily in boosting the people in the idea that we have to ave an automobile

They care nothing about public morals or about public prosperity, jus so their automobile spree produces the coin to pay them big prices for ad ertising space. Thave come to the conclusion that the big daily new papers would advertise that hell was an ice house if they could just ge

Russian Who Came to U. S. Penniless Three Years Ago Gets Million for Invention

The automobile mania, brought about with the aid of the newspapers has broke Texas and Texas will continue to be broke if the people don quit falling for the automobile game put before them every day in the columns and advertising space of the big daily papers.

I said the automobile had broke Texas-let me prove it. And if I do prove it then you ought to join me in speaking out against an evil that is destroying the morals of the people and at the same time wasting their proprty and prosperity.

In 1925, with cotton at 27 cent a pound, Texas went $\$ 55,000,000$ in he red on cotton and automobiles. That was bad enough. But in 1926 Texas went $\$ 275,000,000$ in the red on cotton and automobiles. Let me give the figures. The big daily newspapers now boast that we have a million
automobiles in Texas. At an average cost of only $\$ 600.00$ each, means automobiles in Texas. At an average cost of only
that we have $\$ 600,000,000$ invested in automobiles.

Assuming that a car will last four years, when everybody knows that on an average it won't last more than three years, means that one-fourth of $\$ 600,000,000$ is worn out or replaced by purchase to the amount $\$ 150$,000,000 a year.

Then with a minimum operating cost of $\$ 300.00$ a year per car $\$ 450,00,000$, which the people of Texas are chucking into the automobile $\$ 450,00,000$, which the people of $\$ 450.00$ per family for the entire state.

Now the wealth of Texas is based on cotton. When the boll worm or drouth destroys the cotton crop any saphead will know that business goes broke in Texas. The automobile purchase boosted by the big daily news papers, not only consumes one cotton crop but it consumes two cotton
crops. In 1926 Texas, in round numbers, made $5,000,000$ bales of cotton, crops. In 15 cents per pound, which we did not get, which would be 375000000 , But weuld knows that it takes one-half of the cotton crop to make it, therefore Texas only received, net, out of the cotton crop, $\$ 187,500,000$. Taking this net only received, net, out of the cotton crop, $\$ 187,500,000$. Taking this net
amount from $\$ 450,000,000$ would leave $\$ 262,000,000$ that Texas went in the red on the big daily newspapers' automobile advertising. Everybody knows that these figures are more than conservative and I really believe our trade balance is more than $\$ 300,000,000$ a year to the bad on cotton and automobiles.

With this silent business depression now sweeping over the country and the farmers and small business men broke everywhere the big daily newspapers continue in their editorial columns to urge the people to buy more automobiles, yea, to do something which destroys the morals and prosperity of the country. The automobile manufacturers have done more
to ruin Texas than all the saloons and breweries that ever existed. Their to ruin Texas than all the saloons
chief ally is the daily newspaper.

I am not excusing the people but I am raising my voice against the main instigators and promoters of the scheme that will soon destroy ou state if it is not stopped.

Don't let anybody be deceived by the big bank statements. They for

With More Than $\$ 6,000,000$ Cash After All Debts Paid Road Board Pleads Poverty
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Cancer Center at $\$ 5,000,000$ Cost Is Planned by Several of New York's Wealthy Men

Grand Klan Kleagle Arrested on Charge of Defaming Kluxe
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pecial Legislature
to Open April 25 or
in First Part of May


Election Called to
Fill Place of Dead Member of House
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THE FBRGUSON FORUM


THE EXPECTED HAS HAPPENED













SEEKING WAY TO STOP GRADE CROSSING SLAUGHTER









MASKED OUTRAGES IN GEORGIA

新


JEFFERSON DAY OBSERVANCE







## ADVISES AGAINST BURNING

 WOODED LAND

## COTTON AND AUTOMOBIILES

FARM AND GARDEN
get to tell you that for every dollar deposited in these banks somebody has borrowed nine dollars-the most of whom would not pay seven dollars if
they were called on to pay. This big prosperity talk by the newspapers and the banks is simply whistling in the graveyards where there is not only a ghost but a real dead skeleton that will begin to shake its dry bones if the
people don't take a tumble to themselves and quit following the lead of the people don't take a tun

If this article will. just make about nine-tenths of the people as mad as the devil and will make them go to reading the facts that are taking
them to destruction I will be willing to take all the cussing that they want to give me. JAS. E. FERCUSON.
Former Lawmaker Skeptical of Value of Amendment to Divide Objects of Taxation

Texas' Possibilities Amaze Horticulturist Amaze Horticulturist
Malking Fruit Survey
San Antonio. Tex, March 30.-The
Ide range of possibilities in Texas


Cowpeas Good for Land and Stock; Is
Valuable as Fooc


Farmers Advised to Reduce Cotton Acreage as Sivest Method to Meet Situation

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| By Sidney Kring, Publicity Dept. San Antomio Chamber of Commerce. |  |
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| paid for 1ambs in the State of Texessis that of 16 cents per pound paid |  |
|  |  |
| atton Club in Sar | dustry in this district. <br> The five boys are all from Kerr- |
|  | ville, Texas, and won prizes as fol-lows: Frirst, Warren Rogers; seond,Hugh Jonnson: third, Folli. Periffourth, Hugh Johnson; and fifth, Rol- |
| tonio for a block test, and to dem-onstrate care and feeding carried on |  |
|  |  |
| under the supervision of the County Agents of various counties in the Sar Antonio district | The feeding of the lambs beg |
|  | Mareolv a mixture of corn, oats, and <br> largely a mixure of corn, oats, bran, with a litile cotton seed meal |
| (tatorio district. |  |
| sheep men, and buyers all made careful examination of |  |
| class lambs which had been offered.The lambs were juaged ffty points | and oat pastures. |
|  |  |
| on mutton, and fifty points on ehar- acter and quality of wool. The high |  |
|  |  |
|  |  |
|  | judge were correct as to each animal. The block tests ranged as follows: |
|  |  |
| lagher Jr ., president of the Union Meat Company, which concern pur- |  |
| chased the lot. <br> J. A. Forgason, County Agent of | Second prize winner, live weight,pounds; dressed 51 pounds: aver95 pounds; dressed 5aging 53.68 per cent. |
| Medina County, Hondo, Texas, was the ofricial judge, assisted by F , D, <br> Beck, County Agent of <br> Fred W. Mally, County Agent of |  |
|  | ate Third prive winner, live wieght 100 pounds: dressed 53 pounds; averaging |
|  |  |
| Lariat of Welcome | pounds; dressed 41 pounds; averaging 48.32 per cent. Fifth prize winner, live weight 105 |
| Flung 'Round Worl | Fifth prize winner, live weight 105 pounds; dressed 53 pounds; averaging 50.47 per cent. |
| or 1927 'Ad Meet | Big Oil Producer |
| Denver, Colo., March 30.-Riding the roundup of advertising copy willbe a distinctly western innovation for | Brought in on Land of Texas University |
|  |  |
|  |  |
| be a distinctly western innovation for delegates attending the twenty-third |  |

$\$ 50$ Reward


Hotel Directory
HOUSTON
"THE BENDER"

AUSTIN
The Driskill
Is the Hotel
at AUSTIN

PAGE FOUR
Data on Transportation by Motor Trucks Prepared by State Railroad Commission
S


| Will Rogers Finds He Can't | Officer Named to |
| :--- | :--- |
| Tande Ald |  |
| Talk Against Squab That Is |  |
| of Exarviee Men |  |
| Featured at M'Adoo Banquet |  |

