

The Collierville Herald
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 WALTER H. HARRIS Editor
 MRS. KATHLEEN HARRIS,
 Managing Editor

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Friday, Dec. 6th, 1929

Weekly Sermonette
 By Our Local Pastors

**The Who, What, When, and Where
 of the Gospel**
 By Rev. J. P. Horton.

"Son go work to day in my
 vineyard", Matthew 21:28.

1-Who? My son.

"For ye are all the children of
 God by faith in Christ Jesus"
 Gal. 3:26. From the above
 scripture we learn that God has
 two classes of children, the obe-
 dient and disobedient. The obe-
 dient child is a joy to the parent
 and the disobedient is a burden
 and a sorrow to the parent. The
 disobedient child is a great disap-
 pointment to the parent. The
 obedient child is happy, joyful,
 prosperous, and beloved by all.
 2 What? Go work. Paul tells us
 that we are the workmanship of
 God created in Christ Jesus unto
 good works". Eph. 2:10. John
 says "If ye love me ye will keep
 my words" Jesus says That I
 must do the works of Him that
 sent me" and again he says fol-
 low thou me" Jesus says "In as
 much as ye did it unto one of
 the least of these my brethren ye
 did it unto me. Paul says "Pre-
 sent your bodies (lives) a living
 sacrifice unto God which is rea-
 sonable service".

3 When? To Day. There is no
 time like the present. We forget
 the past and do not anticipate
 the future. Jesus says "Work
 for the night is coming". The
 night of death comes and no man
 can work. Jesus says now is
 the accepted time, "To day is
 the day of salvation, harden not
 your hearts". Procrastination is
 the thief of time, the thief of op-
 portunities, and the thief of souls.

Satan in this way robs us of
 the joy of service.

4 Where? In my vineyard.

The world is the vineyard of
 the Lord and Jesus says go ye in

Only the Best of
MEATS

In our New Market
 you will Find Just
 What You Want

Home Made Pure
 Pork Sausage

Chas. Dean & Son

to the world and preach his ever
 lasting gospel. This beautiful
 village of Collierville is a part of
 this great vineyard and to us it
 is an important part. Our inter-
 est is here. Our work is here.
 Our work is to minister to the
 sick and suffering, feed and
 clothe the destitute and hungry,
 lead the lost ones to Christ and
 enlist the idle and disobedient
 children of Our Heavenly Father
 in his service.

Mrs Coyle and Florence enter-
 tained The Happy Hustlers Wed-
 nesday evening with a travel par-
 ty. The time tables contained
 amusing rules of the road and an
 interesting city contest. The tick-
 ets concealed a stunt pertaining
 to travel for each passenger con-
 siderable merriment was caused
 merriment was caused by the vis-
 it to different radio stations. Re-
 freshments were distributed in
 the news butch fashion, adding to
 the delight of all present.

Presbyterian Auxiliary

The Presbyterian Woman's
 Auxiliary met on Tuesday after-
 noon with Mrs B M Cowan and
 Miss Mildred Cowan.

Following the devotional and
 business session a program on
 "Presbyterian Orphanages" was
 given, a stocking and toy snow-
 er for the Goodland Indian Orphan
 age following.

Seventy-five gifts to be sent to
 a Mountain Mission Sabbath
 School at Christmas were dis-
 played and a guessing contest
 was entered into, Miss Margaret
 Fleming being the winner.

A salad course, carrying out
 the Christmas colors, was served.

Noted Optometrist visits Dr. Roy

Dr Vance C Roy, president of
 Tri-State Optometric Association
 has just received a wire from Dr
 A M Skeffington, accepting the
 invitation to stop off in Memphis
 on Dec. 5th while enroute from
 Los Angeles to Chicago.

Dr Skiffington, who is the Di-

rector of the Graduate Founda-
 tion, has just returned from fur-
 ther work in Vienna and London
 and will bring to the Optome-
 trists the technique and methods of
 diagnosis and treatment of ob-
 scure eye troubles of both the
 Old World and the New.
 Dr Roy states that the science
 of caring for eyes has advanced
 so rapidly during the past few
 years, so many conditions once
 thought impossible of correction,
 are now capable, that it has be-
 come almost a new science. So
 much so, that unless the Optome-
 trist attends a Graduate Clinic
 yearly, he will lose contact with
 the advanced elements in the pro-
 fession. The demands on the eyes
 in this mechanical age are so
 much more intense than was form-
 erly true, that constantly improv-
 ed methods of care have had to
 be brought forward.

Cayce Notes

Mr and Mrs Percy McFerrin
 and daughter spent Sunday with
 Mrs McFerrin's mother, Mrs D L
 Lumsden.

Earl Brooks attended the foot-
 ball game at Ole Miss Thursday.
 Mrs J H Vick and daughter
 Elise, spent the Thanksgiving
 holidays with Mr and Mrs Jack
 Williams.

Mr and Mrs Van Brooks and
 son visited relatives in Memphis
 Sunday.

Little Virginia King has been
 seriously ill with diphtheria but is
 now improving.

Mrs J B Higgins is spending a
 few days in Memphis with her
 sister, Mrs Estoner Leake.

H A and Bryan Vick of Mem-
 phis, and Jesse Person and Ran-
 som Williams spent Thursday
 bird hunting.

W T Vick and family of Byhal-
 ia were dinner guests at Mrs C H
 Hooks Thursday.

Mr and Mrs F M Sloan and
 Mrs D L Lumsden are enjoying
 a new radio.

A Worthwhile Service

There was a time when we stay-
 ed at home when the weather wa-
 bad- when it rained and sleeted
 and snowed the roads were so bad
 we had to stay at home. Then we
 began to buy autos and good
 roads were built. Then came ad-
 justing carburetors for winter
 service- high test gasoline that
 made cars start easier in cold
 weather and now we have tires
 that keep us from being afraid of
 roads in any kind of weather. The
 Collierville Service Station is off-
 ering such a tire. The New Seib-
 erling, a tire that is built right
 and with a Protected Service
 Guarantee. Read the series of
 ads about them now appearing in
 the Herald.

Another Christmas Window

With two very attractive show
 windows, the Harrell Drug Com-
 pany opened the Christmas sea-
 son by displaying a most complete
 and select stock of Toys and Gifts
 this week. With tables laden with
 many new toys, dolls of every
 kind, mechanical toys and Christ-
 mas Gift suggestions, a visit to
 the store makes you realize that
 it's not too early to do your
 Christmas shopping. Buy now
 and have plenty of time to select
 your gifts and remember this
 year let's all try Our Home Mer-
 chants First. They have stood by
 us during the past year and will
 continue to stand by us so let's
 each of us make ourselves Chair-
 man of the "Buy it at Home
 Club" and Try Our Home Mer-
 chants First.

Valuable Plant

Hemp is a tough, fibrous plant which
 is used in rope making and in the
 manufacture of coarse socks. Some of
 the finest hemp comes from Manila.
 The state of Kentucky also raises a
 very high-grade hemp in large quan-
 tities.

First Paper Currency

Spain was the first European coun-
 try in which paper money was issued,
 an event which took place in the fif-
 teenth century.

Again!
SEIBERLING
 leads the way!

The new "Special Service" Tire
 by Seiberling is not only a bigger
 tire, but it's the last word in tough-
 ness—

It's so good that we protect you
 for a year against any expense on it
 due to blowouts, rim cuts, or any
 accident.

What could be fairer than that?

You can depend on any tire we sell as being
 the best value in town for the money.

"Don't Cuss--Call Us"

COLLIERVILLE SERVICE STATION
 Wrecker Service

Phone 37

Strong Grocery
 Staple and Fancy Groceries

Free City Delivery Phone 157

**The
 Pharmacist**

"The typical pharmacist," says the
 Council on Pharmacy and Chemistry,
 "is a man of high character, of high
 intelligence, and of high degree of
 competence. In his profession he
 deals with a wide variety of products,
 he fills prescriptions and manufactures
 those products which it is advisable to
 purchase."

He assists in the control of insects,
 fungi and germs. He is a valuable
 source of information on public health
 and on other scientific matters. As a
 pharmacist he intelligently reads the
 authorities of his profession, he en-
 deavors to understand and obey the
 laws of his country and he continually
 labors to keep abreast of his profession."

Because the pharmacist serves us
 so often in the capacity of a merchant,
 we are apt to forget that he is more
 than that. We may lose sight of the
 fact that he is a health trained profes-
 sionist as well as a merchant and
 that he has had years of practical ex-
 perience at the prescription counter.

The schools represented in the American Association of Colleges of Pharmacy have
 been offering their students, steadily until today, only high school graduates as pre-
 requisites upon the study of pharmacy in many States and three years of college
 work are required for graduation. In addition to that, the State licensing board requires
 from two to four years of practical experience for registration.

Your pharmacist is more than a merchant—he is a trained practitioner of an im-
 portant and honorable profession.



BIGGS & DUDNEY
 General Merchandise
 Service **Quality**
 Phone 43

W. H. BOGGAN & CO.
 GENERAL MERCHANDISE
 GINNERS
 COTTON AND COTTON SEED BUYERS
 CAYCE, MISS.

**Dry Goods, Groceries
 and Shoes**
J. M. Mann & Son

Harrell Drug Company

For a Delicious Sandwich
 a Lunch or a Dinner

The White Cafe
 H. W. Schrader, Prop.
 We Serve Fortunes Ice Cream

DON'T FORGET-- McGinnis Has It

- Lumber
- Hardware
- Paint
- Sash and Doors
- Lime and Cement
- Face and Common Brick
- Galvanized Roofings
- Composition Roofings
- Cypress Shingles
- Red Ash and Jellico Coals
- Galvanized Water Pipe
- Glazed Sewer Pipe
- Plumbing Materials
- Electrical Supplies
- Wagon Material-Rims and Spokes

"THE MAJESTIC RADIO"

W. W. McGinnis Lumber Co.
Collierville, Tenn. Tel. 21

They Must Succeed!

The growth and development of this community depend to a large extent upon the progress of its farming interest,

It is the aim of this Bank to do everything in its power towards helping the farmers succeed.

We are proud of the fact that so many farmers have taken advantage of our facilities for serving them.

We offer you our service

The Peoples Bank

Capital and Surplus, \$44,000.00

No Woman Need Be A Drudge These Days

Electricity is so efficient and economical that no woman can afford to waste her time and energy in doing drudgery work in these modern days.

For a few cents an hour, Electricity will relieve her of labor in doing the washing, ironing, cleaning and cooking, leaving more time for leisure and culture.

The modern home is incomplete without adequate Electric Service.

Consult your wiring contractor when you plan to build. He will give you valuable advice.

Memphis Power & Light Company

STATEMENT OF THE CONDITION OF THE
CORDOVA BANK & TRUST CO.
Located at Cordova, Tenn., at the
Close of Business, November
29 1929

RESOURCES

Loans & discounts	\$39,038.26
Overdrafts	2,822.70
Bonds and Stocks and Warrants	18,407.83
Banking House	1,800.00
Furniture and Fixtures	1,494.07
Actual Cash	
on hand	\$ 4,706.83
Due from banks and banks (on demand)	67,238.58
	71,945.41
Total	\$135,508.27

LIABILITIES

Capital Stock paid in	\$10,000.00
Surplus fund	11,054.17
Undivided profits less expenses and taxes paid	3,295.88
	\$ 24,350.05
Individual deposits subject to check	85,137.84
Cashier's checks	16.45
Total demand deposits	85,154.29
Saving deposits	7,009.51
Time certificates of deposits	18,994.42
Total deposits	111,158.22
Total	\$135,508.27

State of Tennessee,
County of Shelby
I, S. B. Goodloe, Cashier of the above named bank, do solemnly swear that the above statement is true, and gives the actual condition of said bank as shown by the books on file in said bank.
S. B. Goodloe, Cashier.
Subscribed and sworn to before me, this 4th day of Dec., 1929.
W. R. Anderson Notary Public
(Seal) Correct Attest:
J. F. Houston,
J. D. Ellis,
S. E. Parrott,
Directors.

CORDOVA NOTES

Mrs Miller from Laurel, Miss. is guest of friends here.

Mary Elizabeth Hall spent the Thanksgiving holidays with her father Mr Ben Hall in Memphis.

Mr N H Mitchell and family from Arlington were visitors here on Thursday.

Quite a nice sum was raised from the Dinner on Thanksgiving by the Parent Teachers Association.

Mr and Mrs John Pierce were in Covington Thursday to attend the funeral of his aunt Mrs Rebecca Olesby of Memphis.

We welcome Mr and Mrs Riley and family who have recently moved into our town.

"Live" Steam

Steam is said to be live steam at any temperature above 212 degrees Fahrenheit.

For First Class Building of all kinds see, write or call

J. H. Morton
General Contractor
Williston, Tenn.

Wilson Bros.

PUBLIC HAULING

We Go Anywhere Any Time,

Phone 160-W
Hauling Milk a Specialty

**WHY FRET
OVER SLOW
STARTING?**

use



Esso

TRADE MARK REG. U.S. PAT. OFF.

The clock doesn't wait for a balky motor. When you are late for the office--when you have a business appointment--when a golf foursome, or a bride hand waits--when your "best girl" is all dressed up, and the curtain is about to rise--minutes are precious.

Use ESSO, and forget starting troubles. Quicker "get-away"; lots more power and speed; gets you there in a hurry. Helps all motors--old or new. Look for the silver pump with the ESSO globe.

STANDARD OIL COMPANY
OF LOUISIANA

Of Interest To Our Colored Readers

Colored Industrial Jr. High School Notes

By M A Sloan

Hog Cholera CONTROL

Cleanliness is the first step taken in the control of the disease. Housing and proper feeding are also important. The next and important step is to burn or bury the dead carcasses. Vaccination of hogs is not given as a cure, but as a prevention. Hogs that are infected are not benefited very much by vaccination. All farmers should seek to have their hogs vaccinated by some one in authority to do so before there is any sign of the disease present. I do not advise the farmer to undertake to do this himself because he may spread this disease through the whole community by making a mistake. Consult your teacher of Agriculture, County Agt. or the County Veterinarian. The approximate cost of vaccination is as follows: Pigs weighing 20 to 40 lbs serum 20 to 30 cc virus 1cc cost 35c. Pigs weighing 40 to 90 lbs serum 30 to 45 cc virus 1cc cost 50c. Pigs weighing 90 to 150 lbs serum 45 to 60 cc virus 1cc cost 65c.

Under some circumstances the above table should be increased. The services of our Agriculture Department is free to administer this treatment. We are offering a night school after Xmas. to our farmers free. In this night school we will give a detail study of many farm problems.

Letters in Their Usage

According to printers' experiences the letter "e" is the most frequently used of the alphabet, and the letter "t" the least frequently occurring.

New Seasonable Merchandise

We are adding to our Line almost daily. Ladies Shoes, Ladies Hosiery, Bloomers

All NEW Merchandise Just Received and Our Prices are Right

J. L. PARKER
SHOES REBUILT

A Christmas Gift

For the Family

Give them an

R. C. A. Radio

A Gift that will give pleasure to the whole family. We will be glad to demonstrate one in your home.

Kelsey Chevrolet Co.

For Economical Transportation



Sales and Service

REAL ESTATE

FOR RENT FARMS, 95 acres in Fayette Co. 8 mi S.E. of Collierville. Two tenant houses, barn and well

FOR SALE FARMS, 138 acres, 3 1-2 mi S.E. Collierville in Fayette Co. 2 houses, barns and well improved

150 acres 2 mi E Magnolia cemetery on gravel road 2 new houses and barns

189 1-2 acres near Rossville in Fayette Co. Good house and barn

FOR SALE, Residences and Lots, 6 room cottage, on State Highway-3 blocks from Post Office

2 story, 5 room res -8 acre lot-just outside Corporation on R R street-well improved-a good home,

8 room residence centrally located, well improved, with every convenience of a good home

Building lot of 2 acres, 110 ft frontage in 1 block of State street

Building lot 112 ft front by 285 ft depth. The largest unimproved spot near the center of the city. A fine lot for a home.

10 Building lots-100x250 ft-200 ft off Poplar Pike

Call 37 if you want to buy or sell a home

W. W. STAMPS
Office over Collierville Service Station

FURNITURE

THE GIFT FOR EVERY HOME
Let it be Furniture this year, and make your choice from our big stock of Christmas Suggestions, Shop early and let us hold for delivery before Christmas.

A LIVING ROOM SUITE--Something every member of the family can use. Think of the joy it will afford to have a beautiful Living Room suite delivered to your home this Christmas. Prices are Low. For Three Pc. Overstuffed in beautiful velour, \$89.50
Some of the richest patterns you have seen in Mohair with loose reversible cushions.

SUGGESTED GIFTS

- Gedar Chests, \$12.95
- Priscilla Sewing Cabinet, 4.00
- Boudoir Lamps, 1.35
- Bridge Lamps, 8.50
- Magazine Racks, 1.95
- End Tables, 3.00
- Smoking Stands, 1.35
- Portable Phonographs (with Records) 20.00
- Mirrors, 4.00
- Occasional Tables, 11.00
- Spinet Desks, 23.50

AND MANY OTHERS

FOR THE CHILDREN-A large stock of useful and attractive Gifts
FIRST-Furnish your Home It tells what you are.

GRAVES & GRAVES

FURNITURE

173-75 South Main St. MEMPHIS

DAINTY GIFTS

Silk Crepe deChine Lace Trimmed Dancette

These dainty sets consist of Confiner and Step-ins of a lovely grade of Crepe deChine in Pink and Peach-finished in ecru lace,
Priced at \$2 00

RAYON BANDEAU SETS, \$1 00

RAYON PAJAMAS, attractively made and trimmed with colorful contrasts
Priced \$2 and \$3

Lace Trimmed Rayon Gowns, in pastel shades, at \$1.50

FOR THE KIDDIES-Rayon Bloomers and Teddies, 50c

Hinton & Hutton Company

Dry Goods Department

Congressional Committees Foundation of Culture
Members of congress are permitted to express a preference for committee assignments, but the committee on membership has the final decision as to the membership of these committees.
Why is this man cultured? Because he was quick to learn, fond of learning, and especially because he was not ashamed to ask questions of those below him.-Confucius.

**"Every day in Every way-"
Fresh Oysters
and Trout
FRANK'S PLACE**

The Home Like Cafe

**FOR SALE-Good Lespedeza hay delivered at \$20.00.
R A Jones Baily, Tenn.**

SOCIETY

Mr and Mrs Elgin Leake entertained the Night Bridge Club on Monday. Mr Karr Hinton and Mrs R D Wilson won the prizes, which were given to the "low scores". Dainty refreshments were served after the game.

Miss Claudia Livingston and her fiance Mr Henry Hodge Wilkins were specially complimented on Thanksgiving evening, when his aunt, Mrs Frank F Hill entertained with a buffet supper in their honor. For the occasion, Miss Livingston was gowned in a model of black chiffon with black lace hat to match. The honoree was presented with a handcarved card box.

The Senior Class was entertained on Thanksgiving evening by Miss Alma Livingston. Games were enjoyed throughout the evening and delicious refreshments were served.

Misses Louise Williams and Frances Stamps and Messrs Elton Cooper and John Everett attended the Thanksgiving football game between Ole Miss and A & M. From the game, the four drove to Iuka, Miss., and enjoyed the week end house party at Miss William's home.

Miss Nina Stamps, a student in Randolph Macon, spent the holidays last week with friends in Roanoke Va., where she attended the V.P.I. and V.M.I. football classic. She also attended three lovely dances during the visit.

LOCALS & PERSONALS

FOR SALE, Baled Hay-Lespedeza and Bermuda, at \$18 00 per ton P. P. McFerrin Phone 7--W Collierville

Lynn Kelsey from A & M and Richard Kelsey from Ole Miss, spent last week end with their parents, Mr and Mrs H F Kelsey. Miss Lois Taylor of Somerville and Mr John Stamps enjoyed the football game at Ole Miss Thursday.

Miss Alma Livingston spent last week end in Memphis with her sister Miss Claudia Livingston.

Meedames J M Glenn, Mattie Oursler and Perry Perry were the guests of Mrs L P Pearce on Tuesday.

"Say it with Flowers"

FLOWERS FOR ALL OCCASIONS

Call Mrs. Deaney

Mrs J P Walker and children of Charlotte, N C spent last week with Mrs Sue Walker who is slowly improving from an illness of the past several weeks.

W W Norfleet is able to be out again after an illness of two weeks.

Mrs H W Mann returned home Monday from the Baptist hospital in Memphis where she has been for treatment. She is much improved and is rapidly recovering her health.

A Weinstein is on the sick list this week.

Mrs H E Altfather of Wichita Falls, Texas is visiting her father M S McFerrin this week.

Misses Ruth and Frances Piper visited friends in Memphis Sunday.

Mrs J B Hill had as her guests Thanksgiving Mr and Mrs V L Hill, Memphis; Mr and Mrs Jack Robertson, Crawfordville Ark; and Mr and Mrs W S Howell, W. ville, Ark.

Mr and Mrs E P Strong and Floyd Strong were in Memphis Saturday.

Meedames Frank Bryant and J L Thornton were Memphis visitors Friday.

Dr and Mrs Vance C Roy spent the Thanksgiving holidays with his mother in Memphis.

Mrs D S Kirkpatrick of Green Junction was here Wednesday.

Mr and Mrs H W Cox were in Memphis Wednesday.

J B Hill made a business trip to Memphis Tuesday.

J P Williams Jr who has been sick the past week is able to be out again.

Henry Hill made a business trip last week to West Memphis.

Misses Alma Livingston and Mattie Frances Hill motored Somerville Sunday.

Mr and Mrs J M Glenn had their guests for Thanksgiving Mrs J M Bell and A S Carter of Bassett, Ark, and Messrs James Glenn, and George Cole, Nashville, students of UT Medical College Memphis.

R F Harrell attended a banquet at the Gayoso Monday night, given by the McKesson-Van Vleet Ellis Drug Company to their retail druggists. The McKesson chain of drug stores, of which the Harrell Drug Co are the members, presents a radio program over WRE every Sunday afternoon at 4 o'clock, which is proving a popular feature.

NOTICE

Loans made on Improved Real Estate
B B. ISBELL & CO.
Collierville, Tenn.

D. Vance C. Roy
OPTOMETRIST

901 Farnsworth Bldg Memphis, Tenn

Will be at Dr McCall's Office in Collierville, every Saturday



Eyes Examined and Glasses Supplied

KELSEY BROTHERS
The Christmas Store

Come, choose your Christmas Gifts early while you have unlimited selection.

Let us suggest

- | For Men | For Women | For Children |
|---------------|---------------|---------------|
| Shirts | Silk Lingerie | Handkerchiefs |
| Gloves | Pajamas | Sweaters |
| Neckties | Silk Hose | Toys |
| Handkerchiefs | Gloves | Stationery |
| Mufflers | Linens | School Sets |
| Silk Hose | Scarfs | Sport Hose |

and many other useful gifts

Get a copy of our Christmas Book

HINTON & HUTTON
FUNERAL DIRECTORS

AMBULANCE SERVICE

PHONE 15

NIGHT PHONES, 137 & 177

Let Us Inspect Your Car
For Winter Service

Our Repair Department is in charge of Expert Mechanics. Drive in and let us adjust your car for Winter Service. We are equipped to do all kinds of Repair Work.

J. W. LYNCH AUTO CO.

Gas, Oil and Accessories

"There's a Lot of Satisfaction"

In Every Sack of
**INTERNATIONAL
FEED**

Put in
Your
Barn



Collierville Cash Feed Store

"A Feed for Every Feeding Purpose"

Taint work that makes folkes Happy

IT'S
FIREWORKS

For Sale at

MAY POP INN

Roy Brooks, Prop. On Poplar Pike at White Station