

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. II

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No. 33

FACTS and FICTION

BEING

a little bit about anything
"Read not to contradict and confute, nor to find talk and discourse, but to weigh and consider."—Francis Bacon.

By Harry Williamson

Are you a Republican or a Democrat, and if so, do you know why? Many people who yell themselves hoarse at a political rally, or just before election, were they called upon to explain, could not give the fundamental differences between the two major parties.

The Pathfinder recently instituted a contest for the best definition of a member of each of the parties, and here are the prize-winning answers to the questions:

1—Who is a Republican?
A Republican believes in a strong federal government; protection to industry; free speech, press and religion; continued separation of church and state; law enforcement; a high standard of living, and economy in government.

2—Who is a Democrat?
A Democrat believes in the doctrine of states rights, a tariff on luxuries for revenue only, and equality in all laws enacted, while a Republican believes in a strong centralized government, a high protective tariff on manufactured articles and legislation favoring special or vested interests.

The Leaning Tower of Pisa is about to make much of a good thing. The famous old tower that has stood since it was started in 1173—being entirely finished in 1350—is leaning 15 1/2 ft. out of perpendicular. There is no objection to this. In fact had it not been for the unusual slant of the medieval structure no interest would have been attached to it.

However, it is inclined to keep on inclining, and engineers are working to make the wonder of the world "stay where it is at."

Six miles a minute! How's that for speed? That is the new record set by an English aviator. At that rate he would be able to fly from New York to Paris in about ten hours, or around the world in about three days.

Do you like facts and figures? If so, here's something to ponder your mathematical brain:
There are 1,010,232 school teachers in the United States, and they are teaching 25,000,000 pupils.
There were 31,500 people killed by automobiles in 1929.
Human capital of the U. S. is valued at more than 1500 billion dollars.

We have 24 people in this country with an annual income of \$5,000,000.
Of the 90 billion dollars of income we spend about 2 1/2 billion for education.
We have 2,000,000 golf players, and the number of bridge players is unestimated.

As this is written—2.45 p. m., Oct. 6th.—the World Series Baseball Game is nothing to nothing in the last half of the seventh inning. President Hoover's address to the American Legion at Boston was to have been broadcast over a national hook-up, but the all importance of the nation's favorite sport stood in the way, and the President's address had to wait. William Green, president of the American Federation, was to read the speech after the ball game was over.

FRESHMAN CLASS ORGANIZED

The Freshman Class met Tuesday for the election of officers which resulted as follows: Raymond Looney, president; Ernestine Moore, vice-president; Martha Hughes, secretary-treasurer; W. J. Williams, class reporter. Miss Willie Lynch is the class leader.

We expect to have a good class this year even though we are only fifteen in number. We are planning some good programs, too.

COLLIERVILLE FOOTBALL TEAM INITIATED

The Collierville Football Team received its baptism of fire on Friday, October 3rd, on the Germantown field. For some two hours of strenuous playing, time outs, and all sorts of delays, the boys had their first experience in actual football playing.

When the game was over, and the boys succeeded in getting their wind, they found that the Germantown huskies had defeated them to the tune of 38 to nothing.

During the first quarter of play, and within about three minutes after the second quarter began, Germantown made 26 points. By this time the Collierville players began to find out what it was all about, and they proceeded to close up their ranks, and throughout the remaining quarters the Germantown team was able to score only two more touchdowns.

MT. PLEASANT

Mrs. Laura Saunders of Rossville has been visiting here for several days.

Mesdames A. L. and C. E. Chandler and Mrs. N. M. Carpenter were in Collierville Friday morning.

The Bohman Music Club entertained with a recital Wednesday afternoon in the M. A. H. S. Auditorium. Those from here who appeared on the program were Misses Imogene Jowers, Mary Constance Hurdle and Lois Carpenter.

Dr. C. C. Conner was in Memphis last Wednesday.

Mr. and Mrs. W. D. Howard and C. T. Luck spent Friday in Memphis on a shopping tour.

Rev. A. S. Briscoe and family of Red Banks were guests in the home of Prof. and Mrs. Briscoe Sunday afternoon.

Kelly Boyd of Memphis is here as the guest of relatives.

Albert Hammond, Lee Smith, N. M. Carpenter and son, Ludwell, motored to Memphis Thursday.

Mrs. W. H. Person and Mrs. A. L. Chandler were in Rossville Friday.

Mrs. C. C. Conner and Mrs. N. M. Carpenter motored to Holly Springs Monday evening.

E. C. Chandler was a business visitor in Collierville Thursday.

The Parent-Teacher Association held the regular business meeting Friday evening in the school auditorium with Mrs. T. D. Coopwood, president, in the chair. Mrs. Neal of Forest Hill furnished the music.

It was decided to erect a flag pole, and to purchase some play ground equipment. A call meeting will be held Friday, October 10th, for further business matters. All patrons of the school are urged to attend the meetings and help in the school needs.

MICKIE SAYS—

IF THERE'S ANYTHING A LIVE STORE KEEPER LIKES, IT'S A COMPLACENT COMPETITOR WHO THROWS OUT HIS CHEST 'N BRAGS, "WHY SHOULD I RUN AN AD IN THE PAPER? EVERY BODY KNOWS ME!"

HAVE YOU SUBSCRIBED TO YOUR HOME PAPER?



FOREST HILL P. T. A. WINS COMMUNITY PRIZE

Early in the Spring, the Parent-Teacher Association Presidents, and leaders of other organizations in the twenty-four communities of Shelby County received letters from the Council of County Agencies about a program they were sponsoring with the Mid-South Fair, offering three prizes of \$250, \$150, and \$100 for the best work done in the communities.

The Forest Hill Association immediately set to work to win one of those prizes and the following were appointed on the committees: General Chairman, Mrs. Cecil Elliot Screening, Mrs. J. W. Skinner Beautification, Mrs. Frank Hungerford.

Safe Water Supply, Mrs. J. W. Hix Sanitary Sewerage, Dr. J. E. Clark Boys Club Work, Mrs. Cecil Elliot Girls Club Work, Mrs. Cecil Elliot Blue Ribbon Contest, Miss Janie Hinton Thrift Ticket Sale, Mrs. G. H. Moorer

Fertilization, Mrs. C. M. Scott

At various times through the summer months meetings were held to check up on the work carried on by the chairmen of the departments which were scored on the following basis:

Screening, 20 points
Safe Water Supply, 10 points
Sanitary Sewerage, 10 points
Beautification, 10 points
Boys Club Work, 10 points
Girls Club Work, 10 points
Blue Ribbon Contest, 10 points
Fertilization, 10 points
Thrift Ticket Sale, 10 points

The beautification chairman, Mrs. Frank Hungerford, was very fortunate in having the cooperation of the Civic Club and the Suburban Garden Club in carrying out the program outlined by Miss Jacqueline Hall, Home Demonstration Agent.

The three health chairmen, Mrs. J. W. Skinner, Mrs. J. W. Hix and Dr. J. E. Clark, combined their work and when one survey of our territory was made each of these projects was checked.

Mrs. C. M. Scott, chairman of fertilization, had very little to do as Mr. Landess, County Agent, has so ably stressed soil improvement for several years.

The Boys and Girls Club Work is also well organized and under the direction of Mr. Kerr and Miss Donaldson, assistant County Agents, and Mrs. Elliot had little work to do.

The Blue Ribbon Health Contest had been carried on in school with Miss Janie Hinton in charge, under the direction of Dr. Polk. A summer round-up of all children starting in this term was held, all defects corrected such as, bad tonsils removed, teeth fixed, etc., wherever possible.

The last of the work, just before the Fair, was the sale of Thrift Tickets. Mrs. G. H. Moorer very ably handled this, distributing tickets to the members of the Association to be sold. The amount sold came to \$103.20 and the Association received \$20.98 as commission on selling.

All during the week of the Fair the people of Forest Hill were anxiously awaiting the decision of the judges, for they knew that they had some keen competition in Levi, Cordova, Ellendale and others. On Thursday the announcement came that Forest Hill had won second place which brought with it a check for \$150.00. Levi was first and Cordova was third.

CARD OF THANKS

We wish to thank everyone who so kindly assisted us in fighting the fire which destroyed the cotton that burned last Thursday morning. We appreciate the efforts made by our friends in trying to help us save the house and the cotton.

J. M. Mann & Son.

U. D. C. TO MEET WEDNESDAY

The Louisa Bedford chapter of the U. D. C. will meet on Wednesday, October 15th, at 2:30 p. m., with Mrs. W. A. Frank. A full attendance is urged as the meeting is an important one.

HERE'S WHERE AND WHEN

The Collierville football team is getting ready to show the world that every game in which they are to participate is not to be as one-sided as the Germantown scrap of last Friday.

The schedule for the year is as follows:

Friday, October 10th, Collierville at Bolton.

Friday, October 17th, Munford at Collierville.

Friday, October 24th, Whitehaven at Collierville.

Friday, October 31st, Collierville at Munford.

Friday, November 7th, Collierville at Olive Branch.

Friday, November 14th, Collierville at Holly Springs.

Friday, November 21st, Germantown at Collierville.

Wednesday, November 26th, Olive Branch at Collierville.

Although Collierville got into the football field rather late, they have been fortunate in securing a very desirable schedule. They will have only four games at home this season, but these are with Munford, Whitehaven, Germantown, Olive Branch, and promise to be good games.

If the people of Collierville will get behind the team, and get out some good crowds, there is no reason why we should not have a good football year, even though it is the first.

C. H. S. TO TAKE ON MUNFORD HI

The initial performance of the scrapping football team of C. H. S. on the local field will be that of next Friday, October 17th, when the Munford High team comes down for a drubbing. This is a good team but one that is also playing its first season, so that the teams will be equally matched in experience. A real battle will doubtless be staged. There is much speculation on the first point scored, and everyone in Collierville must surely want to see the first touchdown made on the local field. The writer is offering \$1 to the boy on the home team who makes the first touchdown on the local field, and the writer hopes that others will offer other dollars as a stimulus for the cause.

Other games on the home field will be: Whitehaven, October 24, Germantown, November 21, Olive Branch, November 26. Let's support our team at all of these battles.

The squad is developing like veterans; evidence of their progress is the improved team in scrimmage after the Germantown game with Friday. The boys gave their experienced neighbors a "run for their money" in the scrimmage. Give the team a boost, and let's make Collierville football-conscious.

The "eleven" with the sub journey to Bolton today to swap punts with another inexperienced squad, and the results promise to favor the local boys. The boys making the trip are: Eugene and Raymond Looney, "Foots" Guy, Thomas Hart, Billy Piper, Gordon Baxter, Lawrence Parsons, William Hughes, Howard Carrington, Stuart Dean, Howard Clayton, Floyd Strong, Orville Dusscoe, Davis Leake and Maury Morton.

MR. J. S. HENDERSON

Funeral services were held Thursday morning at 9 o'clock for Mr. J. S. Henderson who died at his home in Memphis early Wednesday morning following a long illness. Interment was made at Kenton, Tenn., a former home of Mr. Henderson.

Surviving are his widow, Mrs. Dottie Newkirk Henderson, three daughters, Mrs. B. L. Smith of Humboldt, Tenn.; Mrs. Roy Gadd of Mineral Wells, Texas.; Miss Ida Mary Henderson of Memphis; four sons, D. C. A. S., and Roy Henderson of Memphis, and C. R. Henderson of Kenton.

Mr. Henderson, who lived in Collierville for about 12 years, moving from here to Memphis 6 1/2 years ago, was a veteran official of the Mid-South Fair, having served as Superintendent of the live stock for nineteen years. He had lots of friends throughout this section who deeply sympathize with his family in their loss.

WILL BEGIN FREE HEALTH CLINIC AT SCHOOL OCTOBER 15

Dr. C. W. Polk of County Health Department Will Conduct Clinic

Beginning at 1 o'clock next Wednesday afternoon, October 15th, Dr. C. W. Polk of the County Health Department, will conduct another Free Health Clinic at the Collierville schools.

Dr. Polk will give Toxin and Anti-Toxin to the smaller children and typhoid shots to the older children and adults. Everyone is urged to take advantage of this opportunity offered by these Clinics, and parents are especially requested to bring the children.

CAYCE

Mr. and Mrs. W. C. Donaway of Memphis visited Mrs. Donaway's parents, Mr. and Mrs. J. J. Williams, last Tuesday evening.

M. E. Flannigan of Memphis visited his father, H. R. Flannigan, and his sister, Miss Nannie Flannigan, during last week end.

Mrs. D. R. Williams and Miss Olivia Brooks spent Wednesday in Memphis.

Mr. and Mrs. Ronnie H. Jones entertained as their guests last Sunday Mr. and Mrs. Terry and son, and Mr. and Mrs. King and family, all of Memphis.

Mrs. Ray Williams and her father, Mr. Smart, of Byhalia visited in the community Thursday afternoon.

Mr. and Mrs. F. M. Sloan attended Quarterly meeting at Marshall Institute last Saturday.

Mr. and Mrs. Emmett Boswell of Byhalia visited Miss Nannie Flannigan last Sunday.

Mr. and Mrs. D. R. Williams and daughters visited relatives in Byhalia Sunday afternoon.

Miss Dorothy Glenn of Collierville was the guest of Miss Olivia Brooks last Thursday night.

Mr. Wilson and family of Memphis have moved into this community.

Mrs. J. K. Sloan and sons and Mr. and Mrs. P. M. Sloan visited Mrs. T. H. Brigan and Mrs. Hayes Williams in Memphis last Sunday.

MARSHALL INSTITUTE

Mrs. Will Armour, Mrs. Jack Williams and their children spent last Wednesday afternoon with Mrs. P. P. McFerrin.

Mr. and Mrs. Willie Frank Linderman and daughter, Jean, visited their parents, Mr. and Mrs. Will Linderman, last Sunday.

Rev. Mr. Bradley, Presiding Elder, preached splendid sermons Saturday and Sunday at the Quarterly Conference. There was a good crowd in attendance and collections were as good as expected.

On his way from Memphis to Canton, Miss., Mr. Binnom, age 82, and his two daughters, had a very serious accident near here Saturday. Their car struck loose gravel. All were injured and the car torn up so badly that it can not be used. R. J. Williams, on his way to Conference, carried them to their home.

Rev. A. S. Briscoe, wife and children were the dinner guests of Mr. and Mrs. W. L. Linderman last Saturday.

Mr. and Mrs. Percy McFerrin entertained as their guests, Sunday, Mr. and Mrs. Melville McFerrin of Lucy, and Mr. and Mrs. Ross McCalla of Memphis.

Rev. Mr. Bradley was a guest of Mr. and Mrs. Jim Person Saturday, and of Mr. and Mrs. H. W. Jones Sunday.

Mr. Clayton Russell who has been employed at the Ford plant in Memphis is now working at Sears Roebuck & Company.

Mr. Van Brooks, daughter, Miss Olivia Brooks, and Mr. and Mrs. F. M. Sloan were callers here Friday.

Mr. M. S. McFerrin returned home Saturday after a very pleasant week spent in Columbia, Tenn., at the Reunion of Confederate Veterans.

Mrs. Kit King, Mr. and Mrs. Bryan Vick and James Person were shopping in Memphis Monday.

Mrs. Raymond Thompson of Byhalia recently visited her mother, Mrs. J. M. Polk.

J. F. Crenshaw of Collierville was a business visitor here Monday. The McFerrin home is being repaired by the Suggs brothers of Collierville.

FOREST HILL P. T. A. WILL CELEBRATE WINNING PRIZE

To Entertain, for Fathers and Sons and Civic Club Tuesday Night

On next Tuesday evening, October 14th, at the school auditorium, the Forest Hill P. T. A. will celebrate their winning the second prize of \$150.00 as given by the Mid-South Fair, by entertaining the fathers, the sons, and the Civic Club of the Forest Hill community.

The program, which will begin at 8 o'clock, will consist of a talk by Mrs. Chas. Dean, President of the Shelby County Council, who will also introduce Dean I. H. Noe who will speak on Leadership; vocal numbers by Miss Katherine Dean; Presentation of award by Dr. C. W. Polk.

Mrs. R. Richmond is the Hospitality Chairman for the evening and Mrs. E. E. Strong is Chairman of the Decorating committee.

The Forest Hill P. T. A. is certainly to be congratulated on winning this second prize which was a recognition of their splendid work done in the community. Much credit is due the active members of the Association and the zealous workers in the community.

CORDOVA

Miss Callie Woods of Collierville spent last week end with Misses Gertrude and Blanche Strong.

Miss Martha Humphreys entertained for the week end Miss Helen Louise Neely of Memphis.

Miss Margaret Rowan of Highland Heights returned home Sunday after a pleasant visit with the Misses Morton.

Little Miss Ethelene Farley is visiting her grandmother, Mrs. Annie Farley, in Moscow.

Mr. and Mrs. Sidney Hall visited Mr. J. E. Bazemore and family last week.

Miss Marjorie Ramsey spent the week end in Memphis, the guest of her friend, Miss Kathryn McDonald.

Mr. and Mrs. Horace Womble, enroute to Chicago from Mississippi, stopped in Cordova to see their parents, Mr. and Mrs. W. T. Rast.

Mrs. D. A. Webber with Mr. and Mrs. Rogers Humphreys were dinner guests Sunday of Mr. and Mrs. Tom Sanderlin in Memphis.

Mr. and Mrs. Baxter Humphreys and family of Collierville visited relatives here last Sunday.

Mrs. Virgie Hughes of Collierville was a recent visitor of Mrs. Forest Farley.

Mr. Josh Burnett from Somerville visited his brother, Mr. Joe Burnett, and family here last Sunday.

Mr. and Mrs. E. B. Ellis were visitors in our town last Saturday. Norman Ellis left recently for the University of Colorado. Norman attended high school here in Cordova.

The B. Y. P. U. entertained with a Treasure Hunt and Weiner Roast last Friday night with about fifty young people in attendance.

Mrs. R. M. Houpe was hostess to the Baptist Woman's Missionary Society last Tuesday afternoon. Mrs. Miller arranged the program.

The W. M. S. of the Presbyterian church met with Mrs. A. L. Moore on last Wednesday afternoon.

Mr. Clyde Hamner and family are now living in cordova, having recently moved here from Memphis.

Dr. and Mrs. S. E. Parrott are in Chattanooga visiting Mrs. Parrott's mother, Mrs. French.

Mrs. Freeman Randle was a recent visitor with her relatives, Mr. and Mrs. J. E. Bazemore.

Mrs. Ramsey and Mrs. W. L. Wheeler spent last Saturday in Memphis.

Friends of Mrs. W. N. Strong are happy to know that she is improving at Hill's Clinic, Memphis. Mrs. Strong has been confined to the hospital since August.

Mrs. Lassiter was absent a week from school on account of illness.

Mrs. J. W. Skinner of Forest Hill is in the Baptist Hospital where she had a rather serious operation Tuesday morning. Her friends are happy to know, however, that she is doing nicely and will probably not be in the hospital many more days.

Mrs. John Cunningham, who was recently bitten on the ankle by a copperhead snake, is recovering and is able to be about some on crutches.

COMMISSION RATIFIES BOND ISSUE ELECTION

Board Will Meet Tonight to Pass Resolutions and Plan Details of Work

Another step in the improvement of Collierville Water Works Plant was made this week when the Election Commission ratified the action of the qualified voters and certified the returns of the Bond Election. The Mayor and Board of Aldermen will meet tonight and plan further details of the work. It is hoped to get actual construction work under way within a short time.

The plans call for the laying of new and larger water mains within the Corporate limits of the town, except around the square, where water mains were laid during the term of the preceding Board, the installation of additional standard fire plugs in the residential section, the construction of concrete reservoir for storage purposes and the putting of the entire plant in shape to meet the requirements of the State Board of Inspection thereby securing for the citizens of Collierville a greatly reduced insurance rate.

U. D. C. MEMBERS PRESENT ENJOYABLE CHAPEL PROGRAM

On Tuesday morning, the faculty members of the Louisa Bedford Chapter, U. D. C., presented a very enjoyable program in the school auditorium in observance of the birthday of Sam Davis, Tennessee boy hero.

Mrs. W. H. Holden introduced the exercises with an appropriate and beautifully expressed brief talk that was followed by the following program:

"America", sung by the school.
"Flag Pageant", by Mildred Watkins, Katherine Clay, Dorothy Hinton, Eleanor Fleming.

Life of Sam Davis, Eugene Looney
"Tennessee", sung by Loyal Holden

In conclusion, Mrs. B. M. Cowan spoke of the educational work of the U. D. C.

SHELBY COUNTY IS HARDWOOD LUMBER MARKET IN WORLD

Shelby County prides itself on being the home of the greatest hardwood lumber market in the world. From the standpoint of markets, for forest products, there is probably no county in the State better situated. With all of Shelby County's great industrial and residential development there are over 100,000 acres of timberland in the county (according to figures based on 1925 Agriculture Census). A tremendous natural resource all within 36 miles and most of it within 20 miles of the World's greatest, hardwood lumber market Under proper fire protection and woods practice the timberland area of Shelby County could produce, it is estimated, 15,000,000 board feet per year forever.

—West Tenn. Forestry News.

ROSSVILLE

Mrs. Will Person of Mt. Pleasant, Miss, was the guest of her sister, Mrs. Bettey Morton, last Thursday.

T. W. Bowling and J. L. Crawford made a business trip to Somerville Wednesday.

Among the charming visitors here over the week end were Miss Virginia Kelsey of Collierville, guest of Miss Warree West, and Misses Hortense Knuckles and Rogers from the Normal, guests of Miss Ida Knox.

Mr. and Mrs. Butler, who have made their home here for several months, will leave this week for Rector, Arkansas. Mr. Butler has been employed by the Road Construction Company for putting in concrete culverts.

Mrs. E. H. Jameson will entertain a number of friends, Wednesday afternoon with a bridge party.

Miss Ida Knox spent Friday night with friends in Grand Junction.

Mesdames A. E. Farley, W. W. Murphey, F. B. Towles, A. E. Gurkid and A. M. Younger attended the Quarterly meeting of the W. M. U. at Mt. Moriah last Thursday.

Mrs. Butler entertained as her visitor last Sunday Miss Eula Doggau of Memphis.

Mrs. Rives and daughter spent Tuesday in Memphis with her father, Dr. Syl Fisher of Paducah, Ky.

The Collierville Herald

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WALTER H. HARRIS, Editor.
MRS. KATHLEEN HARRIS, Managing Editor.

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Friday, October 10th, 1930

FROM YE EDITOR'S DESK

Now that the World's Series are over and all plays have been satisfactorily explained, we can resume our various and sundry arguments.

Some were surprised that the price of cotton did not drop lower when the Government estimate came out Wednesday. Well, it could drop lower but it seems to us that it is about as low now as should be.

We are puzzled as to why Edgar Russell has not offered a reward for the recovery of the souvenir Base Ball Bat which he lost on his way home from the World's Series Game at St. Louis. Chief Lowe says a reward will generally bring results, and an ad in the Herald always helps lots.

Our Foot Ball team is going fine for a first year team. They played Germantown last Friday, and though Germantown won the game by a pretty good score, the way our boys steadied down in the last half certainly shows that they won't be so easily defeated next time. They go to Bolton this afternoon to meet another first year team. No doubt the score will be different from that of last Friday.

SILO SIMPKINS SAYS ABOUT FARMING

We haven't heard of any bread lines for farmers yet; have you?

Lots of farmers who left the farm and went to town would like to leave town and go to the farm and get a square meal.

Farming is now in the best position in comparison with industry it has held in ten years.

The farmer who sticks to his guns and diversifies his crops and livestock enterprises is facing the rising sun of better days.

Bankers, Merchants, Manufacturers, and a lot of other town folks are now feeling what farmers have felt since 1920; and they don't like it any better either.

I'd rather be a man on the farm with a mule and a plow, a cow and a few chickens than a guy in town with the jumps and the jerks because they've shut down the works and the children are crying because there's no bacon frying.

Corn stover, put in the dry as soon as it is cured, is almost as valuable as red top hay as a roughage for wintering livestock. Rain reduces the feeding value of corn stover rapidly.

No Tennessee farmer can afford to feed high priced feeds to low producing cows and hens this coming winter. There will never be a better time to sell them than now.

OF INTEREST TO OUR COLORED READERS

Collierville Junior High School Wins at the Colored Tri-State Fair

The N. F. T. boys of the Collierville Junior High School were made to feel proud of their work in Agriculture for this year. Their general school booth won third place and their Agricultural booth won fifth place in keen competition. Many individual prizes were also won, among whom was Robert Brown with his Brahma chickens; Robert Malone with his year-round garden products. A total of sixteen prizes were won by the boys. The Malone boys have plenty of tomatoes and other garden products for sale.

—M. A. Sloan.

Ancient Health Resort
The oldest tourist resort in the world is Spa in Belgium. It was first extolled by the Roman, Pliny the Elder, in the First century, and has been a health resort for over two thousand years.

WISE OR OTHERWISE

At times even our best friends make us weary.

It's queer the way a girl can wink without getting caught at it.

Two is company, but with father in the parlor there is a multitude.

One half the world gets along because the other half gets short.

There are two sides to every story—and some have four and a ceiling.

The wind frequently turns an umbrella, but a borrower seldom returns it.

Never look backward—unless you can profit by the mistake you have made.

When a man starts out to look for fun he manages to uncover a lot of trouble.

If a man is honest you can always tell it by the way he doesn't talk about it.

The right kind of a man doesn't have to spend 'alf his time looking for a job.

The man who is liberal with promises is apt to be miserly when it comes to making good.

INFORMATION

An exercising wheel for birds, to be attached to their cages, is now on the market.

Three hundred and forty million incandescent lamps were sold in the United States last year.

Apparatus to automatically purify a town's water supply by the chlorine process has been invented in Switzerland.

Australia is estimated to contain about 3,374,000 horse power in its water courses, of which less than one-fifth is utilized.

A metal sleeve has been patented by an Idaho inventor to protect poles from decay below ground and from grass fires above.

Special cross-word puzzles in which the letters are "pegged" into squares on cardboard forms, are made in Paris for the use of the blind.

An automobile thief alarm, invented by an Australian, sounds a bell and switches on an electric sign, "stolen," when an unauthorized person attempts to drive the car away.

GEMS OF THOUGHT

All deeds are doubled with an evil word.—Shakespeare.

Sleep, riches and health are only truly enjoyed after they have been interrupted.—Richter.

Knowledge is the only fountain both of the love and the principles of human liberty.—Daniel Webster.

The true, strong and sound mind is the mind that can embrace equally great things and small.—Dr. Samuel Johnson.

No nation can produce its full complement of worthy citizens until all are assured of the bases of life.—E. M. White.

I can tell you where my own shoe pinches me; and you must not think, sir, to catch old birds with chaff.—Cervantes.

Men are so constituted that everybody undertakes what he sees another successful in, whether he has the aptitude for it or not.—Goethe.

SICKROOM "DON'TS"

Don't sit on the bed.

Don't ask the patient how he feels every hour or so.

Don't keep flowers in the room after they begin to fade.

Don't fall to have plenty of ventilation, at the same time keeping direct air from the patient.

Don't keep the room dark and gloomy if the patient can stand the light. Sunshine is a very cheerful visitor.

Don't feel you have to entertain the patient every minute of the day with a constant chatter. You will find it will make him very nervous.

OLD TIMER REMEMBERS

When the homely daughter taught school instead of bridge.

When they talked of hands across the sea instead of voices.

When they gave kids strap oil to make them take castor oil.

When a girl got more of a thrill out of being graceful than being disgraceful.

When the pharmacopoeia was more important to a druggist than a cookbook.—Pathfinder Magazine.

WEEKLY SERMONETTE

By Our Local Pastors

ENTERING INTO LIFE: —WHO? HOW? Luke 13: 24.

1. WHO? Those who strive shall enter into life. Being of great concern, this life is not to be had for a trifle. Man is not the author of it. But he must strive to enter into it.

2. HOW? Merely seeking is not sufficient, although this must be done. Many shall seek to enter in and shall not be able.

This is an exacting "way"—strait meaning well defined. It is some times called a plain way—so plain that the foolish need not err therein. There is but one such way—that way is the Christ of God—the "Word."

The Author of Life does not disregard the importance of method in this high endeavor.

If anything is worthy of attention this matter demands the best and the most. Without earnest application, who can learn this way. So much depends here that not only candid thinking is necessary, but also the deepest searchings of the soul. Indeed, this way is found only in the secret places of the prayer life. But there must likewise be constant vigilance. Keeping alive to the needs of the hour, walking circumspectly, enables one to proceed with certainty and safety.

Certainly no one will undertake such a life without turning from all evil. Without this there can be no start in this way. If the whole course is to be run—the crown obtained—let there be thorough use of all the means of godly living.

—R. W. Hood.

AMONG OUR CHURCHES

Episcopal Church
Services every Third Sunday at 11:00 A. M., conducted by Rev. Charles K. Weller, Archdeacon of West Tenn. The Guild meets the third Wednesday.

Presbyterian Church
Rev. B. M. Cowan, Pastor
Preaching 2nd and 4th Sundays at 11:00 A. M. and 7:45 P. M.
Sunday School at 10:00 A. M.
The Woman's Auxilliary meets on the first Tuesday of each month.

Christian Church
Sunday school 10 A. M.
Preaching services 11:00 and 7:30 o'clock on 2nd and 4th Sundays.
Senior and Intermediate Endeavors 7:00 P. M.
Junior Endeavor Monday 3:00p. m.
Prayer meeting every Wednesday night
A hearty welcome to all.

Methodist Church
Rev. R. W. Hood, Pastor
Preaching every Sunday at 11:00 A. M. and 7:30 P. M.
Sunday School 9:45 A. M.
Junior League 1:30 P. M.
Senior League 6:45 P. M.
W. M. S., Monday at 3:00 P. M.
Prayer Meeting every Wednesday at 7:45 P. M.

Baptist Church
Rev. J. P. Horton, Pastor
Preaching 1st and 3rd Sundays at 11:00 A. M. and 6:30 P. M.
Sunday School 9:45 A. M.
B. Y. P. U. 6:30 P. M.
Business Meeting 1st Monday night
W. M. S. meets the first Wednesday of each month.
Prayer Meeting every Wednesday Evening.

Good Trait of Turks
During the five centuries that the Turks held Bulgaria wild life had an excellent opportunity to thrive, since the Turks, although good hunters with falcons and greyhounds, are not inclined to kill for sport.

Most Costly Bible
With its cover encrusted with diamonds and emeralds, a Bible recently offered for sale in London is stated to be the most costly in the world. It came from the Russian imperial palace at Tsarskoye Selo.

Evading British Law
There is only one place in which you can safely play poker in the British Isles—that is a carriage of a moving train. But you must stop playing the moment the train stops. The law against gaming was passed before the days of trains, and speaks of "gaming in a particular place," but a train in motion cannot be classed under this heading.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT CONGRESS OF AUG. 24, 1912

Of The Collierville Herald published weekly at Collierville, Tennessee, for October 1st, 1930, State of Tennessee, County of Shelby.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Walter H. Harris, who having duly sworn according to law, deposes and says that he is the Editor of the Collierville Herald and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Editor, Walter H. Harris, Collierville, Tennessee. Managing Editor, Mrs. Kathleen Harris, Collierville, Tennessee.
2. That the owner is: Mrs. Kathleen Harris, Collierville, Tennessee.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: Miss Lottie Hooper, Buntyn, Tenn. Intertely Corporation, Brooklyn, N.Y. WALTER H. HARRIS, Editor. Sworn to and subscribed before

me this 7th day of October, 1930, (Seal) Mary E. Collins Notary Public. (My commission expires Nov. 4, 1930)

Curious Old Beliefs

In Sweden a book is placed beneath the head of a newly born child so that he may be quick at reading. They say, too, that so long as a child is unchristened, the fire must never be extinguished lest evil spirits come, and no one must pass between the fire and the child whilst it is being fed by the mother.

"Jute" Paper

The bureau of standards says that there is no definite percentage of jute fiber required in paper classified as jute paper. Any strong wrapping paper made of old rope, burlap or jute waste may be classified as a jute paper. Such papers are used for heavy wrapping and for lime and cement bags.

We Are Always Ready

to serve you with good printing. No matter what the nature of the job may be we are ready to do it at a price that will be

Satisfactory

BARGAINS!

- 2 1928 Chevrolet Coupes in Good Condition—both good buys
- 2 1926 Chevrolet Touring Cars in good order

We want you to come in and see these Bargains but you'll have to hurry as we have them priced to sell.

Kelsey Chevrolet Company

for Economical Transportation

Sales **CHEVROLET** Service

Cro-Magnon Tragedy
A scientist has been trying to find out what the cave lady, for lack of a door, used to slam. Perhaps it was the cave man.—Minneapolis Journal.

Uncle Eben
"If you had to believe everything you hears," said Uncle Eben, "you'd maybe begin to wonder whether deafness wasn't a blessing."—Washington Star.



"SAY, THIS CAR GETS AWAY LIKE A JACK RABBIT"

"It's that giant-power fuel, my boy—that giant-power fuel! Nothing like it! Never use anything else. Starts like a shot every morning, whether it's cold or hot—makes the ol' bus run like a scared rabbit. Costs a little bit more, but sure is worth it!"



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W. W. McGinnis Lumber Co.
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AN UNTIRING SERVANT
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ELECTRICITY

It will come into your home and furnish that extra effort that is so helpful when you are tired. . . It will help wash, cook, bake, sweep, iron for you during the day and when night comes on, light your home, run your radio, turn your fans and serve to make life easier for you

LET ELECTRICITY WORK FOR YOU. . . .

Memphis Power & Light Company

Our Poultry Column

Edited by
Prof. Frederic H. Stoneburn

Without charge, our readers may secure expert personal advice on poultry topics. Address inquiries to Southern Poultry Bureau, Box 725, Memphis, Tenn. State your problems fully; enclose stamped self-addressed envelope.

THE NEXT few months should yield a rich harvest to producers of market eggs because quotations on this popular food will be relatively high. Keep the flock comfortable, feed properly and each layer will do the best work of which it is capable. Results-producing feeding of layers is something of an art and the feeder must vary the feeding routine to meet changing conditions. The quantity of feed consumed daily varies somewhat. It is influenced by the rate of production, weather, breed and age of the layers. Therefore, one cannot follow any set rule and feed a given number of pounds of mash and of grain each day to a specified flock.

THE BASIS of any efficient laying ration is a properly balanced egg mash of high quality. The mash should contain all the materials required for making eggs: Protein of both vegetable and animal sources, carbohydrates, fats, minerals and vitamins. And it should be so appetizing, or palatable, that the birds will eat it greedily. Scratch grain—a mixture of wheat, corn and barley—should be fed with the mash in such amounts as the changing conditions indicate.

The body weight of the layers is the best feeding guide. Speaking in a broad way, the egg mash is the egg maker, and the scratch grain the flesh builder. Any marked loss in weight is commonly accompanied by a drop in production. Under such conditions the birds receive more of grain until their bodies are restored to normal weight. On the other hand, if there is a greater increased weight than would be accounted for by normal growth of the pullets, the grain allowance should be reduced and the birds induced to eat a greater proportion of the egg-making mash.

Scratch grain, too, is the great source of energy and body heat. In view of this it is advisable to increase the feeding of grain during periods of cold weather.

Under such conditions heavy layers should receive, roughly, these proportions of mash and grain: In summer 2 lbs. of mash to 1 lb. of grain; in spring and fall, 1½ lbs. of mash to 1 lb. of grain; in winter, 1 lb. of mash to 1 lb. of grain. This proportion to be changed when the condition of the flock demands.

IT IS BUT little trouble to check up on body weights. Select a few typical birds from the flock and put conspicuous leg bands on them. And weigh these "indicators" at regular intervals, say three times per month, keeping a careful record of weights. The condition of these typical specimens is a good index of the condition of the flock as a whole and the feeding schedule may be determined accordingly.

Make allowances according to the age of the layers. After coming into production pullets will usually slowly increase in weight for a few months. Adult hens in good production do not add much weight.

THE DRY mash system of feeding layers is most popular because it is convenient, safe and efficient. The dry mash mixture should be kept before the flock continuously. Use hoppers or troughs and never permit these to become empty. If the mash is high in quality and correctly balanced and there is no danger of the birds eating too much. In fact, the successful breeder induces his layers to eat the maximum quantity of the egg-making mixture so they may produce lots of eggs.

Make it a point to provide ample feeding space to permit every bird to step up and eat at will without a moment's delay. Too little trough space will upset the whole feeding program. A flock of 100 layers should have at least thirty running feet of trough space. More than this rather than less. Where two-sided feed troughs are used, permitting the birds to eat from both sides, the troughs should be at least fifteen feet long.

SINCE THE majority of fowls prefer grain to dry mash they will eat the grain given them and then depend upon the mash hopper to supply the additional feed they require. This enables the feeder to regulate the relative proportions of the two feeds. By feeding more grain he reduces the amount of mash consumed, and vice versa.

A quarter to a third of the day's allowance of scratch grain may be given early in the morning to induce exercise, and the balance in the late afternoon. Or all the grain may be given at the afternoon feeding, if this works best in the day's schedule. It may be scattered on the ground or in the litter, if these are clean and uninfected, or fed in simple V-shaped troughs as a sanitary precaution. When not in use these troughs should be hung up to prevent them from being fouled.

HEN-SIZE poultry grit and oyster shell are a constant necessity and these inexpensive but helpful materials should always be kept where the birds can secure them at will.

It is advisable to give the layers an occasional meal of succulent green stuff, but avoid feeding this too freely. If the mash contains dried greens as alfalfa, the amount of fresh green can be reduced without danger to the egg yield.

DRINKING WATER, clean and in never-failing supply is just as essential to the production of eggs as is feed. The flock is not properly watered unless the life-giving fluid is available every hour in the day. If the birds are thirsty they simply will not lay as well as otherwise.

Briefly, the secret of feeding for eggs is this: Use good rations, properly balanced, with correct proportions of mash and scratch grain; feed liberally; provide some greens, an abundance of water, and grit and oyster shell. Clean quarters, ample ventilation and direct sunlight are also imperative. (Copyright.)

Community Building

"Safety" Put First in New York Model City

Some day it may occur to the powers that approve subdivision projects to ask the seemingly obvious question: "What has been provided to make for the safety of the people who are to live here?" One suburban development has made safety a prime consideration and as a result it is being featured as a phenomenon. A writer in a current periodical says Radburn, N. J., is without doubt "the safest populated spot in America." Radburn is a suburb of New York city laid out primarily as a residential district.

These are some of the safety features: A series of courts with about 20 houses each grouped about them. Dead-end streets giving the only access for motor cars to the courts. No sidewalks along motor roads, but pedestrians must keep to pathways through the courts or gardens. Only garages and kitchens and service entrances to the houses look toward the motor roads so that only persons wishing to go to automobiles have any reason to enter the vehicle area. Children go to school by the parkway paths without crossing motor highways, subways being provided wherever necessary.

The common sense of such an arrangement is apparent. It provides quiet, seclusion and safety for the home, factors worthy of the greatest consideration.—Kansas City Times.

Maryland Plans Lining Roadways With Trees

An extensive tree-planting program along the principal highways of the state is planned by the Maryland department of forestry, according to F. W. Besley, chief forester.

A concerted effort is to be made by Mr. Besley and his assistants to obtain greater beauty along the Maryland roads.

Not only will the forestry department furnish and supervise the planting of roadside shade trees, but towns and cities of the state have the privilege of calling on the state forester for improvement in tree planting.

Mr. Besley plans to set out thousands of shade trees along roadsides and in the nurseries. Trees for planting on roadside property are furnished free from the state's nursery at the University of Maryland's college park headquarters.

"The forestry department has undertaken an educational program throughout the state, as the planting of trees along the public highways is now recognized as an improvement second only in importance to the building and maintaining of the highways themselves," Mr. Besley said.

"While trees are furnished free at the College Park nursery, transportation charges must be paid by the applicant."

Applicable to All States
Florida has miles and miles of splendid roadways that can be made all the more splendid and attractive through roadside beautification, such as already has been done, or is being done, in many localities in the state. There is growing appreciation in Florida of roadside beautification. This is as it should be, for Florida extends an invitation to all the world, for its people to come here and enjoy the state's many natural beauties, not the least of which is the beauty along roadsides that have been planted with trees and shrubbery, and in many instances with flowers, all of which adds greatly to Florida's natural attractiveness.—Florida Times-Union.

Foundation of Citizenship
The solidity, contentment and close family feeling that are found to the greatest degree in owned homes, leave an inevitable stamp on the children reared under these desirable conditions. They come early into contact with the ideals of home making, of ambition, economy, pride and responsibility, which are the very foundations of our culture. They reap the moral and physical benefits of light, air and play space and almost invariably make better associations than otherwise would be possible.—Cincinnati Enquirer.

Good Example to Follow
As a result of its recent clean-city campaign, Sydney, New South Wales, claims to be one of the spotless cities in the world. The change from litter-strewn streets to tidy thoroughfares was effected by a city announcement that after a certain date anyone who failed to use the receptacles provided, and threw even a street car transfer on the street, would be fined. Officials say that almost automatically the litter problem ceased to exist.

Zoning Regulations
There are 754 cities, towns and villages in the United States which have zoning regulations. Of the 98 cities having populations of more than 100,000, 56 are zoned. Taking the total number, 754, it is found that 475 have comprehensive ordinances regulating the use, height and area of buildings.

A Hick Town
A hick town is a place where the merchants won't spend money to boost their community unless a stranger asks for it.—Los Angeles Times.

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ATTENTION! Cotton Growers

My Gin and Machinery are in tip-top shape, and I am ready to give you the very best ginning possible.

My prices are reasonable, and will gin for \$4.00 per bale up to 525 pounds, which includes ginning and wrapping.

The Murray Gin is known by the cotton trade because of the turnout, and also sample.

I also take this opportunity of thanking my patrons for the ginning they have given me, and can assure them that they may expect the same fair treatment as I have given in the past, and will appreciate your future business. To those who have never ginned with me I take this opportunity to solicit their trade also, and hope you will give me a trial.

H. W. MANN COTTON COMPANY

WHO WANTS a good Used CHEVROLET COUPE?

Owner wants to sell a Coupe. It is in good condition—good tires—good paint job—and owner has good reason for selling.
Call 140.

OUR PRICES

WE GIN AND WRAP A
500 lb. Bale for \$3.50
600 lb. Bale for \$4.00

Our Gin is running in fine shape and we will give you Prompt Service.

FRANK PIPER

A CONTINENTAL GIN

And a Good Crop
"Beauty," said Mark Twain, "is the seed of spirit from which we grow the flowers that shall endure."—American Magazine.

Created or Cultivated?
We wish to defend the Lord by saying he did not create human nature. We think the people themselves cultivated human nature.—Aitchison Globe.

Deadly Smallpox
Smallpox, which swept America in epidemics after the white men came to America, killed far more Indians than warfare.

No Degrees in Honesty
"Honesty," said Uncle Eben, "is de best polly. A man dat robs a bank gits come up wit, same as one dat robs a chicken roost."—Washington Star.

SOCIAL AND PERSONAL

A. R. Strong was a business visitor in Memphis Tuesday.

M. V. Kirk is serving on the Jury this week in Memphis.

Miss Effie Williams is on the sick list this week.

J. P. Cowan, of Southwestern, spent the week end with relatives.

Mrs. Luther Carruth was shopping in Memphis Wednesday.

Joe Hart of Nashville spent last week end in Collierville, the guest of Miss Dorothy Glenn.

Miss Lena Leath spent last week end in Memphis with her sister, Mrs. Kline.

Bill Frazier, Nate White and Tom Drake of Southwestern were guests of John McFerrin last Sunday.

Mrs. C. M. Bell of Bassett, Ark., is the guest this week of her daughter, Mrs. J. M. Glenn.

GO with the High School Foot Team to Bolton today.

D. W. Howard of Mt. Pleasant was a business visitor in Collierville last Tuesday.

Mr. and Mrs. Cecil Elliot made a business trip to McKenzie, Tenn., the early part of the week.

Mr. and Mrs. D. V. Hawthorne spent Sunday afternoon with Mr. and Mrs. Ed Powell of Hansonhurst.

Mr. G. D. Mebane of Hughes, Ark., is spending several days here with homefolks.

Mrs. Olivia Shelton of Forest Hill has been quite ill this week, but was some better yesterday.

T. J. Simmons is again able to be down town after a severe attack of rheumatism.

Mrs. T. D. Coopwood of Mt. Pleasant was shopping in Collierville last Tuesday.

Miss Frances Piper spent the week end in Memphis with her aunt, Mrs. Lottie Dunn.

Miss Lillie May Leake who is attending Teachers College, spent last week end here with homefolks.

Mrs. Douglas Hill attended the funeral Thursday of Mr. J. S. Henderson of Memphis.

We enjoyed some extra fine tomatoes last Saturday, sent us by Mrs. Mattie Hester.

ROOMS FOR RENT. Apply to Mrs. Mary McGinnis, Phone 27.

Messrs. J. W. Skinner and Walter Looney returned Tuesday from a business trip made by motor to Birmingham and other points in Alabama.

Mr. and Mrs. Paul Bennett of Memphis were guests of Mrs. Mattie Hester and other friends last Sunday afternoon.

M. L. Wingo, J. M. Glenn and Ed Russell saw the fourth game of the World's Series played in St. Louis last week.

GO with the High School Foot Team to Bolton today.

Mrs. S. J. Horton and son, A. T. Horton, of Ripley, Miss., were guests last week of Mrs. Horton's son, the Rev. J. P. Horton.

Messrs. Don Phineze and his father, P. W. Phineze, have returned to Collierville to spend the winter. They have been visiting in Alabama.

Mrs. D. P. Crosby and baby returned Sunday from Jackson, Tennessee, where she visited her parents, Mr. and Mrs. J. W. Norris.

Mr. and Mrs. Sullivan and son of

Dr. Vance C. Roy
OPTOMETRIST

901 Farnsworth Bldg. Memphis
Will be at Dr. McCall's Office in Collierville, Every Wednesday.

Eyes Examined and Glasses Supplied

Germentown were pleasant guests of Mr. and Mrs. M. H. Loring last Sunday.

Mrs. J. C. Cook and Mrs. S. L. Harlow of Memphis motored out for a short visit with Mr. Cook yesterday afternoon.

The faculty members of the Collierville schools attended the meeting of Shelby County teachers held last Saturday in Memphis.

J. E. Iverson and family of Athens, Alabama, have moved to Collierville and are in the J. A. Dawkins' cottage. Mr. Iverson is connected with the National Burial Association.

Mesdames Cecil Cox, Walter B. Mebane, Chas. Davis, Jr. and Thomas Miller Dean are attending the U. D. C. Convention that is in session this week in Memphis.

GO with the High School Foot Team to Bolton today.

Mr. W. C. Oursler, formerly of Collierville but now of Forrest City, Ark., is here on business and at the same time is enjoying a visit with friends and relatives.

Miss Dorothy Glenn is in Wilson, Ark., visiting her aunt, Mrs. Catching. Tuesday night, Miss Glenn attended a dance at the Wilson Club House.

J. G. Chapman, one of the men of the Telephone Company crew, was taken ill Tuesday and was carried to St. Joseph's Hospital for treatment. He was reported as much better yesterday.

Mr. and Mrs. Woodson Jones of Sierra Madrid, California, arrived in Memphis Tuesday and will visit among friends and relatives in Memphis and Collierville during the next few weeks.

Mr. Frank E. Denton of Knoxville spent a few days of this week here with Mrs. Denton who has been ill for some time at the home of her father, Mr. J. H. Morris. Mrs. Denton is very much improved and hopes to be able to return home soon.

Mrs. S. R. Craig, Mrs. T. E. Watkins, Mrs. B. M. Cowan and Miss Irene Cartwright attended the U. D. C. Convention held this week in Memphis. These ladies represented the Louisa Bedford Chapter, U. D. C.

Commemorates Birthday of Sam Davis

Mrs. Chas. Davis, Jr., was hostess to the Maud Cowan Chapter, U. D. C., on Tuesday evening, when a splendid program was given, commemorating the birthday of the hero of Tennessee—Sam Davis.

Appropriate numbers on the Victrola were heard at intervals during the evening, and the "Flag Parade" was beautifully given by Misses Mildred Watkins, Catherine Clay, Dorothy Hinton and Eleanor Fleming.

A salad course was served following the program.

Thursday Night Club

The members of the Thursday Night Club and a few guests were delightfully entertained at Bridge on last night with Mr. and Mrs. W. E. Robertson as host and hostess.

Floral decorations of masses of yellow daisies were appropriately used for the occasion. A salad course was served.

The members and guests included Miss Marjorie Craig, Mr. J. S. Eve-

Collierville Insurance Agency

MRS. W. N. CRAIG

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Fire and Automobile

Insurance

rett, Mr. and Mrs. H. B. Ward, Mr. and Mrs. M. K. Mann, Mr. and Mrs. M. V. Kirk, Mr. and Mrs. P. N. Wilson, Mr. and Mrs. Cecil Cox, Mr. and Mrs. Charles Davis, Mr. and Mrs. E. B. Hudgens, Mr. and Mrs. Thomas Miller Dean, Mr. and Mrs. John Stamps, Dr. and Mrs. Vance C. Roy, Mrs. W. B. Mebane and Mrs. J. S. Fleming.

Mrs. Walter B. Mebane is Hostess

Bowls of bright-hued fall flowers adorned the downstairs rooms of the home of Mrs. J. S. Fleming on Poplar Pike last Friday afternoon when Mrs. Walter B. Mebane delightfully entertained with a bridge tea in honor of the Young Matrons Club and other friends. For the occasion Mrs. Mebane wore an afternoon frock of blue chiffon.

The serving of an attractive party plate followed the games. The guests participating in the pleasures of the hour were Mesdames R. L. Sigrest, R. D. Wilson, P. N. Wilson, Karr Hinton, J. H. Irby, J. C. Larkin, M. V. Kirk, John E. Stamps, W. E. Robertson, C. C. Cox, J. S. Fleming, and Misses Dorothy Glenn and Frances Stamps.

Rossville Matron Entertains at Bridge

The charming hospitality of Mrs. E. H. Jameson was enjoyed by several of her Collierville and Rossville friends Wednesday afternoon when her handsome new home in Rossville was thrown open for a bridge social. The beauty of the home was further enhanced by a most artistic arrangement of garden flowers of rich autumn tones. In keeping with the decoration, Mrs. Jameson received her guests wearing an afternoon frock of yellow fashioned along the late fall lines.

Mrs. A. E. Guy won high score and received a set of cards. Mrs. J. M. Glenn received a set of dainty linen handkerchiefs for consolation.

The refreshments served after the games consisted of delectable frozen fruit salad, sandwiches and tea. The guest list included Mesdames Knox and West of Rossville; Mesdames R. D. Wilson, S. H. Hinton, Karr Hinton, J. H. Burkam, Cecil Elliot, W. W. Norfleet, V. Leake, A. E. Guy, P. O. Baker, J. M. Glenn and J. F. Dudney of Collierville.

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FLOWERS FOR ALL OCCASIONS

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CONKLIN ENDURA SYMETRIK SERVICE UNCONDITIONALLY AND PERPETUALLY GUARANTEED HARRELL DRUG CO.

MEN!
Save \$3
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NEW FALL STYLES JUST ARRIVED!
COME EARLY AND GET YOURS!
THE REASON FOR THIS LOW PRICE IS THAT WE ARE DISCONTINUING FLORSHEIM SHOES.

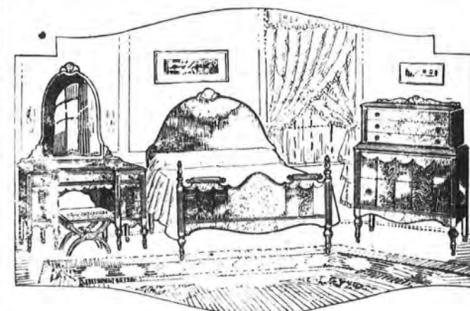
Kelsey Brothers

Christmas Greeting Cards



Buy your Christmas Greeting Cards at the Herald office with your name printed on them.
See samples at the office of the Collierville Herald and you are sure to want these personal greeting cards.

Beautiful Bed Room Suites for Your Home



In our wide range of prices you may easily find just the suite that meets your requirements.
Prices for Three-Piece Suites begin at \$59.50
For a Comfortable Home
Heaters of all sorts, sizes and prices.
Circulators: Prices beginning at \$39.50
Oak Heaters: Prices beginning at \$12.00
All-Cast Ranges \$49.50

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We have installed another Gin Stand and an Oil Burning Engine giving our patrons Better and Quicker Service
We appreciate your business.

W. H. BOGGAN & COMPANY
CAYCE, MISS.

We have in a New Array of

Polly Tyx Dresses

THESE DRESSES THAT ARE FOR USE IN THE HOME OR ON THE STREET, ARE MADE OF FAST COLOR MATERIALS—PRETTY, DAINTY, NEW DESIGNS; WELL TAILORED ALONG DISTINCTIVE LINES OF THE LATE FALL STYLES.

OUR DISPLAY OF THESE "POLLY TYX" DRESSES IS INTERESTING AND INVITING. IF YOU SEE THEM YOU WILL WANT AT LEAST ONE OF THESE NEW PROCKS.

THEY RANGE IN SIZE FROM 16 TO 52.

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Dry Goods Department

When you want Extra Quality in Fresh Meat Phone 25.

BEEF; Steak, Roast, Hamberger, Etc.

PORK; Chops, Sausage, Roast, Etc.

QUALITY FRESHNESS FULL MEASURE

CHAS. DEAN & SON

PHONE 25. COLLIERVILLE

Again we say—"Ask the man who is feeding International Feeds."

Mr. J. B. CARVER,
LOCAL AGENT STANDARD OIL COMPANY, SAYS:

"International MAK-MEAT HOG FEED, is a Good Investment"

Mr. Carver bought two pigs weighing 30 pounds. He began feeding them International Mak-Meat Hog Feed and at the end of 130 days they weighed 190 pounds, thereby showing a gain of 160 pounds in 130 days. The actual cost of the feed was \$18.00. The pigs cost \$5.66. At the end of the 130-day period, Mr. Carver sold the hogs for \$40.00. Taking the cost of the feed and pigs, which totals \$23.66, from the \$40.00, Mr. Carver had a profit of \$16.34. He believes there is profit in hogs when International Mak-Meat Hog Feed is fed.



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"A FEED FOR EVERY FEEDING PURPOSE."
Bring Us Your Cream.

There Are Others
A mail carrier is not the only one who has to keep on delivering.—John M. Siddall.

Many Bells in Carillon
There are 71 bells in the carillon of the Florida singing tower.