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THE ECONOMY BAKING POWDER

CALUMET

Calumet possesses the farthest-reaching baking powder economy. It is the *most* economical leavening agent. It saves in *more* ways—and makes *more important* savings than most other baking powders.

You save when you buy it. The price is moderate—it leaves you money over the cost of high-priced brands for purchase of *other* articles. Costs but little more than cheap powders—far more *valuable* in quality.

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You'll notice a great difference when you use Calumet. Calumet produces light, sweet, wholesome, flaky bakings. You will notice with some of the cheaper brands the bakings are soggy, heavy, dark in color, and sometimes have a bitter taste.

Used by leading chefs and domestic scientists, and by more housewives than any other brand. Made in the world's largest and finest baking powder plant.

Best by test. A trial *proves* it.

Diary of Memphis Artillery Man Is Vivid Picture of War

Private Lawrence Burns, of the 115th field artillery, formerly an employe of The News Scimitar before enlistment, found a typewriter in Lintgen, Luxemburg, on Dec. 29 and copied from his dairy one of the most interesting stories of the routes and battles of that regiment received in Memphis.

Stories beginning—humorous enough, quite characteristic of the soldiers—with his enlistment at Memphis and continuing through the fiercest battles of the war, are told quite vividly by the artilleryman.

The story as he wrote it follows verbatim:

"Army life of Private Burns, of the A. E. F.

"Enlisted at Memphis, Tenn., April 14, 1917, at the age of 21 years. On the physical examination my weight was 152 pounds and my height was 69 inches. Left Memphis with Company C, First Tennessee infantry, on April 26 for mobilization camp at Nashville, Tenn.

"After one month there we were ordered on bridge guard duty to South Pittsburgh, Tenn. After two weeks there we were ordered to rejoin our company at Chattanooga, and in the latter part of June we returned to Nashville. Spent two months of hard drilling and on Sept. 9 entrained for Greenville, S. C.

"Arrived there on Sept. 10 and on Sept. 14 Companies C and D were consolidated and renamed Battery B, 115th field artillery. We put in six months in artillery drill, one week of which was on the United States artillery range at Cleveland Mills, S. C., and on May 19 entrained and arrived in two days in Camp Mills, Mineola, L. I.

Left America June 4.

"Had two weeks of Coney Island and Broadway, and on the morning of June 4, 1918, we marched aboard the British transport Mauretania. Passed six and a half days of pretty weather aboard and steamed into Liverpool at 3 o'clock on the afternoon of June 11. Boarded an English train immediately on disembarking and arrived in Romsey at midnight of June 11. Left Romsey and hiked to Southampton June 14. Went aboard the cattle ship Arbroath and spent a cold, miserable night on the English channel.

"We arrived at Havre on the morning of June 15. We paraded through the city in heavy marching order, at attention, and then hiked up the Havre hill to camp No. 1. Left Havre on the evening of June 16 and after 24 hours' ride we pulled into Gucr, where we were stationed at Camp Coetquidan.

"Here we were issued our 155-millimeter howitzers and commenced our new course in training. Was picked with 24 other men of the battery to go to Rennes on July 14, Bastile day, to parade.

"Left Camp Coetquidan late in August and pulled into Toul two days later. Took our first positions near Bernecourt on Sept. 4 and on Sept. 12 laid a 14-hour barrage in the great all-American drive at St. Mihiel. Pulled out from there and hiked by night until Sept. 24.

"Took up position on night of Sept. 25 and on the morning of Sept. 26 the great Argonne drive was on. Advanced on the 28th to our second position in this drive, where we plowed around in the mud for five days. It was in this position that we did some of our best firing.

"An observation plane dropped us a message telling us to be ready to fire at a certain point within 10 minutes, and in exactly that time we started firing and let go 20 rounds. The plane returned and reported that we had wiped out a battalion of Krauts marching down a road.

First Casualties.

"Following the advance of the infantry we reached our third position, and it was just beginning to be a hard fight. It was here we had our first casualties—eight men blistered with mustard gas so bad they went to a hospital, while two others were hit by shell fragments.

"Were relieved by Battery A and went back for a few days' rest. All our horses having died from overwork, we were hauled in trucks to a new front to the right of Verdun, near Troyon.

"Had one death in the battery when Private Ed Evans was blown up in a mined dugout.

"In our position here, overlooking the great Woevre plain, we were under one gas barrage for four and a half hours. On the night of Nov. 10 we advanced two guns out on the plains, waiting to open a barrage in case the armistice was not signed.

On Salvage Duty.

"After the signing of the armistice, we, the firing battery, returned to our picket line and rejoined the rest of our battery. Had to salvage the front for about a week. Left our picket line to hike up and join the army of occupation.

"Was detailed with one other man to ride through the country and guard the guns. Spent the first night at Hannonville, the second on the roadside near St. Jean. Early in the morning of Dec. 9 we caught up with the battery near Buzy. That night was spent with the battery and had my first real meal since dinner on the 7th.

"Had been eating bully beef and hardtack. This was Spincourt. The next two nights we were billeted in Longuyon and Longwy, respectively. Reached our first town in Luxemburg and spent one day and night there. The town was Esch and the boys sure were glad to get to a town where they could get something to eat.

"Leaving here, we went six kilometers to Contern. Was replaced by one of the boys who had been crippled by hiking, so had to make this hike myself. After one week in Contern we left Sunday, Dec. 21, and hiked to Lintgen, a distance of 24 kilometers. This hike was made in a hard snowstorm. Christmas day was spent here.

"It is rumored that we leave here soon to go to the port of embarkation. Lord let it be true, because I want to make that boat. Finis."

Stops The Tickle

Heals the Throat and Cures the Cough. HAYES' HEALING HONEY. Price 35c. A free box of PEN-O-TRATE SALVE for Chest Colds and Head Colds is inclosed with every bottle.

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Dr. Kilmer's Swamp-Root is not recommended for everything, but if you have kidney, liver or bladder trouble, it may be found just the medicine you need. Swamp-Root makes friends quickly because its mild and immediate effect is soon realized in most cases. It is a gentle healing herbal compound—a physician's prescription which has proved its great value in thousands of the most distressing cases according to reliable testimony.

At druggists in large and medium size bottles.

You may have a sample size bottle of this always reliable preparation by Parcel Post, also pamphlet telling about it. Address Dr. Kilmer & Co., Binghamton, N. Y., and enclose ten cents, also mention the Memphis Daily News Scimitar. adv.

Got 117 Eggs Instead of 3

Says One Subscriber

Any poultry raiser can easily double his profits by doubling the egg production of his hens. A scientific tonic has been discovered that revitalizes the flock and makes hens work all the time. The tonic is called "More Eggs." Give your hens a few cents worth of "More Eggs" and you will be amazed and delighted with results. A dollar's worth of "More Eggs" will double this year's production of eggs, so if you wish to try this great profit maker, write E. J. Reefer, poultry expert, 295 Main street, Kansas City, Mo., who will send you a package of "More Eggs" Tonic for $1.00 (prepaid.) So confident is Mr. Reefer of the results that a million-dollar bank guarantees if you are not absolutely satisfied your dollar will be returned on request and the "More Eggs" costs you nothing. Send a dollar today, or send $2.25 and get 3 regular $1.00 packages on special discount for a full season's supply, or ask Mr. Reefer for his free poultry book that tells the experience of a man who has made a fortune out of poultry.

One subscriber says, "'More Eggs' increased my supply from 3 to 117 eggs." adv.

CASUALTY LIST

WASHINGTON, Jan. 30.—Four army and one marine corps casualty lists, made public here today, contain a total of 2,341 names, divided:

Killed in action 33, died from wounds 30, died accident and other causes 7, died airplane accident 1, died of disease 70, wounded severely 283, wounded, degree undetermined, 683; wounded slightly 1,192; missing in action 42.

Included in the lists:

TENNESSEE.

Wounded severely: Privates Serry Cysney, 494 Austin avenue, Memphis; Louis Holloway, Dayton; Homer Sullivan, R. F. D. 4, Greenfield.

Wounded, degree undetermined: Corporals Grover C. Atwell, 271 Mill street, Memphis; James W. Fairgloth, R. F. D. 5, Lebanon; Charles E. Kennedy, Sardis; Mechanic Clarence A. Buckles, Bristol; Privates Fred F. Jones, St. Josephs; Charlie R. Stokesbury, Andersonville; Charlie E. Oakes, Robbins; Ed Mobley, Gardner; James A. Prewitt, Gallatin; Henry Hammond, Chattanooga; Homer L. Gabler, McKenzie; Jas. Hinds, Rockwood; Bruce Kennedy, R. F. D. 9, Knoxville; Sam Heatherley, R. F. D. 2, Lost Creek; Johnnie Bynum, Lynnville; Thomas Dunagan, Eaton.

Wounded slightly: Capt. Leland S. McPhail, Nashville; Sergts. Charles W. Hammer, Athens; Roy W. Jones, Johnson City; Corporals Charlie F. Jones, Nashville; Samuel C. Jones, Medon; Eli F. Hindmon, Counce, Hardin county. Wagoner Walter E. Elam, Celina; Privates Homer Pruden, R. F. D. 4, box 234, Memphis; Angelo Xiques, 942 Barton street, Memphis; Bob Kite, Bullsgap; James A. Sweeney, R. F. D. 1, Diana; Taylor Hinds, Rockwood; Dover Anderson, R. F. D. 5, Silver Point; Jas. H. Ruffin, North Nashville; Jimmie Hedge, R. F. D. 5, Camden; Alva B. James, Guys; Fred O. Jones, Catoosa; M. D. Ellis, Milan; Roy Hall, Dayton; Lawrence Carr, Silver Point; David H. Irvin, Knoxville; George R. Jinks, Treadway; Paul Goins, Chattanooga; Clifford C. Sherrod, Louisville; Thomas Brown, Pulaski; John B. Duggon, R. F. D. 4, Sevierville; Daniel O. Laman, R. F. D. 10, Humboldt; Edgar L. Stalsworth, Knoxville; Eddie Woods, Humboldt; Moss J. Elliott, R. F. D. 2, Clinton; Isaac S. McMillon, R. F. D. 2, Evansville.

Missing in action: Sergt. Curtis F. Cloud, Clouds.

Wounded slightly, previously reported missing: Privates Roy E. Lemon, Nashville; Rupert E. Wagster, R. F. D. 7, Martin.

Wounded, degree undetermined, previously reported missing: Private John P. Heaton, R. F. D. 1, Elizabethton.

Returned to duty, previously reported missing: Corporal Alban E. Samuel, Nashville; Privates Taylor D. Hill, Waynesboro; Charles B. Julian, R. F. D. 5, McMinnville; Alse F. Ogle, R. F. D. 1, Wayland; Wiley C. Roberts, Hillsboro.

MISSISSIPPI.

Died of disease: Privates Arthur A. Rodgers, Blue Springs; Silas Vernado, R. F. D. 3, Magnolia; Wesley H. Webster, R. F. D. 1, Hesterville.

Wounded severely: Privates Red Y. Jarvis, Cotton Plant; James O. Woods, Eastman.

Wounded, degree undetermined: Privates Clayton Houston, R. F. D. 4, Union; Louie McCaughan, Louin.

Wounded slightly: Capt. William G. Byrd, Belzoni; Sergt. Alonzo Tullos, Raleigh; Privates Thomas Brown, Natchez; Otis S. Mock, Natchez; Willie R. Mitchell, Meadville; Claude Byrd, Meridian; William D. Carr, Louisville; Virgil W. Dunevant, Crenshaw; Emery S. Jones, Clarksdale.

Missing in action: Private Lewis Hinton, Hintonville.

Wounded slightly, previously reported missing: Private Isaac H. Stone, Holly Springs.

Wounded degree undetermined, previously reported missing: Private R. C. Hubbard, R. F. D. 3, Mantell.

In hospital, previously reported missing: Private James R. Dickerson (marine), Sturgis; Thomas J. White (marine), Hatherne.

Returned to duty, previously reported missing: Private John A. Spencer (marine), Colla.

ALABAMA.

Killed in action: Private George Mandich, Mobile.

Died accident and other causes: Private Adolph G. Flach, Mobile.

Died of disease: Privates Sandy Phillips, Mopoila; Robert Porter, Stevenson; Willard E. Stevens, Scotts Station.

Wounded severely: Private James W. Knight, R. F. D. 3, Hayleyville.

Wounded, degree undetermined: Corporal John E. Duke, Milliport; Privates Fox Davis, R. F. D. 1, Samson; John C. Gillis, R. F. D. 1, Louisville; John W. Provins, Riverton; Edward H. Brindley, La Pine; Will Jackson, Haynesville; Arthur W. Sherrill, R. F. D. 2, Houlton; Johnnie C. Greene, Fort Deposit; John W. Heath, Albertville; Byron H. Kelly, R. F. D. 3, Crossville; Owen F. Beeder, Montgomery; Howard Byrd, Wadsworth.

Wounded slightly: Lieut. Jerome Meyer, Uniontown; Sergt. George E. Atchison, Bigbee; Corporal Ben O. F. Falls, Tuscaloosa; Privates Andrew T. Hancock, Mount Creek; John T. Maddox, Sylacauga; Lawrence Blancett, Yucca; Jim Merrill, Warrior; Chap P. Day, Argo; Walter Inlow, R. F. D. 1, Blanche; Joshua G. Serrell, R. F. D. 2, Jemison; Luther T. Blankenship, Vincent; Eligo B. Hallmark, R. F. D. 2, Leighton; Arch W. Jenks, Talladega; James M. Phillips, R. F. D. 4, Scottsboro; Keown Duke, Chatom; William C. Hearn, Tuskegee; Eldridge L. Jones, Mantone; Elijah W. Stokes, Alabama City; Andrew McClendon, Curley; Clinmon Christian, Goodwater; John A. Harmon, Lewisburg.

Missing in action: Private Dellie Ramrick, Sulphur Springs.

Returned to duty, previously reported killed in action: Private William H. Moore, R. F. D. 1, Hodges.

Wounded, degree undetermined, previously reported missing: Privates Jas. W. Clardy, R. F. D. 1, Wadley; Andy F. Clark, R. F. D. 1, Pisgah; John B. Hicks, Reform; Grover C. Phillips, R. F. D. 2, Florence.

Returned to duty, previously reported missing: Privates Jenkins H. Horton, R. F. D. 6, Albertville; Jimmie L. Opvert, Gerly; Charles W. Tennant, (marine), R. F. D. 1, Newell.

ARKANSAS.

Died of disease: Sergt. Noah S. Talburt, Optimus.

Wounded severely: Lieut. William J. Waggoner, Lonoke; Private Edward Simpson, Fort Smith.

Wounded, degree undetermined: Privates Richard C. Blankenship, Monette; Jordan A. Byram, Newberg; Wallace R. Hayes, Bernardsville; Edward R. Parham, Smithdale; Eddie Anderson, Hackett.

Wounded slightly: Corporal John Eatman, Manila; Privates Clyde E. James, Mobley; Enogh F. Proctor, DeQueen; William Beebe, Devall Bluff; Marshall Hedgepeth, Whitehall; Fona J. Brink, Berryville; Herman Gilham, Royal; Virgil F. Housley, Steve; Willis J. McCall, Sidon; Jim E. Rowland, R. F. D. 3, El Dorado; Elix M. Davis, Knoxville; Bly Wright, Batesville.

Wounded slightly, previously reported missing: Private Luci Bell, R. F. D. 1, Tokio.

Wounded, degree undetermined, previously reported missing: Privates Lee Jones, Houston; Andrew L. Mayfield, Sherrill.

Returned to duty, previously reported missing: Privates Paul W. W. Caffey, St. Paul; Walter T. Freeman, R. F. D. 1, Paris.

Many Big Fortunes

Have been accumulated by regular savings. You can open an account with $1.00 at the

Union and Planters Bank and Trust Co.

To Every Southern Business Man

Because of dropping cotton prices the South is now facing a crisis which every business man must help to meet. It affects you vitally. Please read this announcement carefully and thoroughly. Discuss it with your neighbors, and then act.

The 1918 crop of cotton was produced at a greater cost than the present market quotations. The present decline in price is due to the holding off of buying by the mills, the extremely high ocean freight rates, making the cost of shipping cotton to countries where there is a demand for it prohibitive, the psychological attitude of the public which is demanding lower prices on every commodity and the selling "short" by "bear" speculators and others that are interested in driving the price of cotton down. The way to fight fire is with fire. Let us fight psychology with psychology. If psychological conditions are such that they are peculiarly suited to an attack upon the contract market by spinners and speculative interests, because of the temporary delay in the movement of both cotton and goods as well as the fall in prices of other commodities, then these psychological conditions will be changed if the farmers, merchants, banks, factors and holders could be made to realize that the world will need their cotton in a few months, if they do not allow themselves to be stampeded before that time.

The purpose of this article and the succeeding ones will be to stem the tide of fear with which the "bear" interests are endeavoring to engulf the holders of cotton. Every planter, merchant, or banker, or any well-informed man, knows that it cost to produce this season's cotton crop more than the present market price. It is conservatively estimated that at least 30 cents a pound basis middling is a reasonable price for the 1918-19 cotton crop. There is a way for holders of cotton in the South to get back at least the cost of production. Read this article carefully. It means dollars in your pocket.

The South Faces a Loss of Prosperity

For 50 years the South has been in economic slavery. Through generations the farmer and his wife and children have slaved and suffered and worn out their lives in poverty and deprivation trying to keep body and soul together. The South has been blamed for its illiteracy, backwardness and the general apathy of its people. But why were these things so? Because a comparatively few rich manufacturers and spinners have used every means to keep down the price of cotton so that they could make more money. Southern farmers have sacrificed their lives in order that the world might have cheap clothes to wear. In the meantime his Northern brother, producer of wheat, corn and cattle, has been riding in his automobile, improving his farms and his homes, building better roads and schools, and getting some of the comforts and pleasures of life. On account of economic conditions produced by the war, however, and because of the greater diversification of crops, 1917 saw the South more prosperous than ever before, for the first time its producers and workers were in any way adequately paid for their work. The South had begun to come into its own. Its farmers and planters immediately went ahead with a 1918 crop and at a very high cost produced what in normal years is a short crop, and yet now they tell us that there is too much cotton and the prices are too high. The South can not afford to go back to its old standing, of only a bare existence, but it must have a better living, better education, more comforts and bigger opportunity for its boys and girls. Let us stand together in this matter and refuse to go back to the old regime. Let us refuse to give up our prosperity and what is due us. Let us hold our cotton and plant less cotton this year in order to hold up the price. Unless this is done the price of cotton will be hammered down at the loss of untold millions to the South and its people.

Reasons Why Cotton Should Be High in Price

Speculators and "bear" interests contend that the price of cotton should go down because all other prices have gone down. The fallacy of this lies in the fact that cotton did not go up as high in proportion to the cost to raise as did other commodities. If the bulk of the 1917 crop had sold at 45c or 50c a pound, the price would have been more near the increased war price of other commodities. Since cotton never sold up to what it was actually worth, and therefore was not analagous to wheat or steel or other articles it should not be expected to come down because other articles are coming down in price. Four short crops have been produced in succession. Under normal conditions the price would be very high as by this time there would be a cotton famine. In the six years before 1916 there were produced in the United States two fourteen-million-bale crops, one fifteen-million-bale and one sixteen-million-bale crops. In 1913 and 1914 the world was using between fourteen and fifteen million bales of American cotton a year. In 1915 the production went down to twelve million, nine hundred thousand, which created a shortage but this was offset by the shutting off of exports. 1916 produced twelve million nine hundred thousand. 1917 eleven million nine hundred thousand, and for 1918 an estimated crop of eleven million seven hundred thousand. Since before the war the world was using between fourteen and fifteen million bales of American cotton, it can be readily seen that now that the war is over, when all embargoes and restrictions are removed, the world will want and need more cotton than there is now on hand. Europe is not only hungry but it is also naked. Europe must have clothes as well as food. The South has the cotton to sell, but European and American mills must pay for it, at least pay what it costs to make. The only reason why Europe is not taking this cotton now is that the peace treaty has not been signed, embargoes in some instances have not been lifted, although England has just taken hers off and ocean freight rates have just been cut from $30.00 to $7.50 per bale.

Europe wants American cotton. In fact, the U. S. government, through one of its bureaus, has published a statement to the effect that the exports this season for England and the continent will exceed the exports of last season by two million bales. Naturally, the mills will try to get cotton as cheaply as possible and it has been rumored that large foreign interests have been large sellers of "short" cotton on the speculative market recently. To sum up, it is evident that instead of the war putting up the price of cotton it has actually kept down the price of cotton. The records show that the drastic economies of war have cut the normal consumption approximately three million bales each year for four years—a total of twelve million bales. Isn't it natural to suppose that the minute trade restrictions are removed there will be a big demand for cotton?

The Way to Keep Cotton High

The price of cotton must be kept up. We cannot afford to let it go down. There are two ways to maintain the price. First, hold the present supply until the spinners and "bear" speculators ask for it; and second, to cut the next crop production to at least one-third of the last four years' average, i. e., to nine million bales.

FIRST—HOLD YOUR COTTON

Do not allow yourself to be frightened by "bear" operators and speculators. Hold your cotton. The South can very well afford to hold its cotton. The controller of the treasury in his report shows that the savings accounts for the South show an increase of 45 per cent in 1918 over 1914, notwithstanding the various contributions to war causes. The South has the money to finance next year's crop and hold the 1918 crop. Do not sell your cotton at a loss.

SECOND—PLANT LESS ACREAGE

In every well managed factory the production is based on the amount that can be sold. When a manufacturer produces more than he can sell he hurts his business. This is what the grower of cotton ought to do: control your supply, cut down your acreage. Ordinarily this is not the best policy to advocate for agriculture but under the present circumstances it behooves every farmer to cut his cotton acreage at least one-third, putting the land in feed and food crops which can be sold at highly remunerative prices. Bankers, merchants and cotton factors should refuse to make advances on the 1919 cotton crop unless this is done.

Act Today—How You Can Help

First, write a letter to your congressman or send him a telegram asking him to get action on the reduction of freight rates on cotton and the lifting of embargoes and trade restrictions. Then send us a subscription for whatever amount you feel that you can afford to further this propaganda for holding your cotton and cutting your acreage. A few dollars spent in publicity will save hundreds of millions for the South. We want the moral support of every business man in the South, and, of course, the financial aid will be appreciated. This advertising is paid for by public-spirited business men and cotton men throughout the South. The advertising fund will be audited and final report made to all subscribers. Talk high prices, hold your cotton, decrease your own acreage, get others to do likewise. Help keep the South prosperous.

We would advise all producing interests not to use the future cotton market as a hedge against spot cotton because in the present position of the contract market it is not a legitimate hedge.

THEO. V. WENSEL, President,
Rumble & Wensel Co., Natchez, Miss.

NOTE—This campaign was organized and is being conducted by Mr. Wensel at the suggestion and with the moral and financial support of the leading cotton factors of New Orleans, Memphis, Savannah, Galveston, Houston, Dallas, and bankers, merchants and cotton men throughout the South.

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