

The Collierville Herald

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Friday, October 3rd, 1930

The Bond Election last Tuesday was unanimous. We can't remember of such a thing ever happening before, and we take this as a compliment to our "City Dads", and also as a true indication of the spirit of co-operation and "get-together" as belonging to the people of this community.

Collierville has been, and is fortunate in having a City Administration of men of business ability and men who are interested in growth and development of the town. The preceding Board did splendid work along these lines, including laying of new water mains around the town square and installing standard fire plugs in many places. The work was done economically and the present Board is striving to do much at the lowest possible cost.

Tuesday's election is a forecast, we believe, of a future growth of Collierville. The people know that no town ever "happened", but that a town grows with work and co-operation, and in proportion to the work and co-operation as exhibited by the entire citizenship of the town.

"Co-operate and work for Collierville" must be the motto of each of us.

A BETTER

"PROGRESSIVE FARMER"

We hail and congratulate the new "Progressive Farmer," with which is consolidated "The Southern Ruralist."

The Mississippi Valley edition is under the editorship of Dr. Tait Butler. Southern agriculture has no better friend than he.

A student of agricultural affairs approached by few in the nation; a gentleman exemplifying the best traditions of the South, a brave and courageous fighter for the farmer. Dr. Butler has proved his worth. The enlarged "Progressive Farmer" gives him a better medium through which to develop and extend his already effective sphere of influence.

Fortunate, indeed, would be the South if Dr. Butler had been chosen to represent cotton on the Federal Farm Board.

But the South is more fortunate that he is not on the Board. The cotton farmer needs his leadership through the medium of his paper.

We are glad Dr. Butler and the Progressive Farmer are going forward and onward in their service to the farmer of the South.

When the Democrats elect a President in 1932, The Herald would like to nominate a Secretary of Agriculture.

Our choice is Dr. Tait Butler.

THE FARM AND HOME

PRACTICAL SUGGESTIONS FOR FARM FOLKS.



AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF TENN.

VOL. 14 1930 NO. 9

GOOD TIME TO CULL UNPROFITABLE COWS

Dairymen Can Increase Profits, Reduce Surplus of Dairy Products and Save Feed By Selling Low Producers Now.

Here are three things that dairymen can do to make their dairy herds more profitable: Cull the low producers; feed the others according to what they can produce when well fed; then breed intelligently.

Studies, by the Bureau of Dairy Industry, U. S. Department of Agriculture, of the production, feed cost, and income records of cows on test in Dairy Herd-Improvement Associations, have shown that the elimination of the lowest producers from the dairy herd not only increases the average production per cow, but always results in increasing the cash income over cost of feed per cow. Therefore, if any dairyman is dissatisfied with the income which he makes over cost of feed, he can always increase that income per cow by culling his herd a little closer and feeding those retained a little better.

At present, when there is a surplus of dairy products and when prices are correspondingly low and feed more or less scarce due to the drought, closer culling is one of the ways of getting better results immediately. Figures indicate that culling the lowest-producing 1 percent of the dairy cows in this country would not lower the milk and butterfat production as much as 1 percent, but only one-fifth of 1 percent; and that culling the lowest-producing 10 percent of our dairy cows would not lower the milk and butterfat production 10 percent but only 5 percent, dairy experts state.

Testing Spots Culls

Dairymen should have production, feed cost, and income records of their cows in order to cull their herds intelligently. The most practical way to get such information, at a cost they can afford, is through the work of the Dairy Herd-Improvement Associations, or similar organizations of dairymen.

A Dairy Herd-Improvement Association is an organization of about 26 dairy farmers who cooperatively employ a man to test their cows for economical production of milk and butterfat. One day each month the tester weighs the feed, both concentrates and roughages, for each cow in the herd; weighs her milk and tests it for butterfat; and figures out the gross income and income over cost of feed for each cow. From the record of one day per month he computes the record of the individual cow for the month and for the year, and by comparing the production records of the daughters of each bull with the production records of their dams, he passes an accurate judgment upon the actual breeding value of the bull.

WHITE BREAD IS O. K. SAY EXPERTS

That white bread is a wholesome food is the opinion expressed by specialists of the U. S. Department of Agriculture and five nationally known authorities on nutritional problems who were consulted by direction of Secretary Hyde. The views of this group, headed by Dr. A. F. Woods, Director of Scientific Work of the department, are expressed in a statement based on the scientific facts regarding breads made of white flour and of whole wheat flour:

White and whole-wheat breads are both wholesome foods. They are among the most important and cheapest sources of energy and protein in the diet. The composition and value in the diet of whole-wheat and white bread vary not only with the differences in the flour used, but also with the amount and character of other added constituents.

Whole-wheat or graham flours, which contain the bran and germ portion of the grain, have lower bread-making capacity and are more susceptible to spoilage, so can not be handled as readily commercially.

No person subsists on one food. Each food should be chosen in relation to the other constituents of the diet. Bread, either white or whole-wheat, is always an economical source of energy and protein in any diet. The form may be left to the choice of the individual when the remainder of the diet is so constituted as to contribute the necessary minerals, vitamins, and any necessary roughage.

LIME BEATS MANURE AS SOIL BUILDER

Two Tons Worth Ten Tons Manure For Improving Soil and Getting Stand of Alfalfa and Clovers.

Two tons of lime per acre is worth ten tons of barnyard manure, each applied once in six years, for increasing soil fertility, numerous experiments that have been conducted in all parts of the State show.

Lime sweetens the soil and makes it possible to grow good crops of clover and alfalfa and other legumes which, if properly used, feed the soil, build fertility and maintain it.

It increases the yield of corn and many other crops twenty percent. After clover or alfalfa is grown for two or more years, crop yields on average lands are practically doubled.

An acre of limed clover sown this year may mean an addition \$25.00 or more from the cash crop which is to follow it. The Tennessee farmer cannot go on producing 25 bushels of corn, 10 bushels of wheat and one ton of grass or clover (and weeds) per acre as an average and expect to make a decent living, nor can he expect little above average yields until he limes his land and grows more leguminous crops.

For the past twenty-five years the Tennessee Agricultural Experimental Station has conducted experiments in all parts of the State to determine the value of liming. In these experiments a wide variety of crops have been used, from legumes with high lime requirements, such as alfalfa, to nonlegumes, with low lime requirements, such as cotton and sweet potatoes. The evidence obtained has shown that liming is generally profitable in all divisions of the State.

The effect of liming on alfalfa has been especially marked. In fact the securing of a profitable crop without liming is so unusual as to attract attention. In five series of experiments, on representative soils in different sections of the State, the average yield of alfalfa with lime was 3.13 tons per acre of cured hay, but without lime only 1.16 tons. These results were obtained the first season after seeding. As a rule the unlimed alfalfa is more or less smothered out the second year by crab grass, whereas the limed alfalfa is then at its best.

Red and alsike clovers are very sensitive to a deficiency of lime, though not to the same extent as alfalfa. In eleven series of experiments the average yield of clover hay on common soils of East, Middle and West Tennessee was 2.31 tons per acre with lime, but only 1.43 tons, mixed with weeds, where no lime was used.

Numerous experiments have been made to determine the effects of liming on both corn and wheat under common farm conditions. The results show a marked and rather uniform increase in yield from liming. In twelve series the average yield of corn was 36.5 bushels per acre where limed, but where unlimed, the average was only 30.8 bushels.

The effect of even a moderate liming lasts for a number of years. At the Tennessee Station appreciable increases in crop yields from a single application have continued for a least eight years.

Lime is a very important element in soil fertility, because it corrects acidity in soils and creates favorable conditions for the growing of legumes and many other plants. It may be applied at any season of the year, and for any crop, to suit the convenience of the worker. The main thing is to get it on the land. It is, of course, especially desirable previous to clover rather than to corn, for example.

After diligent study for many years, the Experiment Station has reached the conclusion that liming offers more immediate and greater rewards to the Tennessee farmer than any other simple resource at his command.

HENS NEED COMFORTABLE QUARTERS

Hens need comfortable quarters in hot weather and cold if they are to produce eggs and profits.

The laying house should be constructed so that the hens can be kept comfortable in the summer as well as in the winter. Ample provision should be made for ventilation. Houses constructed according to plans drawn by the Agricultural Extension Service of the University of Tennessee will be found to contain the essentials for hen comfort in both winter and summer. Your county or home demonstration agent can supply you with a copy of Publication 132, "The Tennessee Poultry House," which contains these plans and detailed information for building such a house. If you do not have an agent, write the U. T. Agricultural Extension Service, Knoxville, for a copy of this publication.

MT. PLEASANT

Mrs. W. T. Chandler has returned home after a short visit with relatives in Memphis.

Eugene Jowers of Beaumont, Tex., is spending his vacation with Mr. and Mrs. Jim Jowers and other relatives of Memphis.

Misses Marjorie King and Lucy Conner of M.S. College, Holly Springs spent last week end here with home folks.

Miss Imogene Jowers spent the week end with Mr. and Mrs. A. Person of Collierville.

Mr. and Mrs. N. M. Carpenter had as their guests last Sunday Mr. and Mrs. George Henry Hale and Miss Lois Hurdle of Memphis, P. L. Hale of Capleville, Mrs. J. A. Hale and daughters, Misses Jennie, Gertha and Kthryn Hale, of Collierville, Emery Gary of Memphis and S. P. Carpenter of Collierville.

Mrs. C. C. Conner and Mrs. A. L. Chandler motored to Memphis last Friday and Misses Maxine Conner and Gladys Fite returned home with them for a week end visit.

Mr. and Mrs. A. L. Chandler visited in Red Banks last Sunday.

Mr. and Mrs. Albert Hammond, Mr. and Mrs. N. M. Carpenter and children, Mrs. T. D. Coopwood and sons, Mrs. W. H. Person, Hugh Herbert Hounsil, Mr. and Mrs. Raymond Watkins were among those who attended the Mid-South Fair last week.

Mrs. N. M. Carpenter and children were in Lamar Tuesday evening.

Mr. and Mrs. W. D. Howard and children visited relatives in Houlika,

Miss, last week end.

Mrs. C. E. Chandler and Mrs. C. C. Conner motored to Memphis last Sunday evening.

Miss Leslie spent last week end with homefolks in Abbeville.

Rev. A. S. Briscoe and family of Red Banks were pleasant visitors here Sunday.

Good and Bad Exercise

Tests made by British doctors indicate that moderate exercise taken after a meal does not disturb digestion, though violent exercise in the same circumstances is injurious.

"Say It With Flowers"

FLOWERS FOR ALL OCCASIONS

Call Mrs. Delaney Agent for Irby Harris Florists

Asa Wilson

PUBLIC HAULING We Go Anywhere Any Time. Phone 160-W Hauling Milk a Specialty

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

Triumph Over Nature Modern perfumes made from synthetic chemicals ingredients have more lasting qualities than many of the perfumes made from flower oils.

SPECIAL!

One 1926 Chevrolet Touring Car

Good Tires. Motor has just been Overhauled, New Pistons and Rings and Block Honed

A BARGAIN at \$125.00

Kelsey Chevrolet Company

for Economical Transportation

Sales Service



"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!"

THE GIANT POWER FUEL

STANDARD OIL COMPANY OF LOUISIANA

SUPERIOR SERVICE STATION

H. W. COX, Manager

a 100 percent "STANDARD" Station

Standard Gasoline Standard Motor Oils Mobiloil

Our writing equipment is made by the finest craftsmen and is always ready to show them.

The modern vogue is vividly revealed in this new fountain pen of striking design and rich color tones, the Conklin Endura Symetrik. It is green and black. Service unconditionally guaranteed. The pens, \$6, \$8. Pencils to match, \$4 and \$4.50.

CONKLIN ENDURA SYMETRIK

SERVICE UNCONDITIONALLY AND FOREVER GUARANTEED

HARRELL DRUG CO.

SOCIAL AND PERSONAL

Willford Farley is on the sick list this week.

Mrs. John Little Dean is in Memphis this week visiting her mother.

Mrs. T. B. Jameson is on the sick list this week.

Mrs. M. H. Loring of Baily visited Mrs. Will Cargill Tuesday.

FOR RENT—Nice 4-Room cottage. See J. A. Dawkins. 2-t. Pd.

Mrs. W. M. Cargill was quite sick Monday and Tuesday of this week but is able to be down town today.

Mrs. Bessie Matthews of Memphis spent Sunday with her sister, Mrs. Will Cargill.

Mrs. Sadie Crawford of Rossville was shopping in Collierville Yesterday.

Mrs. T. E. Watins, with her daughters, Misses Esther and Mildred, attended the Fair last Friday.

Mr. and Mrs. Luther Carruth attended the Mid-South Fair last Friday.

Mr. and Mrs. Howard Jameson of Memphis were here Sunday with their parents.

Mr. J. B. Gunn who was quite sick several days last week is some better this week.

O. C. Dean has accepted a position with the Barrow-Agee Chemical Co. of Memphis.

J. W. Boyd and family of Rossville spent Sunday with Mr. and Mrs. Albert Crawford.

Miss Eleanor Fleming spent last week end in Rossville with her cousin, Miss Elizabeth Towles.

Don Phinizy left yesterday for Alabama where he plans to spend the winter months.

Go to Germantown this afternoon with the Foot Ball Team and help them win in their first game.

Miss Ruth Craig registered last Monday at the University of Tennessee, Medical Department, Memphis, here she will study science.

H. A. Jameson had the misfortune last Tuesday of having his Ford roadster stolen from him while in Memphis.

Mr. and Mrs. H. W. Cox and children have moved to Memphis and are now at home at 1572 Overton Park Place.

Mrs. Boyd Rives and little daughter, Betty Joyce of Rossville were visiting relatives in Collierville Tuesday afternoon.

James Glenn entered upon his third year as a student in the College of Dentistry of the University of Tennessee, Memphis, last Monday.

Miss Catherine Anderson of Nashville and Miss Elizabeth Ellis of Memphis were the pleasant guests of Miss Martha McFerrin, Sunday.

Dr. J. W. Price is in the Baptist Hospital in Memphis but will probably be able to return to Collierville Sunday or Monday.

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Robert C. Dean has returned to Boston, Mass., after a visit of several days with his parents, Mr. and Mrs. Chas. Dean, and family.

Mr. Wilbur and Miss Ethel Russell of Memphis were the guests last Sunday of their parents, Mr. and Mrs. I. H. Russell.

Mr. and Mrs. Raymond Morton and children of Cordova spent last Sunday with their parents, Mr. and Mrs. I. H. Russell.

M. J. W. Woody of Mt Pleasant spent Monday with his friend, Mr. J. B. Gunn. Mr. Sam Woody was the supper guest of Mr. and Mrs. Gunn Monday evening.

Miss Aileen McCandless, with her friends, Miss Ora Kent and Mr. Glen Goodman of Memphis, spent Wednesday at Reelfoot Lake and Jackson, Tennessee.

Misses Gallor Mae Hurdle, Aileen McCandless and Elizabeth White, student nurses of the Baptist Hospital, Memphis, are spending their vacation here in Collierville with relatives and friends.

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The Rev. R. W. Hood, pastor, conducted regular services at the Methodist church last Sunday morning and evening. At the morning hour Mr. and Mrs. M. H. Loring of Bailey united with the church.

Little Miss Sara Jones as a patient at the Baptist Hospital Sunday and Monday, following the pulling of two of her teeth which brought on slight hemorrhages. She is quite all right again now.

Miss Louise Farabee had the misfortune Saturday morning of falling as she was about to enter a street car at the Union Station, Memphis, and breaking her left arm. Thanks to prompt attention at Campbell's Clinic, the arm is healing nicely.

Mr. and Mrs. Perry Piper and Mrs. Mattie Oursler entertained as their guests last Sunday Dr. and Mrs. J. W. Oursler, daughter, Martha Thomas, Mrs. Robert James and daughter, Claire, of Humboldt; Dr. and Mrs. W. W. Oursler, son, Waddy, Jr., of Memphis; Miss Louise Price of Laramie, Wyoming and Mr. and Mrs. L. Q. Murrell of Macon, Tenn.

An item appeared in the Holly Springs South Reporter of the issue of September 28, 1905, announcing the marriage of Miss Hattie McKinzie to Mr. Ed Humphries of Red Banks, with Rev. J. P. Horton of the Baptist Church of Byhalia officiating. Mr. Humphries, who now lives in Memphis, is a nephew of Mr. Dawson Humphries of Collierville and Rev. Mr. Horton is pastor of the Collierville Baptist Church.

Miss Dorothy Glenn Entertains, Honoring Young Collierville Girls

The initial meeting of the Young Girls Bridge Club was held on last Thursday evening with Miss Dorothy Glenn as the gracious hostess.

The rooms opened to the guests were artistically decorated with garden flowers of pink and yellow. Miss Glenn was wearing for the occasion, a handsome frock of green crepe. Her mother, Mrs. J. M. Glenn, who assisted in entertaining, wore a lovely dress of white crepe.

First Prize, a bed lamp of yellow and green, was captured by Miss Marjorie Craig; the consolation, a handmade handkerchief, was cut by Miss Ruth Weinstein; the "booby", a novelty ash tray, was presented to Miss Sara Jones. Following the diversion of the evening, a delicious ice course was served to the sixteen guests.

Mr. and Mrs. D. G. Delaney, Mrs. Scobey and Fred Kirk report a very interesting vacation trip to North Carolina. They motored to Wrightsville Beach, N. C., by way of Nashville, Knoxville, Asheville and Wilmington, stopping over for a short time in Asheville and seeing among other interesting scenery, the National Forest between Asheville and Strawberry Plains. They had a stay of several days at the Beach after which they returned home via Atlanta and Chattanooga. From Atlanta, the party drove to Stone Mountain for a view of the marvelous sculptural work begun there.

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White Folks wants to know how I gets cloes so white—I jes uses "STANDARD"



Collierville Insurance Agency

MRS. W. N. CRAIG
Phones 99 and 15
Fire and Automobile Insurance

Sweaters,

All Wool-Pull over and Coat Style
\$1.00, \$1.50, \$2.95

Children's Hosiery, For School Wear

Golf Hose, 3-4 Length
25c and 50c Pair

Kelsey Brothers

Who CAUSED 17c Gas in Collierville

The Superior Service Station is an Independent Station. Think before you buy.

Superior Service Station

H. W. Cox, Manager
a 100 per cent "Standard" Station
We appreciate your business.

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.

An Autumn Invitation

We take greater pride than ever before in introducing to the men of the community, the smart line of Fall CURLEE CLOTHES that we have just received.

A new note of style has been struck—there's a dash and a verve to these suits—brisk lines that reveal superb tailoring—a new excellence of coloring and pattern.

You'll want to see them anyhow—even before you know how irresistibly priced they are. So, come in early, we're ready to show them right now.

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
Hamberger and Sausage ground as ordered.

CHAS. DEAN & SON COLLIERVILLE

PHONE 25.

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

MR. I. H. RUSSELL says:

"International MAK-MEAT Hog Feed, NOW Means More Profitable Pork This Winter"

Mr. Russell, who has been raising very fine hogs for a number of years, says that this year his herd of Poland China hogs are in the best shape he has ever had them.



COLLIERVILLE CASH FEED STORE

Our Telephone is No. 184
"A FEED FOR EVERY FEEDING PURPOSE."
Bring Us Your Cream.

Vegetable Milk
In South America there are some trees known as "cow trees," which, when pierced, yield a rich, milky, nutritious juice in such abundance as to render it an important article of food.

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.

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

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.

Has Youngsters' Indorsement

Sonp is extremely useful for stopping a leak in a gas pipe, we read. Several small boys are of the opinion that it is impossible to imagine a better use for the stuff.—London Humorist.

Earthworm Species

Dew worm is the name given in England to the most common species of earthworm. The name arises from the fact that these worms come to the surface when the earth is damp, as in the morning by dew.

Cashew Nuts

Central and South America are the homes of cashew nuts. They are originally American, but were carried to many parts of the world by the Portuguese in the Fifteenth and Sixteenth centuries.

The Pastor Says

No man ever awakens in the same town in which he went to bed the night before. . . . Nothing can be "the whole gospel." If life may be seen growing on the outside of it as luxuriantly as within it.—John Andrew Holmes.

No Degrees in Honesty

"Honesty," said Uncle Eben, "is the best policy. A man dat robs a bank gets come up wif, same as one dat robs a chicken roost."—Washington Star.