

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. II

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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

BANK ROBBERY! That subject ought to interest Collierville just now. The surprising thing about it is that more small town banks are not robbed. It seems to be very little trouble to drive up to one of these institutions, invite those who happen to be present into the vault, close the door, scoop up the cash and quietly drive away. Occasionally the bandits are caught, but to people who are gamblers by nature, love adventure, and have no regard for human life, including their own, Bank Robbery offers a rather thrilling outlet for their energy, and a very good chance for some "easy" money.

This is not a criticism of those who "step in the vault," on invitation of the gun-wielding bandit. That is exactly what most of us would do. We do feel, however, that institutions where large amounts of money are kept should use at least "an ounce of prevention." It is generally known that bank robbers have a way of swooping down upon small town banks, herding officials and customers into the vault, helping themselves to whatever money happens to be handy, and disappearing.

It would be an easy matter, and a very inexpensive undertaking for every bank in the country to put a telephone or an alarm bell on the inside of the vault. This could be so concealed that a robber would not know of its presence. When the cashier, or those in the bank are placed in the vault by the bandits, this alarm could be turned on, and the entire town notified.

If there had been a telephone in the vault of the Peoples Bank of Collierville on the occasion of the recent robbery, Mr. Kirk could have quietly notified Central what was going on, and those on duty at the Switchboard could have notified every merchant in town, the Memphis police, and every telephone on a road leading out of Collierville within ten minutes. The chances are ten to one that the robbers would have been caught.

All crime should be discouraged, and the best way to discourage any crime is to make conditions so it is difficult to get away with the undertaking.

FARM RELIEF. We have discovered one of the best types of farm relief that has yet been proposed. It is expressed in three words—"COMMON SENSE" and "WORK." The writer of these has never tried either of these, but has recently met a farmer who has. Sensing the prospect of a dry year, this farmer proceeded to use common sense and work, and, being informed as to the best method of cultivation for dry weather, he put his knowledge into practice, and now has plenty. His barns are bursting with hay, his crib overflowing with corn, and he has bushels of potatoes, dried peas and beans, plenty of hogs for his meat, and in fact everything that he needs. His cotton crop, which was incidental, was good, and he has his cotton and will doubtless hold it for higher prices.

There was no trick to what he did this year. He does the same thing every year. He used COMMON SENSE and WORK.

Break the buyers "strike," is the slogan of the Memphis Clubs led by the Kiwanis. Get every body to spend \$100 is the scheme. Wouldn't it be a joke on about ten or fifteen million people if we, the people of the United States, were to continue our buying "strike." For the past decade there has been an orgy of buying. Like some hideous monster, this wave of credit and installment buying has swept over the country, and as a result of it a few million people have been able to thrive on the bad judgment of the masses. Golf courses have been thronged with people who have grown rich as a result of this buying. All sorts of clubs have sprung up, and these people who have en-

WHITEHAVEN WILL MEET COLLIERVILLE TEAM TODAY

Will Play on Kelsey Lot This Afternoon at 3 o'clock

The Collierville High School football team will meet the Whitehaven team on the Kelsey lot this afternoon at 3 o'clock. This will be the second game the boys have played at home, having played Munford last Friday. The boys put up a good game last week and are going in the game this afternoon determined to make Whitehaven boys know that they have been in a fight. The boys are showing up better every day and if Collierville will give them the support they should have they are sure to show real appreciation.

Tickets for the game are being sold in advance and arrangements have been made to furnish free transportation to and from the field. A good way to help the boys is to go to the game and show you are for them.

DON'T MIND THE WEATHER

Remember that football is an all-weather game. Unless it is pouring down rain, the game will be played on schedule. If the weather is cold, get into your winter wraps, and come down ready to root for the boys. If it is damp, get out your old rubbers. The football game must go on.

FREE RIDE TO FOOTBALL GAME

Mrs. Tom Dean has kindly consented to run her wagonette to and from the football game. If you are interested in seeing the football game between Collierville and Whitehaven, get your ticket and take a ride in the wagonette.

Mrs. Dean will come down thru the business section of town about 3 p. m., and will get to the football field on the Kelsey lot in time for the kick-off. She will also bring those who wish to ride back to town immediately after the game.

WHITEHAVEN A STRONG TEAM

The Whitehaven football team is one of the strong teams in the county, and will give our boys a fight, but let's get behind them and let the Whitehaven boys know that they have been to Collierville.

Joyed the profits of this excessive buying have lounged in the lap of luxury, and feasted at banquets and dinners.

The average worker, for some unknown reason, has called a halt. He has decided that the old bus in which he has been riding will do for another fifty thousand. The old suit looks pretty well since wife relined it and sewed on new buttons. The half soles don't show, and you can scarcely tell that the old lid has been renovated at the fix-it-as-you-wait place down town. The thing is working—this business of spending a little less than we are making. It is a "Buyers Strike," and it will be a joke indeed if it keeps up. It would be rather funny if some of these Kiwanians or Clubbists who have been fattening off the financial indiscretion of the American average man would have to go to work.

Detroit has solved the unemployment problem—thanks to the new mayor of the Automobile Capital of the world. It seems very simple now that it has been done. This new Mayor simply called the Managers and Superintendents of every plant of any description in Detroit. He asked them to reduce the hours of every employee in the city. Say a man had been working 54 hours a week, his time was reduced to 30. Another man was hired to work 24 hours per week. In that way two men were put to work where only one had been earning a salary.

A fine scheme, don't you think? In this way Detroit has succeeded in putting most of its unemployed to work, and has done so without taking one penny out of the pockets of the Capitalist. They have simply made the laboring man give up a portion of what he was making to his unfortunate brother. Although many of them were scarcely able to live before this ruling went into effect, it will be necessary for them to live under this new condition—or starve.

COLLIERVILLE WINS FROM GERMANTOWN IN BASKETBALL

The Junior teams of Collierville defeated the Germantown teams in their cage Monday p. m. The games were closely contested and very interesting. Our girls won by a safe margin—26-8, while the boys were harder pressed to win by a score of 19-9. Bill Smith of the Germantown High School team called both games.

The line-up—

GIRLS		BOYS	
Collierville	Germantown	Collierville	Germantown
M. Hughes (c) 18	Webb 6	Salmon (c) 13	Whitney 3
J. Carrington 8	Manley 3	Jameson	F
T. M. Looney	J. C. Moore	McCandless 3	C
D. Hinton	S. C. Boling	Kirk 3	G
G. Piper	G. Lemons	Moore	G
L. Collins	G. Scruggs	Kelsey	Subs
Subs: Collierville—Neely, Hill, Morris.			
Subs: Germantown—Owens, Moore.			

INSTALLS MASTER TELEPHONES

Manager Delaney of the Collierville Telephone Company reports the installation this week of the New Master Telephones in The Peoples Bank, The Citizens Bank, and The Harrell Drug Company. This type telephone is another modern convenience that is fast coming into general use.

SMALL FIRE AT SWIFT & CO. GIN AT WEDNESDAY NOON

A small fire occurred Wednesday noon at the Swift & Co. Gin, causing slight damage to a bale of cotton that was being ginned at the time. The fire of unknown origin was discovered by Joe Keough and through his prompt work with a fire extinguisher, was soon put out. The fire did not get inside the gin stands, so was easily controlled.

EASTERN STAR HOLDS REGULAR MEETING

The Collierville Chapter, O. E. S., held the regular monthly meeting on last Tuesday evening, with a good attendance of home members and Mr. and Mrs. J. C. Pierce of the Germantown Chapter as visitors.

Plans are being made to entertain the Grand Worthy Matron, Mrs. Verna G. Beadle, in the early part of November, the exact date to be announced later. All members are urged to pay their dues in order that the Secretary may close the books for this year.

BRIGHT HEADLIGHTS CAUSE AUTO ACCIDENT

Morris Moore had the misfortune, last Friday evening about 7:30, of striking the railing of the Wolf River bridge and injuring himself to a slight degree and damaging his car to the extent of \$15.00. The bright headlights of an approaching car blinded Mr. Moore so much that he was unable to judge the distance from the railing of the bridge.

MICKIE SAYS—

"YOU CAN'T SAY POSITIVELY THAT YOUR BUSINESS IS NOT A MONEY MAKER, UNTIL YOU HAVE TRIED THE EFFECT OF A NEWSPAPER AD IN THE HOME PAPER REGULARLY. MANY A BUSINESS HAS GOTTEN TO ITS FEET, AND HENCEFORTH SUPPORTED THE BOSS IN LUXURY AND STYLE AFTER IMAGINING THE MAGIC ELIXIR."



MOSCOW HIGH SCHOOL FACULTY PLANS BIG HALLOWE'EN CARNIVAL

There will be a Halloween Carnival at Moscow High School on Friday night, October 31st. Everybody come! There will be plenty of fun for all.

The entertainment is for the benefit of the Baset Ball teams—both boys' and girls' teams—of the Moscow school.

WILL HAVE ANNUAL THANKSGIVING MARKET

The ladies of the Christian church will have their annual Thanksgiving Market uptown on the day before Thanksgiving. Cakes, pies, salads, pickles, dressed hens, butter, eggs, and other good Thanksgiving foods will be offered for sale, making it easy for you to prepare your dinner for Thanksgiving Day. Watch for further announcement of time and place.

WILL OBSERVE "CHILDHOOD AND YOUTH" WEEK

At the Sunday School hour, next Sunday morning, the Methodist church will have a program in observance of "Childhood and Youth" Week. Special songs and readings will be given by the boys and girls of the Sunday school and an appropriate talk will be given by Mr. Harry Williamson, Principal of the Collierville Schools.

Every member of the Sunday school is asked to be present and visitors are heartily welcome. Mothers and fathers are especially urged to attend.

LOOK OUT FOR THE NEW BELL

If you hear an unusual noise up about the school building, don't get alarmed. A new system of bells have been installed, and two of the bells are big fellows that are supposed to put a lot of punch into their ring. These bells are to take the place of the old bell that hung so long in the belfry that once adorned the school building.

A new system, both inside and out, has been installed by the county repair department, so now they only have to push the button, and the bell does the job.

SAVE YOUR EYES

By Dr. C. C. Breese, Secretary Tennessee State Board of Optometry

THE "NEARSIGHTED" CHILD

The formative period of the eyes is during the first dozen years of life and it is during this period that the eyes should receive most careful attention. The majority of "nearsighted" persons are found among the dwellers of cities and among the more advanced and better educated classes. This depends upon the fact that continued use of the eyes for near work exerts its influence upon the development of this condition.

The tendency of this condition of myopia (nearsightedness) is often hereditary from mother to son and from father to daughter and often entire families have the defect. The fact that the eyes of the child are weaker and in their "formative period" makes the acquirement of this defect easy. Thus anything which will delay the use of the eyes for near work is of advantage in the prevention and reduction of this defect.

We cannot too strongly condemn the practice of teaching children to read at too early an age, as at 4 or 5 years. The early acquirement of such knowledge is of no real advantage, especially when acquired at the cost of permanent injury to the eyes of the child. The tendency has been to start the child in school at too early an age.

The child who enters school at 7 or 8 will more than catch up with the child who enters at 5. Since myopia is usually acquired after birth and indicates eyes which are not strong enough to do continued close work without weakening, and since over use of the eyes at short distances tends to increase the defects, the nearsighted person (of any age) should avoid the unnecessary use of the eyes at short distances.

WILL SERVE BRUNSWICK STEW NEXT THURSDAY

The P. T. A. will serve Brunswick Stew at the school building next Thursday at the noon hour. Mrs. A. E. Guy and Mrs. J. W. Lynch are in charge of the sale and Mr. Dudley Jones, who is famous for his ability to make Brunswick Stew, will again display his art.

School children may secure a generous helping of Stew for only 10c. And to the customers who are sure to want Brunswick stew for lunch next Thursday, you may buy the Stew for only 25c. a quart. Bring a container to the school building and buy your lunch next Thursday noon.

INSTALLS ELECTRIC RANGE FOR DEMONSTRATION PURPOSES

D. P. Creely, local Manager for the Memphis Power & Light Company, has this week installed an Electric Range in his home for the purpose of demonstrating its many conveniences for cooking, and Mr. and Mrs. Creely are extending a cordial invitation to all ladies of the vicinity to call and see the range and to learn of its many advantages. Full information as to the cost of installing and operating will be given and the many advantages of this modern method of cooking will be shown.

COLLIERVILLE BANTAMS LOSE TO MUNFORD HI

Playing their first game at home, and the third game of their experience, the local "eleven" lost a tough battle to the Munford team last Friday on the local gridiron. Displaying an excellent air attack, seldom equaled in high school, the Munford boys were able to advance to our 15-yard line; then an end run by Joyner, giant full-back of Munford, placed the ball over in the first two minutes of play. The trial for extra point, a line play, failed and the quarter ended with the score 6-0 for Munford.

The second quarter revealed some neat passing by the Munford team, but no markers were counted. The third quarter revealed some real football in line drives, and also an improved Collierville team. Our boys began intercepting and blocking passes, which threw Munford on her driving force. A fumble proved expensive to our boys, giving Munford the ball on our own 10-yard line, and with three trials, the oval was carried over for another touchdown. Joyner picked the extra point. The fourth period was uneventful for either squad, and the game ended 13-0 favoring Munford.

OFFICIALS: Webb, Sewanee, Referee; Everett, Vanderbilt, Umpire; Robertson, Tennessee, Head Linesman; Jacobs, West Tennessee, Field Judge.

MR. FRANK SULLIVAN CELEBRATES BIRTHDAY

When one has lived three score years, ten and eight he deserves just such a celebration as was staged last Sunday for Mr. Frank Sullivan, of Walls, Miss., in honor of his 78th year of life.

Gathered at the home of his daughter, Mrs. W. L. Linderman, were children, grandchildren and one little great grandchild, and friends who were ready with hearty congratulations for the old-young man. And at the appropriate hour these friends and relatives enjoyed seeing Grandfather Sullivan, assisted by Grandmother Sullivan, "blow out" the 78 candles lighted on the lovely cake. Following this event was served a most bounteous dinner consisting of turkey, chicken, roast, and all good things belonging with those "main dishes."

Those attending this birthday celebration were Mr. and Mrs. Frank Sullivan, Mrs. Hope Sullivan and children of Walls, Miss., Mr. and Mrs. Cyburn Sullivan and family of Covington, Mr. and Mrs. W. F. Linderman and little daughter of Memphis, Mrs. Douglas Hill of Collierville, Mr. and Mrs. Jack McDaniel of Covington, and Mrs. Roxie Belue of Tusculum, Alabama.

Lee Pearce, who is a student at Southwestern, spent last week-end with homefolks.

SOUTHERN ASSOCIATION MAN OKEYS COLLIERVILLE SCHOOL

Mr. Andy Holt, representative of the Southern Association of Accredited Schools, the highest ranking organizations for high schools in the South, visited Collierville a few days ago, and after a very thorough inspection of the organization, school plant, and the work being done by the teachers, stamped his OK on the Collierville School.

Mr. Holt stated that the work being done was of high school, and that he saw no reason why Collierville High School should not retain its present rating with the Southern Association.

TO HELP CRIPPLED CHILDREN ENDOWMENT FUND

Mr. T. L. Hill, local agent for the Southern Railway, is in receipt of the following letter and is asking the co-operation of the people of Collierville in this worthy cause:

ALL AGENTS: There is a movement on foot throughout Shrinedom to save tin foil of every kind, tooth paste and shaving cream tubes, and all other collapsible metal tubes for the Shriners Hospital for Crippled Children.

Please secure a small box, say a cigar box, and place it in the White Waiting Room with a sign requesting the public to deposit tin foil of every kind, tooth paste and shaving cream tubes, etc., stating that this is for the Shriners Hospital for crippled children.

You understand this tin foil has a money value and is converted into money and the proceeds turned over to the Crippled Children's Endowment Fund.

T. C. Blackwell, Superintendent.

KELSEY BROTHERS SALE IS BREAKING ALL RECORDS

That our people are quick to realize and take advantage of real bargains is being proven this week by the record breaking crowds who are attending the Stock-Reducing Sale that is under way at Kelsey Bros. store.

Beginning last Saturday and continuing all through this week, customers from all over the territory have come to the store to take advantage of the bargains offered. Mr. Watson Kelsey, Manager, states that he is well pleased with the patronage accorded the sale, and that he is determined to make this the biggest event of its kind ever staged, and that he has some exceptionally good buys for the coming week, the last week of the sale.

BUILDS NEW DAIRY BARN

Another new dairy barn was completed this week for Mr. G. C. James of the Sunset Rabbit Ranch in Germantown, who is entering the dairy industry with a string of 15 fine Jersey cows. Mr. James has a model barn, small but complete in every detail, equipped with 10 milking stalls and two Hinman Electric Milking Machines. He is already shipping about 340 pounds of milk daily and says his herd is showing a profit. He is buying all his feed. Mr. James believes there is money in the dairy business if one will carefully attend his herd, giving plenty of the proper feeds, and by watching the production records.

SENIORS GET NEW SET OF BOOKS

The Senior students have purchased a new set of History Reference books from George R. James school. These books were secured by the George R. James school last year for use in the Senior History class. When the consolidation brought about the loss of the Senior class to the James school, Collierville decided to take the books off their hands.

This will be quite a valuable addition to the school library, and will help the George R. James school by taking the books off their hands.

BORN: To Mr. and Mrs. John Little Dean a baby girl, on October 16th, at the Methodist Hospital, Memphis.

THE PEOPLES BANK ROBBED LAST SATURDAY

Two Bandits Enter Building at the Noon Hour and Make Safe Escape

The town of Collierville and the surrounding territory was thrown into a high pitch of excitement last Saturday about 12:30 when the news spread rapidly that the Peoples Bank had been robbed.

Fred Kirk, assistant Cashier, was alone in the Bank when two well-dressed men entered. The older and larger man walked around into Mr. Moreland's office, then behind the counter and covered Mr. Kirk with a gun at the same time giving him the command "lie down on the floor." The younger of the two remained in the lobby watching for customers while the other was "gathering in" all the available cash. Mat Davis, colored, was the first to enter and was promptly marched to the rear of the bank, seated, and told to keep his head down. Later, Joby Hale, colored, entered and he, also, was escorted to the rear of the building. Then, when J. T. Holland, of the American Telephone Company, came in he noticed Mr. Kirk and the floor but before he could investigate the reason for the strange position, he felt a gun pressed to his side and he, too, took a seat in the back room with his head down. By this time the big man had completed his dirty work at the cash boxes and he told the younger man to "bring 'em in." All four were placed in the vault and told to stay there fifteen minutes. In spite of cautions from the other three vault-occupants Mr. Kirk came out in a few moments and gave the alarm just about the time that the bandits rounded the corner at the Methodist church in their green Ford car.

Chief Lowe and M. V. Kirk, Cashier of the Bank, were the first to give chase, and others followed immediately. In a short while detectives and reporters from Memphis were out for information and ready to go in pursuit. Telephone wires were kept busy notifying the people living on different roads out from Collierville. Two men were arrested but could not be identified positively, and up to yesterday noon no definite clues had been obtained. The loss of the Bank was covered by burglary insurance.

As Mrs. Tom Dean was driving the school bus home from school last Monday afternoon, a Dodge sedan, driven by a colored preacher from Memphis, collided with the bus on the Lake Road, resulting in damaging the bus to the extent of about \$15.00. Deputy Buddy Leake was called to the scene of the accident, and held the man until the damage was settled. No one was injured.

AUTO ACCIDENT RESULTS IN DAMAGE TO BUS

As Mrs. Tom Dean was driving the school bus home from school last Monday afternoon, a Dodge sedan, driven by a colored preacher from Memphis, collided with the bus on the Lake Road, resulting in damaging the bus to the extent of about \$15.00. Deputy Buddy Leake was called to the scene of the accident, and held the man until the damage was settled. No one was injured.

DEPUTY HAS BUSY DAY

Last Sunday proved a busy day for Deputy Sheriff Buddy Leake, who had to place nine colored men under arrest, five charged with larceny and four with violation of the Liquor laws. Most of them were transferred to jail in Memphis Monday.

CEMETERY ASSOCIATION MEETS

On last Wednesday afternoon, a call meeting of the Magnolia Cemetery Association was held in the Park. The purpose of the meeting was to obtain money to pay for the hauling of gravel to the Cemetery for gravelling the main driveways of the Cemetery. Mr. Dudeney had previously donated the gravel from his pit. The Association hopes to have the funds for the much-needed work soon, in order that it may be done before bad weather sets in.

MAKES GOOD POTATO CROP

H. W. Schrader has made an excellent sweet potato crop this year, having harvested 600 bushels from three acres, the best yield he has had in several years. The potatoes are of the Certified Nancy Hall variety and of exceptionally good size and quality.

Mr. Schrader always raises a good potato crop, but this year, in spite of drouth and "hard times", his efforts in the potato line were unusually successful.

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SHOES for Every Member of the Family
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THE MAJESTIC RADIO
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ELECTRICITY GIVES YOU TIME FOR OTHER THINGS

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 128, Memphis, Tenn. State your problems fully; enclose stamped self-addressed envelope.

ARTIFICIAL illumination of poultry houses and the installation of necessary lighting equipment were discussed in an earlier article in this series. Some considerations in connection with the use of lights in poultry production are now presented.

The lights should be so managed as to cause all layers to do their best work but a tendency to force the birds beyond their capacity must be avoided. It follows, then, that the stock should be painstakingly sorted into flocks which are uniform in character and each flock treated as a separate unit when fixing the lighting schedule. Nothing is to be gained by using lights on mixed flocks of hens and pullets or of pullets in different stages of maturity. Under a condition like this a program exactly suited to some individuals will not meet the requirements of others. It is plain, then, that uniformity of the stock is an essential where artificial lights are used.

SPEAKING in general terms, the light should be used to make the winter working day about equal to that of spring days when egg production is naturally at the peak. An eleven hour night and thirteen-hour day closely approximates this.

The date upon which the lighting of the pens should be started is influenced by the latitude of each particular location and also by the condition of the flock. There can be no set rule. Each poultryman must proceed as his judgment dictates.

There are several different ways of using lights: morning, only, turning them on early enough to make the day the required length and cutting them off after full day breaks; both morning and evening, lengthening the day at both ends; evening only extending the hours of light to the required number; and the "evening lunch." Under the latter plan the birds go to roost at twilight and are permitted to rest for a few hours after which the lights are turned on for one and one-half or two hours during which the flock may take some exercise and again fill their crops with egg-making feed.

Because of its convenience, leaving one's evening entirely free, and the fact that the early hours are the coldest part of the day during which the birds will be more comfortable and contented if exercising and eating, I personally prefer the morning lights. One merely has to set the automatic switch, then the lights will come on at the desired hour and the flock get busy without further attention on the part of the attendant. The latter may then switch off the lights after daylight when attending to other duties.

I wish again to stress the fact that the benefits from lighting the pens are largely the result of enabling the birds to eat more feed for sustaining their bodies and making more eggs. A big output of eggs is the result of heavy feeding. Those who cannot use lights can at least

induce their birds to eat heavily during daylight.

LIGHTING pullets—Fully matured pullets of high producing strains may be given light as soon as the days become relatively short. Such, however, do not require the maximum length of day in order to lay well. Give them sufficient light to enable them to obtain all needed feed but do not force them to the point where they lose weight. This tendency can be corrected by regulating the proportions of egg mass and scratch grain and by reducing the hours of light.

Slow-maturing and late pullets on the other hand, may well be given the maximum amount of illumination to hasten growth and quickly bring them into producing form. The feeding method, of course, must be suited to the requirements of the case. One's efforts should be directed toward causing these birds to make complete physical development before they begin to drop eggs. If they lay before they are fully developed they will usually produce eggs of small size and too often will soon "burn out" because of lack of reserve flesh. Often they will go into a neck molt and practically cease laying for several weeks. Hence the case of late pullets lights are helpful but correct feeding is essential.

LIGHTING mature hens—Adult hens which go into molt at the average date, as late August or September while the days are still fairly long, may well be given a rest period for renewing their plumage and regaining their weight. By November, such should show a return of pigment in skin, beak and shanks and they then may be given a twelve-hour working day.

The late molters, usually the best layers, will shed their plumage in October and November when they will go out of production. Such should have a complete rest for at least two weeks and should then be given lights because the days are too short to enable them to secure the amount of feed necessary to quick recovery from the molt. Therefore, they should be given the benefit of eleven hours of light daily until they naturally come into good production when an hour or two of additional light may well be given.

Lighting breeders—The quality of hatching eggs and the resulting little chicks is affected by the physical condition of the breeding stock. Hens which have been laying heavily for some months do not produce as good eggs for hatching as do the ones which have had a good rest prior to the breeding season.

The breeding stock, then, may well be kept under natural conditions until the breeding season approaches. About three to four weeks before hatching eggs are wanted the lights may be used to increase the working day to twelve or thirteen hours and, if in good condition, the birds will quickly respond with a big yield. (Con. right.)

Deil Chandler of Memphis visited relatives here one day last week.

Mrs. A. L. Chandler entertained the Missionary Society Wednesday evening.

Mrs. Stroud of Memphis is visiting Mrs. Will Hurdle.

The Bohlmann Music Club enjoyed a Halloween party Tuesday evening in the studio at A. H. S. Those attending from here were Mrs. Jim Jowers and daughter, Imogene, Mrs. N. M. Carpenter and daughter, Lois, Mrs. T. D. Coopwood and sons, Benjamin and Billie White, and Julian Owen. After playing many games, a delicious ice course was served to about sixty guests.

The Rev. Mr. and Mrs. Conner of Olive Branch visited in the Dr. Conner home last week.

Mr. and Mrs. N. M. Carpenter and daughter and Miss Imogene Jowers were in Collierville Saturday evening.

Mrs. Laura Saunders has returned to her home in Rossville after an extended visit here with relatives.

W. D. Howard and children went to Memphis one day last week.

Misses Vivian Luck and Holly Anne Person and Mrs. W. D. Howard attended the Kelsey Sale last Saturday.

WHAT EVERY DOG KNOWS

Children in danger are friends indeed.

When in church, elude the vestryman.

What is so rare as a ride in an auto?

Photographs should be seen, not heard.

A garbage pail contains a multitude of tid-bits.

Not Rice-Eating Nation

Rice-eating Chinese are limited to only certain parts of China. In large portions of the republic the people hardly know what rice is. The National Geographic society estimates that at least 150,000,000 people in China depend upon wheat as their chief food. North China, especially Manchuria, is one of the world's great wheat sections.

Want Something?

Advertise
for it in
these columns

Winter Weather
is Here!

BRING your car in and let our Trained Mechanics check it and adjust it for Winter Service

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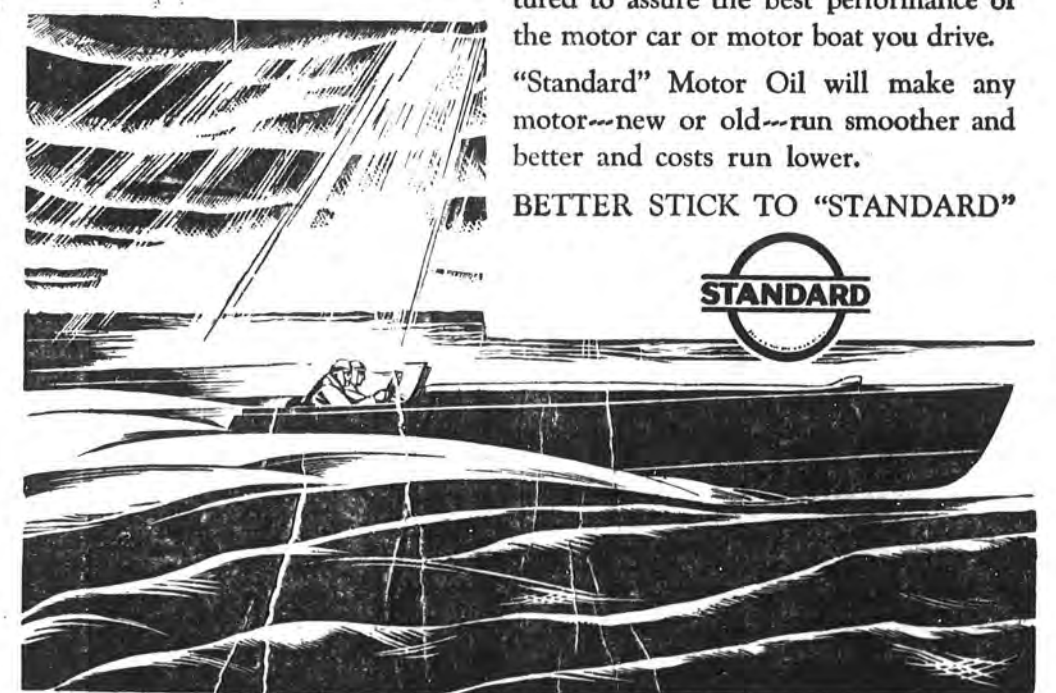
How a motor oil performs depends on the technical knowledge and skill of its designers and makers.

The dependable performance of "Standard" Motor Oil in any type of motor is due to the skill and care with which the specifications of each grade of "Standard" Motor Oil have been worked out in one of the world's leading lubrication research laboratories; and to the close engineering and laboratory control and double check of every step in the special process of manufacture.

When you buy "Standard" Motor Oil you are sure that you are getting an oil that is correctly designed and carefully manufactured to assure the best performance of the motor car or motor boat you drive.

"Standard" Motor Oil will make any motor—new or old—run smoother and better and costs run lower.

BETTER STICK TO "STANDARD"



"STANDARD"
MOTOR OIL

ROAD MAPS AND INFORMATION FREE

Whenever you plan a trip, let "Standard" Touring Service, 2134 St. Charles Avenue, New Orleans, La., help you pick the best route. Just write "Standard" Touring Service, and advise where you wish to go. Maps and latest road information will be sent you free of charge.

STANDARD OIL COMPANY OF LOUISIANA

CAYOE

Mr. and Mrs. Sam Jones and family, Miss Louise Jamison and Mr. R. T. Jamison, all of Memphis, spent last Sunday in the home of Mrs. C. H. Broad way.

Mr. and Mrs. H. G. Brooks and son, and Miss Mattie Carrington of Byhalia were guests Sunday of Mr. and Mrs. V. D. Brooks.

Mr. and Mrs. P. T. Sandlin spent Tuesday in Memphis.

Mr. and Mrs. F. M. Sloan and Miss Nannie Flannigan visited Mrs. Tom Jones and Mrs. D. R. Williams Tuesday afternoon in Victoria.

Mrs. Frank Davis and children of Barton spent Sunday with Mrs. Davis mother, Mrs. Jim Salmon.

Mr. and Mrs. W. C. Donaway of Memphis were the guests of her parents, Mr. and Mrs. J. J. Williams, last Sunday.

Miss Nannie Flannigan called on Mrs. Loring at Bailey Monday afternoon.

Mrs. D. L. Lumsden visited Mrs. D. R. Williams in Victoria Tuesday afternoon.

Mr. and Mrs. W. A. Williams, Mrs. Earl Carrington of Victoria and Mrs. Mattie Carrington of Byhalia were callers in Cayce Thursday afternoon.

Mr. and Mrs. D. V. Jamison and children from Memphis visited his brother, Mr. T. H. Jamison, and family here last Sunday.

Mr. E. D. West and son of Taska, Miss, were business visitors here in Cayce Tuesday.

Mr. and Mrs. F. M. Sloan and Miss Nannie Flannigan visited friends in

BAILEY Wednesday afternoon.

Mrs. P. T. Sandlin is in New Albany this week visiting her mother, Mrs. Baker.

R. J. Williams is building a new dairy barn.

Mr. and Mrs. Mason Fleming visited in Collierville Sunday.

Jack Williams went to Memphis Saturday evening.

Preslin and Jess Sloan of Barton were here Monday buying some fine dairy cows of F. M. Sloan.

MT. PLEASANT

Misses Marjorie King and Lucy Conner of M. S. C. Holly Springs, spent last week-end with homefolks.

Mr. and Mrs. S. S. Owen were in Memphis last Saturday.

Dr. and Mrs. C. C. Conner and daughter, Lucy, spent Sunday with Dr. Conner's brother, the Rev. Mr. Conner of Olive Branch.

The Rev. Mr. Briscoe preached here last Sunday.

Mrs. Inez Johnson and son, Terrell, of Forest Hill were pleasant guests here last week.

Mr. and Mrs. T. D. Coopwood had as their guests last week Mr. and Mrs. Miller Keats of Greenwood.

Mrs. Jim Jowers motored to Rossville Friday morning.

John Gray of Holly Springs spent Sunday in the C. T. Luck home.

Mrs. A. L. and Mrs. C. E. Chandler were shopping in Collierville on last Saturday morning.

Kit King was in Holly Springs last Saturday.

YOUR
\$1
WILL DO
DOUBLE DUTY
AT THIS SALE

Great Crowds are Taking Advantage
of Our Gigantic

YOUR
\$1
WILL DO
DOUBLE DUTY
AT THIS SALE

STOCK REDUCING SALE!

Another Week of Wonderful Bargains--If you haven't attended this Sale you have a Treat in store for yourself. Come every day.

These are Few of the Items

ALL WOOL SWEATERS \$1.00 MEN'S E & W BROADCLOTH SHIRTS .75c WOMEN'S SHOES \$1.98 FULL SIZE PART WOOL BLANKETS \$3.45 MEN'S ALL-WOOL TWO-PANTS SUITS \$15.00 WOMEN'S DRESSES, \$15.00 VALUES \$8.75

YOUR
\$1
WILL DO
DOUBLE DUTY
AT THIS SALE

Ask anyone who has attended this sale about
these Amazing Bargains

KELSEY BROTHERS

YOUR
\$1
WILL DO
DOUBLE DUTY
AT THIS SALE

The Collierville Herald

Published Every Friday at
Collierville, Shelby County, Tenn.

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

Entered as second-class matter,
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March 3, 1879.

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able in advance.

Advertising rates on application.

Friday, October 24th, 1930

Now that it is all over, there are
lots of us who can tell just how it
could have been prevented, and just
what we would have done. But, we
notice that as a general rule, that
if a gun is shoved in a fellow's face
that fellow obeys the command that
accompanies the gun. However, as
long as the Bank was going to be
robbed, we wish it had happened
last Thursday instead of last Satur-
day so that we might have had it
for last Friday's paper.

"Break the Buyers' Strike" is the
latest move to relieve the financial
depression. That is a good plan for
those who are able to buy, but don't
pick on those who are not able.

And even those who are able
should not buy anyway except care-
fully and economically.

WEEKLY SERMONETTE

By Our Local Pastors

"Trust in the Lord and do good; so
shalt thou dwell in the land and
verily thou shalt be fed." Ps. 37:3

In the first part of this Psalm
David speaks of the happy state or
of the godly. Some people are saved
but not very godly in their daily
living. David is here describing the

man whose heart is right with God
and whose life is in harmony with
God.

I. "Trust in the Lord." In order
to trust in the Lord we must believe
that He is and that He is a reward-
er of them that diligently seek Him.
We must be one of those who are
willing to commit his way to God
and believe that He will bring it
to pass. Then we must delight in
Him, His ways, His Word, and His
work, and must feel and know that
we are laborers together with Him.

II. "We must do good." We must
not be satisfied with receiving. How-
ever, we do receive great blessings
from Him. We get life from Him.
We get light from Him. We get li-
berty from Him. In fact, we are
the beneficiaries of His great bounty
and His wonderful love. His Spirit
in our spirit and His love in our
souls creates within our lives a liv-
ing desire to do His will and that
will is to do good.

Are we trying our best to do this?
If we are, then, we may expect two
blessings, to wit: "Dwell in the land"
and "Be fed."

We are facing hardships, and from
a worldly standpoint, it seems dark.
But the solution is in the thought
of the text: "Trust in the Lord," "Do
good." The promise is: "we shall
dwell in the land" and "be fed."
— J. P. Horton.

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 Wed-
nesday.

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 Auxiliary 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, Sunday, 4:30 p.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.

GERMANTOWN

The Woman's Missionary Society
of the Methodist church served a
community supper in the basement
of the church on Wednesday night,
October 15th. The men of the com-
munity assisted with arrangement of
the tables and also put some conven-
iences in the kitchen. A large num-
ber were served at thirty-five cents
per plate. Something over sixty dol-

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

lars was cleared. The dining room
was given a festive air with orange
and black crepe paper arranged in
an artistic manner. Music was fur-
nished by Miss Adelaide Sullivan at
the piano; Malcolm Bryan, violin;
and Homer France, Saxophone. A
prize of \$1.00 was given to the boy
or girl in school who sold the most
tickets. This was won by David
Bryan who sold 53 tickets. A free
ticket was given to Alice Lee Fowler
who came second in the contest.

Mrs. Geo. W. Bell has returned
home from a visit in the home of
her parents in Halls, Tenn. Her sis-
ter-in-law, Miss Mae Bell, came with
Mrs. Bell and will remain for a brief
visit.

Mrs. A. L. Moore is in Memphis
this week visiting her sons.
Mrs. Raymond Hudson and baby
girl are with Mrs. Hudson's mother,
Mrs. Herbert Payne.

Hallowe'en Novelties and Place
Cards for Sale at Kelsey Bros.

Last Sunday, Mrs. A. G. Kimbrough
had as her guests for the day Mrs.
Bacon, Miss Ellen Davies and Miss
Dora Gholson who were traveling
companions this past summer with
Mrs. Kimbrough on a tour of Europe
and the Holy Land. Mrs. Bacon
and Miss Gholson are teachers in the
Memphis schools and Miss Davies is
a teacher in the Education Depart-
ment of State Teachers College, Mem-
phis.

Misses Jane and Ella Venn Furr,
former students of the Germantown
High School, are in school this term
at the University of Tennessee, after
having attended Mississippi Synodi-
cal College at Holly Springs last year.
Miss Sarah Quenichet, a graduate

of the Germantown School of Class
of last June, is a freshman this year
at State Teachers College. Miss Cor-
nella Cohn, another member of the
class of '30, is attending the Univer-
sity of Wisconsin. Miss Mammie
Belle Thomas is at Blue Mountain
College, Blue Mountain, Miss.

ROSSVILLE

Mrs. Will West of Taska, Miss.,
enjoyed a visit of several days last
week with Dr. and Mrs. Fred West.

Mr. and Mrs. H. H. Farley en-
tertained as their guests last Friday
Messdames Shrayner, Lottie Dunn,
Hale Mosley and daughter, Bettye
Jean, and Mr. and Mrs. T. O. Per-
cer of Memphis.

Miss Linnie Frances Wilder of
Galloway was a recent visitor of
Miss Ida Knox.

Mr. and Mrs. A. T. Crawford and
family of Collierville, Mrs. Lula
Alexander and Alva and Velma Alex-
ander of Somerville spent Sunday
here, guests of Mr. and Mrs. J. W.
Boyd.

Miss Louise Thomas spent the
week end with friends in Memphis.
The P. T. A. put on a dish shower
for the school last Wednesday after-
noon. Every one enjoyed the occa-
sion of an interesting program, con-
tests, and refreshments of sandwich-
es and tea.

Mrs. J. W. Boyd and children, Mrs.
W. J. Frazier and Patti Jeanne Fra-
zier spent Wednesday afternoon in
Collierville with friends and rela-
tives.

Mr. and Mrs. C. T. Thomas visited
relatives at Kirk's Sunday.
Hallowe'en Novelties and Place
Cards for Sale at Kelsey Bros.
Mrs. Carrier of Moscow visited
friends here last Saturday.

The Rossville Basket Ball team
played a match game with Braden
at Oakland last Friday, with Braden
team being victorious.

Dr. and Mrs. W. L. Boswell and
sons of Clarendon, Ark., were the
guests last Sunday of her parents,
Mr. and Mrs. John Crawford.

An all-day group meeting of the
Young Woman's Auxiliary was held
last Thursday at the Baptist church
with Mrs. M. P. Gurkin in charge.

BIRTH STONES

For burglars, the keystone.
For editors, the grindstone.
For cooks, the puddingstone.
For soldiers, the bloodstone.
For beauties, the peachstone.
For motorists, the milestone.
For tourists, the Yellowstone.
For borrowers, the touchstone.
For landresses, the soapstone.
For architects, the cornerstone.
For politicians, the blarneystone.
For policemen, the pavingstone.
For stock brokers, the curbstone.
For shoemakers, the cobblestone.
For pedestrians, the tombstone.—
The Parade, with slight variations, in
the Literary Digest.

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

Letters in Their Usage
According to printers' experiences the letter "e" is the most frequently used of the alphabet, and the letter "a" the least frequently occurring.

Foundation of Culture
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.

Bring Us Your Cotton

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.

"Why Worry about the Weather"—whether it's Cold, or Rain:-

We have a most complete stock of the well known

Hood Rubber Boots

in Black and Red—in regular and lace and a complete range of sizes

Hinton & Hutton Company

Dry Goods Department

A Good Cook can cook most any meat tender. It takes a Poor Cook to keep our meat from being tender.

FRESH BEEF

FRESH PORK

Hamburger and Sausage ground as ordered.

CHAS. DEAN & SON

PHONE 95

COLLIERVILLE

For Poultry Profit International Jewel Egg Mash

As the Pullets reach maturity, they are on the verge of PRODUCTION—PROFIT. The "Egg Factory" has been built. It is now necessary to keep before the flock material supplying protein (albumen,) or WHITE MAKING MATERIAL. Without this the Hen cannot reach, or maintain top production. JEWEL EGG MASH supplies every requirement. Keep it before the flock every day in the year. Provide enough hopper space to enable 30% of the flock to feed at one time.

International Jewel Scratch Feed

Feed JEWEL EGG MASH. It supplies white making material to balance the yolk produced by JEWEL SCRATCH FEED. For best results be sure to feed JEWEL SCRATCH in deep litter, in the afternoon. 1 quart to 10 or 12 birds is right. DON'T OVER FEED GRAIN. The hen doesn't live that can "do her best" on straight grain, cheap or inferior mixtures. Follow JEWEL directions. You will get more eggs—a quicker moult—Winter Eggs (when prices are "top")—and have a healthy, PROFITABLE flock.

COLLIERVILLE CASH FEED STORE

Our Telephone is No. 184

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

SOCIAL AND PERSONAL

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

Hallowe'en Novelties and Place Cards for Sale at Kelsey Bros.

Mrs. J. M. Anthony and children left Saturday for Tchula, Miss., for a visit with Mrs. Anthony's parents.

Mrs. Burke Owen, Mrs. Johnny Owen and Mrs. Black of Moscow, and Mrs. Joe Hughes of Collierville were shopping in Memphis Wednesday.

Dr. and Mrs. J. W. Price left for Dyersburg Tuesday morning and are guests this week in the home of Dr. and Mrs. J. G. Price.

Mrs. D. P. Creely and baby, Joan, spent last week-end in Memphis as the guest of Mrs. Creely's sister, Mrs. Mabel Wenzler.

Mr. and Mrs. S. H. Haynes and two sons, of Germantown, were the guests of the Rev. B. M. Cowan and family Saturday.

Edgar Russell and Miss Sadie Neville were guests of Miss Nannie Flannigan in Cayce, Miss., last Sunday afternoon.

Hallowe'en Novelties and Place Cards for Sale at Kelsey Bros.

Dr. W. D. Parr, Messrs. James Taylor Jones and R. P. Harrell attended the Tennessee-Alabama football game last Saturday.

Mr. and Mrs. Harry Williamson, John and Jasca Rose made an extended trip up in the old home neighborhood of Mr. Williamson over the past week-end, visiting Jackson, Humboldt, Trenton and Huntingdon.

Mrs. C. M. Bell returned Wednesday to her home in Bassett, Ark., after a visit with her daughter, Mrs. J. M. Glenn. Mrs. Glenn and Miss Dorothy Glenn accompanied Mrs. Bell home.

Mrs. W. L. Bryan had the misfortune yesterday of falling from her back porch, which is about four feet from the ground, and breaking her left arm and spraining her right arm. She was resting very easy at noon yesterday.

FOUND:—A watch on last Saturday. Owner may have same by identifying it and paying for this advertisement. Apply at Herald Office.

Mr. and Mrs. Woodson Jones of Sierra Madrid, California, Mr. and Mrs. C. C. Jones, Miss Elizabeth Butler and Mr. Gordon Robinson of Memphis, were dinner guests last Sunday of Mrs. Maud Jones. In the afternoon Mrs. Jones was "at home" to many Collierville friends in honor of

Mr. Woodson Jones who formerly made his home in Collierville.

Seventeen members of the Senior Class will attend the Ben Greet production of "As You Like It" to be given this afternoon at the Municipal Auditorium, Memphis. And this evening the entire Class will hear "Hamlet," also to be staged by the Ben Greet Players.

MRS. P. O. BAKER IS HOSTESS AT BRIDGE

Complimenting the members of the Senior Club and a small number of other friends Mrs. P. O. Baker entertained on last Friday afternoon.

Bridge was enjoyed in rooms that were adorned with a profusion of vivid fall flowers. An attractive party plate consisting of an appetizing salad and accompaniments was served at the conclusion of the game. Mesdames J. W. Lynch, P. K. West, Tapscott Knox, E. H. Jameson, and Misses Louise Farabee and Bertie Fleming shared with the Club members in the pleasures of the afternoon.

Mrs. W. A. Frank Is Hostess to U. D. C.

Mrs. W. A. Frank was the hostess of the Louisa Bedford Chapter, U. D. C., on Wednesday afternoon, the membership being well represented.

During the business session, the President, Mrs. B. M. Cowan, gave a most interesting account of the recent State Convention in Memphis, ten members having attended one or more days.

Mrs. S. R. Craig, Mrs. W. A. Frank and Mrs. J. H. Irby were elected as delegates to the General Convention at Asheville, N. C., on November 18-22.

Officers for the opening year were elected as follows: President, Mrs. B. M. Cowan; 1st Vice President, Mrs. S. R. Craig; 2nd Vice President, Mrs. J. H. Irby; Secretary, Mrs. S. C. Fleming; Treasurer, Miss Irene Cartwright; Historian, Mrs. E. F. Farley; Custodian of Scrap Book, Miss Mildred Cowan.

Mrs. J. P. Walker was welcomed as a new member, being transferred from the Chapter of Lakeland, Fla.

Mrs. S. C. Fleming gave an account of the program presented on October 6th, Sam Davis, birthday, at the school by the U. D. C. members of the faculty.

The Historian gave a program on "Sam Davis", his birthday being commemorated at the time. Mrs. Farley and Mrs. McCall gave readings preceded by a victrola selection.

At the conclusion, all present drew for a picture of the Sam Davis Home, autographed by his niece, Mrs. Media Davis Sinnott.

Late in the afternoon, refreshments were enjoyed.

Whiter Clothes and Lustrous Linens! Brighten up "Blue Mondays"



CORDOVA

Miss Helen Louise eely of Memphis was the attractive guest last week of Miss Martha Humphreys.

Mr. and Mrs. G. Y. Jones had for their visitor last Sunday Miss Nina Cobb from Memphis.

Mr. W. H. Yates has returned home after several weeks visit with his sons, Messrs. Joe and Tom Yates, at Shelby, Mississippi.

Mrs. Spencer Yates from Memphis visited relatives here last Wednesday.

Mr. N. H. Mitchell from Arlington made a business visit here last Tuesday.

Mr. Louis Thompson from Memphis was the dinner guest of Mr. and Mrs. L. E. Weeks last Tuesday.

On Wednesday, Oct. 22nd, there was a meeting of the ladies of the West Tenn. Presbyterian at the Presbyterian church. Miss Mary Ramson, a returned missionary from Japan, was present and told of her work in Japan. Tuesday evening, she spoke to the children and young people.

Last Sunday, Mr. S. B. Goodloe visited Miss Mattie Emma and Lula Powell in Whiteville.

Mrs. J. E. Bazemore spent several days last week in Memphis, the guest of Mrs. Thomson and other friends.

Miss Marjorie Ramsey has returned home after a very pleasant week spent in Nashville.

Mrs. A. B. Latting and family made a visit to Shiloh National Park last Sunday.

Mrs. J. W. Carter and children made a trip to Shiloh National and Muscle Shoals last Sunday.

Capleville Basket Ball teams played the local boys and girls on Cordova court last Friday afternoon, with the Capleville boys winning over Cordova boys and Cordova girls winning over Capleville girls.

Mr. A. L. Moore is recovering after an attack of fever. He was confined to his room a week or more.

Collierville Insurance Agency

MRS. W. N. CRAIG

Phones 99 and 15
Fire and Automobile
Insurance



CONKLIN ENDURA SYMETRIK

SERVICE UNCONDITIONALLY AND PERPETUALLY GUARANTEED

HARRELL DRUG CO.

BIGGS & DUDNEY

GENERAL MERCHANDISE

Service

Quality

Phone 43

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 turn-out, 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

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.

WHY WAIT LONGER?

The Cold Weather is already here

Don't take a risk with the old, rusty, worn-out heater. Likely it will give out when Jack Frost is playing his worst pranks. Be Prepared. Act at once!

HEATERS—Of all sizes, styles, kinds and prices, from small Oak Heaters to big circulators. Prices for

OAK HEATERS

\$12.00, \$16.00, \$18.00.

CIRCULATORS

\$39.00, \$49.50, \$54.00.

\$49.50

Splendid All-Cast Range

Let us install at once in your home one of these Dependable Stoves

GRAVES & GRAVES

FURNITURE

173-75 South Main St.

Memphis, Tennessee

FOOT BALL!

On the **KELSEY LOT**

Friday, Oct. 24th

at 3 p. m.

Collierville vs Whitehaven

Get behind the Football Team--Buy your tickets NOW

Admission, 25c and 35c