Gerber's Opportunity Sale

Tomorrow, Oct. 25, the most notable day in the his tory of Opportunity Sales

We have prepared for the greatest opportunity day of the year, bringing a tremendous volumn of business into one day, gathering hundreds and hundreds of special lots, which ordinarily would hardly admit of lowering prices in view of advancing markets, but Opportunity Day must be served.

Therefore the average family or individual can easily save enough on Opportunity Day to meet any of their war work, Red Cross and other patriotic contributions.

We wish to call your attention to the fact that early shopping tomorrow morning will put one in possession of untold savings and give you a better choice.

Do your Christmas shopping now
Thereby heeding your government's request so the mails will not be congested and man power will be conserved.

Save all the food you can
—by eating as little as you can—eat only one meat, one ounce of white bread or 2 ounces of brown bread and one-half ounce of butter or cheese at each meal.

F. Gerber
MEMPHIS

Mind your eye!

A BUG darts at your eye. Your eye closes—before you think. Reflex action. Your eye telegraphs to your brain "Bug coming!" Your brain flashes back "Close up!" You aren't conscious of the exchange of messages—but your eyelids close. Force of habit protects you. Habit and reflex action save time and effort in numberless ways, and keep your brain clear for the *real* problem.

Habit, for example, sets the hour when the delicate departments of your digestion combine in a supreme reflex action to move your bowels. Nujol cultivates that habit. If they move regularly all you know is that you feel well.

If they don't move regularly, *you know it*—the habit has failed.

The food waste stagnates in your large intestine, decays, generates poisons, which are absorbed into your blood and carried all over your body. Your next effort will be more difficult—and soon the bad habit of constipation will be established. The good habit of regularity is replaced by the bad habit of irregularity—reflex action is paralyzed, and the waste accumulates.

Don't exchange a good habit for a bad one. Nujol builds such a strong habit that it offers a maximum of resistance to the clogging of the intestines. Don't wait until you're "sick" to start. Nujol night and morning will give you a reflex action as "regular as clockwork." Be as proud of your inside cleanliness as you are of a clean face and clean teeth.

Pills, purgative mineral waters, salts, castor oil and other cathartics, weaken and cause strain. They increase constipation. Nujol acts easily, harmlessly, naturally. Your druggist has it.

Nujol Laboratories
STANDARD OIL CO. (NEW JERSEY)
50 Broadway, New York

Warning: Nujol is sold only in sealed bottles bearing the Nujol Trade Mark. Insist on Nujol. You may *suffer* from substitutes.

TODAY'S BEAUTY HELP

We find you can bring out the beauty of your hair to its very best advantage by washing it with Canthrox. It makes a very simple, inexpensive shampoo, which cleanses the hair and scalp thoroughly of all the dandruff, dirt and excess oil, leaving a wonderfully clean, wholesome feeling. After its use, you will find that the hair dries quickly and evenly, is never streaked in appearance and is always bright, soft and fluffy; so fluffy, in fact, that it looks more abundant than it is, and so soft that arranging it becomes a pleasure. Just use a teaspoonful of Canthrox, which you can get from any good druggist, dissolve it in a cup of hot water; this makes a full cup of shampoo liquid, enough so it is easy to apply it to all the hair instead of just the top of the head. adv.

Read News Scimitar Wants.

The Easiest Way To End Dandruff

There is one sure way that never fails to remove dandruff completely and that is to dissolve it. This destroys it entirely. To do this, just get about four ounces of plain, ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

By morning, most if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it, no matter how much dandruff you may have.

You will find, too, that all itching and digging of the scalp will stop instantly, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.

You can get liquid arvon at any drug store. It is inexpensive, and four ounces is all you will need. This simple remedy has never been known to fail. adv.

CHARGED WITH LOOTING WATCHES AND CLOTHING

Godfrey Tuggles, negro porter, 751 Walnut street, has been arrested by City Detectives Williams and Brunner, charged with systematically looting the establishment of Phil A. Halle, Exchange building, of wrist watches and clothing. He has been placed on the secret docket.

According to Halle, the negro, employed as porter at the place, extended his operations over a period of several weeks. Value of the missing articles is placed at $150.

SOLDIERS' BODIES ARE LAID TO REST

Private Elmer H. Deffenbaugh, 32 Memphian, who died at the Central high school hospital, was laid to rest Wednesday afternoon in the National cemetery. He came to Memphis to attend the funeral of his brother, Edward, who was killed by a train three weeks ago, and was seized with influenza.

Frank H. Moore, 21 years of age, son of Mrs. Leila Simmons, who died aboard the U. S. S. Mercy, a hospital ship, last Sunday, will be laid to rest next Sunday in the National cemetery.

COMMERCIAL
STATIONERY
An immense assortment of Carbon Papers, Typewriter Papers, Pens, Pencils, Ink, Clips and all the 1001 articles usually sold by an up-to-date Stationer.
S. C. TOOF & CO.
MEMPHIS

The Dead

Gus Waterman.

PINE BLUFF, Ark., Oct. 24. (Spl.)—Gus Waterman, one of the most prominent business men of southeast Arkansas, died here Tuesday morning at a local sanitarium, after being ill since Oct. 2, following an operation.

Mr. Waterman was 70 years of age, and had resided at Pine Bluff and Dumas for the past 40 years. He was the first mayor of Dumas, and was a member of the Southeast Arkansas Drainage district. He is survived by his wife, Mrs. Rachel Waterman, and three children, Lieut. Lawrence Waterman, of Camp Holliford, Md., Lieut. J. S. Waterman, of Camp Pike, and Mrs. Maurice Herman, of Dumas.

H. W. Petty.

GREENWOOD, Miss., Oct. 24. (Spl.)—H. W. Petty, aged 70 years, died Wednesday at his home, after an illness extending four months. For several days Mr. Petty's condition has been most critical, and death was not unexpected. He was born in Montgomery county in 1848. When a lad of 14 years he enlisted in the Confederate army and valiantly served with the Southern troops for two years. Mr. Petty moved his family to Greenwood 22 years ago, and has made his home here since that time. His wife and five children survive.

J. R. Hodges.

GREENWOOD, Miss., Oct. 24. (Spl.)—While serving his country in San Juan, Santiago, Cuba, J. R. Hodges, a Greenwood boy, died Tuesday, after a brief illness of influenza. His mother, Mrs. Maude Hodges, of this city, did not know of his illness and the news of his death came as a shock to her. The cablegram which announced his death gave no other particulars. Hodges was chief pharmacist mate in the Seventh regiment, U. S. medical corps, of the marines. Several weeks ago he was given a month's furlough and spent the time with his mother and brother in Greenwood. The body will be sent here for interment.

J. Press Caldwell.

PONTOTOC, Miss., Oct. 24. (Spl.)—The death of J. Press Caldwell occurred at his home in Sherman Wednesday, after a brief attack of influenza. Burial took place yesterday afternoon in his home cemetery. The deceased was a popular business man of his town and formerly served as salesman in the mercantile house of Salmon & Wilson.

Miss Mary Godwin.

BLUE MOUNTAIN, Miss., Oct. 24. (Spl.)—Miss Mary Godwin, daughter of the late Joseph Godwin and niece of Mayor S. A. Godwin, died Monday evening of Spanish influenza. She was buried the following day in the local cemetery. She was about 30 years old and is survived by a large circle of prominent relatives in this section.

Mrs. Nora W. Hamilton.

OKOLONA, Miss., Oct. 24. (Spl.)—News has been received in this city of the death in Humboldt, Tenn., of Mrs. Nora Waynes Hamilton, a lifelong resident of this city before her marriage. She was the daughter of Mr. and Mrs. Frank Hamill and beloved by all who knew her. She is survived by a husband, a little daughter, a mother, one brother and one sister.

Mrs. J. M. Davis.

OKOLONA, Miss., Oct. 24. (Spl.)—Mrs. J. M. Davis, the third victim of the epidemic of Spanish influenza in this city, died at her home in this city Tuesday evening. She is survived by one son, two daughters and numerous relatives. She contracted the disease in Memphis, where she went to arrange for hospital accommodations for her son, Milton, who was stricken with the influenza in that city. Her son is recovering.

Holly King.

PONTOTOC, Miss., Oct. 24. (Spl.)—The body of Holly King was brought home via Tupelo and conveyed to the Plymouth burial ground for interment Wednesday. The deceased, aged 25 years, was in training at Fort Oglethorpe, and was at home on a furlough a few weeks ago. Soon after his return he contracted influenza, which developed into pneumonia.

Mrs. Cora Wright.

COLUMBUS, Miss., Oct. 24. (Spl.)—Mrs. Cora Wright, wife of J. H. Wright, foreman at Falk & Stolz lumber mill, died at her home in this city Tuesday. Deceased was 45 years old and is survived by her husband and eight children. Funeral services were held at Friendship cemetery Wednesday afternoon, conducted by Rev. J. A. Lee, pastor of the second Baptist church.

Arthur Durrett.

COLUMBUS, Miss., Oct. 24. (Spl.)—Arthur Durrett, son of Mr. and Mrs. Houston Durrett, died at the home of his parents, 622 South Fourth street, Tuesday, his death having resulted from Spanish influenza. He was 19 years old. Funeral services were held at Friendship Wednesday morning, having been conducted by Rev. J. C. Gavin, pastor of the First Baptist church.

Miss Mildred Bowlin.

COLUMBUS, Miss., Oct. 25. (Spl.)—Spanish influenza has claimed as a victim Miss Mildred Bowlin, the pretty and attractive daughter of Mrs. Lucy Bowlin, who died at the family home on South Fourth street yesterday. Deceased was 16 years old and besides her mother is survived by two brothers, John Bowlin, of Shreveport, La., and Henry Bowlin, who is at Camp Shelby. Funeral services were held at Friendship cemetery this morning, having been conducted by Rev. W. L. Duren, presiding elder of the Columbus district of the North Mississippi Methodist conference.

Eli Ashmore.

COLUMBUS, Miss., Oct. 24. (Spl.)—The body of Eli Ashmore, who was a member of the national army and who died at Fort Oglethorpe, Ga., Sunday night from Spanish influenza, arrived here Tuesday night and was interred in Friendship cemetery Wednesday. Deceased was 20 years old and is survived by four brothers, Paul, Silas, Roy and Sam Ashmore.

Mrs. Annie Steuterman.

COLUMBUS, Miss., Oct. 24. (Spl.)—Mrs. Annie Steuterman died at her home in the northwestern portion of the city Tuesday, her death having resulted from dropsy. Deceased was 49 years old and is survived by her husband. Interment took place at Friendship cemetery Wednesday afternoon, funeral services having been conducted by Rev. T. E. Gregory, of the Central Methodist church.

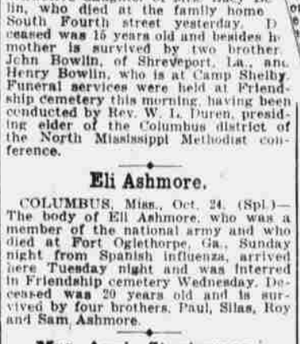
MARRIAGES

Young-Thron.

GREENWOOD, Miss., Oct. 24. (Spl.)—Miss Dora Belle Thron, of this city, and McVea Young, of Pascagoula, Miss., were quietly married Wednesday at the home of the bride's sister, Mrs. C. A. Morer, in North Greenwood. The ceremony was performed by Rev. J. A. Hall and was witnessed only by relatives. Immediately after the ceremony Mr. and Mrs. Young departed for New Orleans, where they will spend their honeymoon.

TOM LAWSON HURT.

MARLBORO, Mass., Oct. 24.—Thomas W. Lawson, Boston financier and independent candidate for United States senator, was injured when his limousine was overturned on the state road in Northboro. Hospital authorities here refuse to say how badly Mr. Lawson was hurt.



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At grocers; always in tins.
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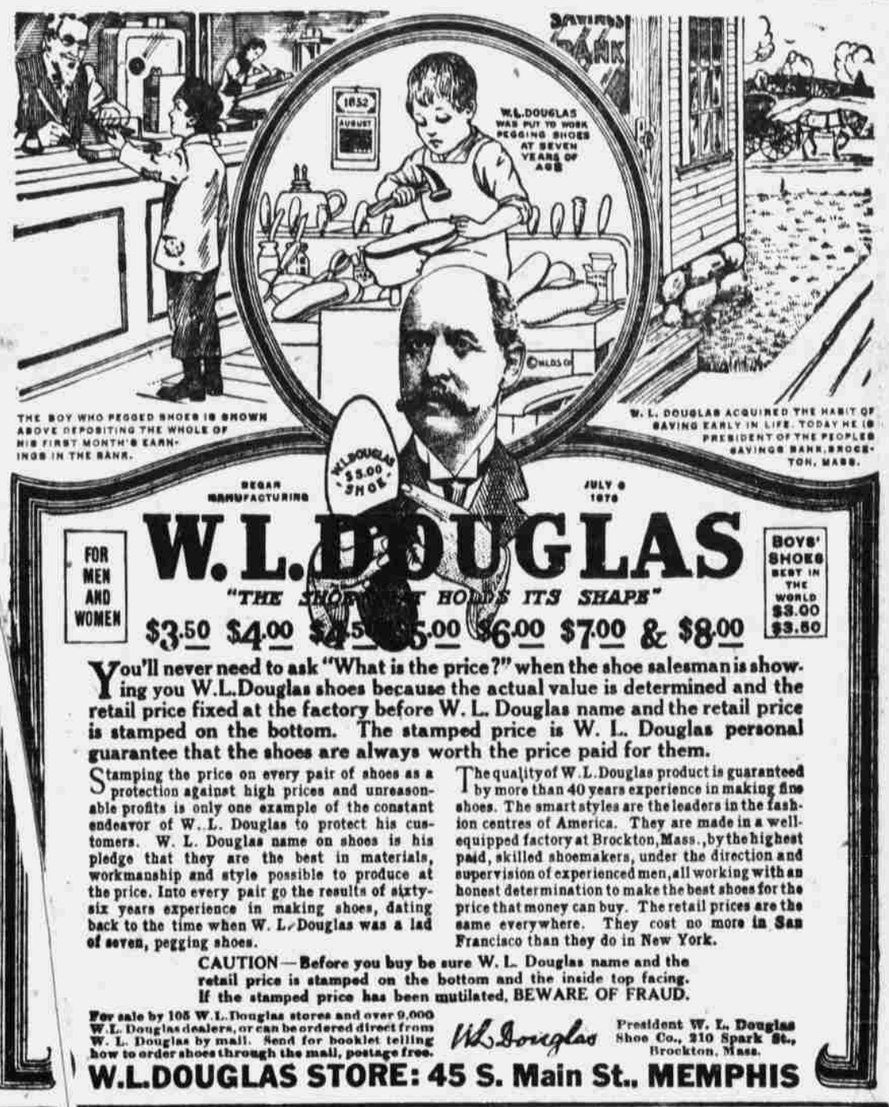

FOR MEN AND WOMEN

W.L.DOUGLAS

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$3.50 $4.00 $4.50 $5.00 $6.00 $7.00 & $8.00

BOYS' SHOES BEST IN THE WORLD $3.00 $2.50

You'll never need to ask "What is the price?" when the shoe salesman is showing you W.L.Douglas shoes because the actual value is determined and the retail price fixed at the factory before W. L. Douglas name and the retail price is stamped on the bottom. The stamped price is W. L. Douglas personal guarantee that the shoes are always worth the price paid for them.

Stamping the price on every pair of shoes as a protection against high prices and unreasonable profits is only one example of the constant endeavor of W. L. Douglas to protect his customers. W. L. Douglas name on shoes is his pledge that they are the best in materials, workmanship and style possible to produce at the price. Into every pair go the results of sixty-six years experience in making shoes, dating back to the time when W. L. Douglas was a lad of seven, pegging shoes.

The quality of W. L. Douglas product is guaranteed by more than 40 years experience in making fine shoes. The smart styles are the leaders in the fashion centres of America. They are made in a well-equipped factory at Brockton, Mass., by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy. The retail prices are the same everywhere. They cost no more in San Francisco than they do in New York.

CAUTION—Before you buy be sure W. L. Douglas name and the retail price is stamped on the bottom and the inside top facing. If the stamped price has been mutilated, BEWARE OF FRAUD.

For sale by 105 W. L. Douglas stores and over 9,000 W. L. Douglas dealers, or can be ordered direct from W. L. Douglas by mail. Send for booklet telling how to order shoes through the mail, postage free.

W. L. Douglas — President W. L. Douglas Shoe Co., 210 Spark St., Brockton, Mass.

W.L.DOUGLAS STORE: 45 S. Main St., MEMPHIS

CRIMINAL CASES SWAMPING COURTS

Criminal cases are piling up, due to the closing of the courts in order that the judges and lawyers may assist draftees in filling out their questionnaires because of the influenza epidemic.

The officials apprehend considerable difficulty in disposing of cases when the courts again begin to grind. They fear that many of the defendants will be engaged in army work, either in the camps or at the war munition factories. Witnesses, also, they say, will be scattered and beyond the jurisdiction of the court.

The judges have not yet decided whether the courts will open Monday or later.

PARK FIELD MEN PLAN CELEBRATION

Plans are being formulated by 12 non-commissioned officers at Park Field aviation school for a celebration Nov. 18 in honor of the anniversary of their service at the Millington flying station. The 12 are veterans of the old 140th aero squadron, which came to Park field in November, 1917, from Kelly field, San Antonio, Texas.

The squadron originally numbered 150 men, but all, except 12, have been transferred to other fields or are overseas.

Guests will be invited and an appropriate program will be given.

HOTEL ARRIVALS

At the Gayoso.

Mrs. John F. Glaser, Hot Springs, Ark.; F. E. Nicholson, Selmoh, Ark.; H. N. Williams, Hurrell, Ark.

At the Peabody.

M. Busby, Clarendon, Ark.; W. J. Taylor, Fort Smith, Ark.

Coddled Apples.

Two cups sliced apples, one-half cup light syrup. Heat syrup to boiling point and cook apples in the syrup until tender. Serve hot or cold.

Traffic Trucks
4,000 lbs. Capacity, $1,295.00
Lowest priced, high-class two-ton truck in the world. Immediate delivery from stock in Memphis.
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86 N. Second Street. Both Phones 21.
A SHIRT AND COLLAR LAUNDRY
We excel in starched and soft shirt and collar work.

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