

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. II

Collierville, Tennessee, Friday, November 7th, 1930

No. 37

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

If you have never read this column, read it this week. The article quoted below is not the ravings of a fanatic, nor is it the left-over of some politician's undelivered speech. It is the quiet thought of one of America's greatest men—a man who, if you were physically ill, you would be mighty happy to have him advise with you.

Now that the election is over, and we are all ready for some quiet and restful thinking, read the statement given below and then clip it out and send it to some friend:

IT'S THE BRAIN THAT COUNTS

You can get along with a wooden leg, but you can't get along with a wooden head. The physical value of man is not much. Man as analyzed in our laboratories is worth about ninety-eight cents. Seven bars of soap, lime enough to whitewash a chicken coop, phosphorous enough to cover the heads of a thousand matches, is not so much, you see. It is the brain that counts, but in order that your brain may be kept clear you must keep your body fit and well. That can not be done if one drinks liquor. A man who has to drag around a habit that is a danger and a menace to society ought to go off to the woods and live alone. We do not tolerate the obvious use of morphine or cocaine or opium and we should not tolerate intoxicating liquor because I tell you these things are what break down the command of the individual over his own life and his own destiny. Through alcoholic stimulation a man loses coordination. That is why liquor is no advantage to the brain. You hear people tell how they had their wits quickened for the first half hour by liquor but they don't tell you how later their body could not act in coordination with their brain. You will hear on every side men bewail the loss of their drink, of their personal rights, but the rights of the few who can not see ahead or have the future of their nation at heart must be regulated to safeguard that great body of future citizens who are now ready to step into the ranks. You boys have something ahead of you in the problem of preventing the return of liquor. We have not lived up to our laws, but I repeat, education is what we need to combat this condition. When we have our younger generation completely educated we will not have types who say: "Why should I not have my rights as a citizen?" It is through the boys of today that we hope to see a sound and everlasting prohibition worked out in this country. If there ever was any great man who accomplished anything through the use of alcohol I would like to have the fact pointed out. We in the United States of America have tried to give you a field of action free from the barricades which used to be set up by the legalized liquor traffic. Keep yourselves free from all entangling habits. Remember, it's the brain that counts.—Dr. Charles Mayo, noted scientist, physician, and surgeon.

HALLOWEEN PARTY ENJOYED BY LARGE CROWD

The Halloween party which was sponsored last Friday night by the P.-T. A. proved a most enjoyable affair for the large number who attended. Mrs. W. W. Clay, vice-president of the P.-T. A., had charge of the entertainment and was most ably assisted by Miss Willie Lynch as chairman of the decorations; Misses Louise Williams and Tommie Thornton in charge of amusements; Messdames Neely and Baxter Humphreys in charge of the candy sales and Mrs. John Kirk in charge of the apple bobbing. The proceeds were over \$20, and much fun was furnished to many of the young and old of Collierville.

FARM LABORERS AND TENANTS ADVISED TO STAY IN COUNTRY

Cities and Towns Overrun by Unemployed. Farmers Urged by Extension Director to Provide Work for Needy in Their Communities

Farm laborers and tenants are advised to remain in the country and farmers are urged to provide work for them in every way possible due to depressed business conditions and unemployment in the cities, in a statement issued by Charles A. Keffer, Director of the Agricultural Extension Service, University of Tenn.

"The country is in the midst of a wide-spread business depression. Everywhere factories are shutting down and fewer and fewer jobs are in sight for working people. Times are hard. The cities and towns are overrun with the unemployed and they are faced with a task that will tax their resources in providing for their needy during the coming winter. Every person or family moving from the country into these cities or towns will only add to the seriousness of the situation, Director Keffer pointed out.

"In the cities, even in prosperous times, there is always a dependent, impoverished group, professional beggars who accept help as a matter of course. But in the country in ordinary times, this element scarcely exists in the population. The very few families of this class are taken care of by the country. This year things are different. Many self-respecting workers who earn a living for themselves and their families by working as farm laborers are out of employment. Indeed, as a result of the drought, not a few farm owners are in desperate straits. Such people cannot find work, because other farm owners have no money with which to pay them; work is harder to find in the towns than in the country, so that moving to town cannot help them. They cannot beg.

"What is to be done? In every farming community there is work well worth the doing that does not demand immediate attention and is deferred in the hope of more prosperous times. Fences and farm buildings can be repaired, sloping lands that are in danger of erosion can be terraced, wood-lots can be improved by converting the poorer trees into fire wood; pastures can be vastly improved by mowing weeds and brush, and roadsides can be cleared of weeds.

"And on many farms that are in need of such work, there is a store of unsold wheat and corn and potatoes. Every neighborhood numbers among its citizens men too proud to beg, who would gladly exchange work for food. Wheat and corn can be ground in the nearby mill, and thus made into food stuff. True, the mill may not be equipped to make the finest flour, but cracked wheat is a good cereal and wholewheat bread is wholesome.

"The farmer who has a store of wheat and corn has a duty to his community in seeking out his less fortunate neighbor and giving him work, if that neighbor will take his pay in food for his family. He will not only help the worker over the hard times, he will keep a supply of labor at hand, ready for the better times that are sure to come. The laborer, on the other hand, should recognize that the decreased supply of work is apt to cause a downward tendency in wages. The law of supply and demand applies here just as in the case of merchandise and farm products."

MRS. STELLA BRYAN

Mrs. Stella Bryan, wife of Cleve Bryan, of the George R. James community, died suddenly Saturday night after having been an invalid for several years. She was active in school work, community welfare, and also in church work. Interment was made Sunday afternoon at Bethany where she held church membership. Services were conducted by the Rev. F. A. Coyle. Mrs. Bryan leaves her husband, five children and a host of friends. To know her was to love her. Two of the children attend the Collierville High School.

"HOME ORCHARDS" WILL BE TOPIC FOR FARMERS CLASS

Evening Class to Meet Saturday Night in Vocational Room of School

The third meeting of the series of evening classes for the farmers which are being conducted under the auspices of the Vocational Agricultural Department of the Collierville school will be held Saturday evening, Nov. 8th, at 7:30 o'clock, in the Vocational Agriculture room at the high school. The subject will be "Home Orchards" and W. H. Carlton is to be the principal speaker. Mr. Carlton is an authority on the subject and the meeting will be of interest to all who have fruit trees. Mr. Robertson is urging all who have fruit trees—no matter how few or how many—to attend this meeting tomorrow evening.

ARMISTICE DAY PROGRAM AT SCHOOL MONDAY MORNING

Mr. Percy McDonald, prominent Memphis Attorney, and chairman of the Shelby County Board of Education, will speak at an Armistice Day program at 9 o'clock, Monday morning, November 10, at the school auditorium. Miss Sue M. Powers, the County Superintendent of Education, will also be present. The public is cordially invited.

CORDOVA P.-T. A. TO SERVE ANNUAL THANKSGIVING DINNER

Observing and annual custom, the Parent-Teacher Association of Cordova will serve a Thanksgiving dinner in the Cordova school auditorium on November 27th from 11:00 to 2:00 o'clock. These dinners have become an annual event that is looked forward to by many for miles around and are growing more popular each year. Committees have been appointed and are already at work, planning to make the dinner this year even better than those that have gone before. The menu is most promising of a good dinner. Make your plans to enjoy this dinner and the hospitality of the Cordova Association.

GEORGE R. JAMES FACULTY WILL PRESENT PLAY TONIGHT

The faculty of the George R. James school will present "A Southern Cinderella," a comedy in three acts, in the school auditorium tonight, Nov. 7th, at 8:00 o'clock. The play is filled with comical situations some of which are furnished by "Mammy Judy Johnson," a role that is well played by Miss Dolly Leake. The scene of the play is laid in an old southern home and attractive stage settings and costumes will add much to the evening's entertainment. Between acts, musical numbers will be given. Admission 15 and 25 cents.

AN ODE TO THE PIANO FUND

If you want to make your money go far, Come to the music pupils' bazaar. The date is the 19th of November. Come any time Wednesday, please remember. The music room is the place to go. Where all the things we will gladly show. We'll have powder puffs to use on your nose, And embroidered pillow cases on which to doze. Fine home-made candy that's good for you, Made by experts like Mrs. McFerrin, too. Dust caps to wear upon your head, And fancy pillows to throw on your bed. Pretty aprons and Christmas cards galore.— I can't tell all but many things more. Eggs, canned cherries and home-made cake. You'll get a bargain, there's no mistake, For nothing over fifty cents there'll be. Be sure to come and then you'll see. To start a piano fund the money will go. And we hope the fund will quickly grow.

HIGH POINTS OF THE STATE WILL PLAY BENEFIT GAME ARMISTICE DAY

Town Team to Play High School Football Team Next Tuesday

The Town Football Team will play the High School Team on the Kelsey field next Tuesday afternoon at 3 o'clock, with the entire proceeds of the game to go to the Collierville Community Fund. Coach Hudgins has his team in fine shape to meet the towners, and the two coaches of the town team say their players are in excellent condition for the game. The line-up for the town team has not yet been announced, but the fastest eleven will be picked from the following: Hall, Sorghum Morton, Roach, Wilson, B. Pleasants, Boyd Pleasants, McMahon, Jones, H. W. Cox, C. Cox, Moore, E. Parker, B. Parker, Piper, Ashford, Mann, R. Kelsey and Jacobs. Both teams are confident of victory and a fast game is assured. Remember, the proceeds are to go to the Community Fund, so plan now to spend Armistice Day in Collierville, and attend the football game in the afternoon. An admission fee of only 15c and 35c will be charged, and it is hoped that a record-breaking crowd is in attendance.

AT THE CHRISTIAN CHURCH

Sunday morning, 11 o'clock. Sermon—"My Father's Business." A message of vital interest to every man, woman and child in Collierville. Every member of the church, and all who do not attend services elsewhere, come. A clean, comfortable house of worship and a whole-souled welcome for all. —F. A. Coyle, Pastor

METHODIST CHURCH, SUNDAY

Sunday, November 9th, will be the last Sunday of this Conference year, and the Pastor, Rev. K. W. Hood, requests that every member who can possibly do so, be present. Sunday School at 9:45, and regular preaching services at 11:00 a. m., and at 7:00 p. m.

BRUNSWICK STEW IS A SUCCESS

The Brunswick Stew given last Thursday by the Parent-Teacher Association at the school gymnasium was very successful in that the amount of \$21.25 was realized from the sale of stew and pies. The Committee in charge wishes to thank every one who so kindly aided the Association in any way, and especially do they thank Messrs. Dudley Jones and Willie Hughes who were such a help in putting the venture over.

DR. L. P. PEARCE WILL HAVE NEW OFFICE

Workmen have been busy the past week remodeling the Cox building, formerly occupied by the Green Room, to be used as an office by Dr. L. P. Pearce. Separate entrances for white and colored have been arranged, and many conveniences for the patients are being installed. Dr. Pearce will move into this new office this week.

P.-T. A. WILL MEET

The regular monthly meeting of the Parent-Teacher Association will be held at the school auditorium on next Thursday, November 13th, at 3:15 o'clock. At this time, a report will be given of the State Convention by the delegate, Mrs. H. F. Kelsey, president of the Collierville P.-T. A. Mrs. John Lynch has charge of the program for next Thursday.

EASTERN STAR NOTICE

All members of the O. E. S., of the Collierville Chapter, are requested to meet at the Masonic Hall at 3 o'clock Saturday afternoon, to make definite plans and for practice before the Worlthy Grand Matron makes her official visit on the afternoon of Nov. 11th, at 2:30 o'clock. Leola Jamerson, Sec'y.

Don't forget the Thanksgiving market to be held on Wednesday before Thanksgiving by the Ladies of the Christian church.

HISTORY CLASS HAS UNIQUE PROJECT

Edit and Print "The Colonial Gazette," Newspaper of Olden Times

The American History Class of the Collierville High School recently worked out a very unique project when they issued "The Colonial Gazette," an eight-page newspaper that is supposed to have been published in Philadelphia from 1700 to 1750. "Quakers Seek Place of Refuge," "Bank of U. S. A.," "The Albany Congress," "Daniel Boone Active," "Colonial News of New York, Massachusetts, New Jersey, and Virginia" are some of the headlines which appear in this interesting publication. "Lost, Strayed, or Stolen—One slave, real dark skin, about 5 ft. 9 in. weight 160 pounds. Notify John Doe." is one of the classified advertisements. The publication was printed on the mimeograph at the school, the History class doing all the work. It is well arranged and very interesting. Roger McCandless, Charles G. Moore and Joan Dudley are the editors.

CORDOVA

Mr. and Mrs. Earle Humphreys and Mrs. Ruth Humphreys visited her brother, Mr. Joe Rogers, and family in Warren last Sunday. Mr. and Mrs. C. W. Allen from Memphis were visitors last Saturday afternoon of Miss Etta Allen. Mrs. T. W. Sanderlin and daughter, Miss Martha Sanderlin, from Highland Heights were visitors of Mrs. D. A. Webber last week. The annual Thanksgiving dinner will be sponsored by the Parent-Teacher Association on Thanksgiving Day. Come and bring your friends. Mrs. Mary D. Jackson from Coldwater, Mississippi, was the weekend-guest of Mr. and Mrs. J. C. Pierce. The regular meeting of the Baptist Woman's Missionary Society met with Mrs. G. Y. Jones Tuesday afternoon, with Mrs. J. H. Nichols presiding. Mrs. R. M. Houpe, chairman of the nominating committee, made the following report: Mrs. Nichols, President; Mrs. F. R. Farley, Mrs. R. C. Blalock and Mrs. J. C. Pierce, Vice Presidents; Mrs. McLeary, Secretary-Treasurer. Various chairmen to be named at the next meeting. Mesdames A. D. Ramsey, R. M. Houpe, B. E. Perry, J. F. Schwaiger, J. H. Schwam and J. C. Pierce attended the P.-T. A. County Council meeting at the Courthouse Wednesday.

ROSSVILLE

Mrs. G. T. Sellars and George, Jr., of Whiteville were guests Wednesday of Miss Clyde Bowling. Miss Ruth Piper spent Tuesday night in Elba with her grandmother, Mrs. W. S. Jameson. Miss Ida Knox and Mr. R. S. Tippler were honor guests Sunday evening at a dinner party given by Miss Linnie Frances Wilder of Galloway. Mr. Bradford Smith of Memphis is visiting his aunt, Mrs. S. H. Saunders. Mrs. Paul Hughes and daughter of Collierville spent Thursday here as the guests of Mrs. J. W. Boyd. Mr. and Mrs. E. H. Jameson motored to Florence, Alabama, to spend Sunday with Mr. and Mrs. T. N. Bobbitt of that city. The week-end house guests of Mrs. J. T. Knox were her mother, Mrs. J. H. Burkam, of Collierville, and Mrs. Geraldine Nebhut of Memphis. Miss Mary Ella Simmons spent last Tuesday with homefolks in Moscow. Messrs. W. J. Frazier, E. H. and W. H. Jameson, I. H. Petty and Albert Neville enjoyed "Amos & Andy" at the Orpheum last Tuesday night. Mrs. Malcolm Baird attended a Christian Science lecture in Memphis Tuesday, and she, Mr. Baird, Doris, and Elwin Waller were guests that evening of Misses Louise and Marie Baird. Mr. and Mrs. I. H. Petty left Wednesday for a visit with his mother in Larkinsville, Alabama. Another winter roast was enjoyed by quite a crowd of young people last Wednesday evening. Mrs. Ethel Gurkin had as her visitors last Monday her sister, Mrs. Loyd T. Ward, Mrs. Louise Ward and children. After a visit of several weeks with relatives in Oakland and Longtown, Mrs. Flora Rives returned Sunday and is at home with her son, Mr. J. B. Rives, and family. Mrs. Fannie Floyd of Salsbury, who has been in the hospital several weeks, is convalescing at the home of her sister, Mrs. J. S. Baldwin. Mrs. W. W. Hutton and little son, Billie, returned home Saturday afternoon from a pleasant visit with relatives and friends in Concord and Knoxville, Tenn.

4-H CLUB MEMBERS TO BE ON THE AIR NOVEMBER 8

Dorris Strong and Other Cordova Boys and Girls to Participate in National Hook-up Program Over WMC.

Four-H Club Members of Tennessee and 36 other states will join in a nation-wide radio program celebrating the completion of their year's work, Saturday, November 8. Tennessee's contribution to the program will be broadcast from stations WSM, Nashville, and WMC, Memphis. The national program, including addresses by Secretary of Agriculture Arthur M. Hyde and Director of Extension Work C. W. Warburton, and music by the United States Marine Band, will be heard over a network of 45 stations from 11:30 to 11:45 a. m., and from 12:15 to 12:30 p. m., Central Standard Time. In the half hour intervening between the two sections of the National Program, State 4-H Clubs will present State programs from each of the 45 stations. G. L. Herrington, state leader of boy's club work, will have charge of the Tennessee program from WMC, Memphis. Mr. Herrington, Howard Copeland, Madison County club member, Dorris Strong, successful poultry club girl of Cordova, Shelby County, and T. R. Wingo, club agent in Madison County, will make brief talks. The Cordova 4-H Club of Shelby County will sing two songs. Willard Colebank of Germantown will speak on "What 4-H Club Work Has Meant to Me." Miss Helen Cullens, district Home Demonstration agent in Middle Tennessee, will have charge of the program from WSM, Nashville. Miss Cullens, Evelyn Clinard, Robertson County club member, William Bernard, Davidson County club member, and G. G. Summers, assistant agent in Davidson County, will make brief talks. Davidson County club members will sing two songs. Club programs will be given from 11:45 a. m. until 12:15 p. m.

MAUD COWAN CHAPTER, U. D. C.

The Maud Cowan Chapter, U. D. C., enjoyed the regular monthly meeting Tuesday evening with Mrs. Thomas Miller Dean and Miss Dorothy Dean as the gracious hostesses. Mrs. B. M. Cowan, a special guest for the occasion, gave a most interesting account of the recent State U. D. C. Convention held in Memphis. Mrs. Dean presided at the business session when plans for the year's work were discussed. At the close of the business hour, coffee, sandwiches and pickles were served.

Rev. F. A. Coyle will preach at Kirk's Chapel Saturday night at 7 o'clock instead of Sunday afternoon as heretofore.

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, March 15, 1929, at the Postoffice at Collierville, Tenn., under the Act of March 3, 1879.

Subscription, \$1.50 per year, payable in advance.

Advertising rates on application.

Friday, November 7th, 1930

WEEKLY SERMONETTE

By Our Local Pastors

CHRIST OR BELIAL—WHICH?

"What concord hath Christ with Belial? or what part hath he that believeth with an infidel? And what agreement hath the temple of God with idols? For ye are the temple of the living God; as God hath said, I will dwell in them, and walk in them; and I will be their God, and they shall be my people." II Cor., 6: 14, 15.

1. Character.

Christians must first of all BE LIKE CHRIST. Character is the one thing in which agreement can obtain. The divinity and heartship of Christ were in his character. Without this we have no sufficient Christ.

Only as followers of Christ, as "partakers of the divine nature" of Christ are they in agreement with him, and, therefore, worthy to bear his name.

2. Conduct.

CONDUCT is the infallible exponent of character. Publish the programme of one's life, and in so doing his character is made known. Words and acts are not only the signs of character but, when intelligently interpreted, they reveal the content and extent of personality.

Of what worth are the mere professions and conventionalities in the absence of character which agrees with Christ and the sanctity of his Church?

What can be the value of the vow of confession when the life constantly shows there is no inward agreement with Christ?

Quality of character is an impossibility. "He that is not with me is against me," said Jesus.

How empty then is profession when Christ is not in the character! —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 Auxillary 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 at night
A hearty welcome to all.

Methodist Church

Rev. R. W. Hood, Pastor
Preaching every Sunday at 11:00 A. M. and 7:00 P. M.
Sunday School 9:45 A. M.
Junior League 1:30 P. M.
Senior League 6:15 P. M.
W. M. S., Monday at 3:00 P. M.
Prayer Meeting every Wednesday 7:00 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.

It's time to repeat that more farm machinery rusts out than wears out. Is yours under shelter for the winter?

THE FARM AND HOME

PRACTICAL SUGGESTIONS FOR FARM FOLKS.



AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF TENN.

VOL. 14 1930 NO. 10

TENNESSEE EXPERIMENT STATION ONE OF FIRST TO BE ESTABLISHED IN AMERICA

Experiments and Investigations Conducted Since Organization in 1879 Worth Millions To Farmers of State.

The Board of Trustees of the University of Tennessee was the first, and, with the exception of Cornell University, the only corporation in the United States to establish an agricultural Experiment Station without any special endowment. It was also one of the first five stations to be established in America.

The Tennessee Station developed out of a combined school of agriculture, horticulture, and botany which was started at the University of Tennessee at Knoxville in 1870. The college of agriculture had been founded in 1869 under the first Morrill Act, passed by Congress in 1862. The original College Farm consisting of 100 acres, where the experimental work of the main station is now carried on, was also purchased that year.

Experimental work was started by the College in 1879 and in 1892 the experiment station was established as a distinct department of the University. In 1887 the station was reorganized under the Hatch Act of Congress.

From this beginning with a staff of five men and 100 acres of land the station has developed a program to match the widely diversified agriculture of the state. Today there is scarcely a tiller of the soil from the cotton growing lands of West Tennessee to the mountain coves of East Tennessee who has not benefited by the work of the institution. A staff of highly trained specialists is employed and the experimental plots, fields, pastures, feedlots, orchards and four sub-stations and farms of the station contain approximately 1,000 acres with two score buildings and with purebred herds and flocks of the representative breeds of livestock.

Enough wealth has been realized by the state from the results of research, experiments, investigations and recommendations of the station to cover many times over the cost of the entire university which runs into millions of dollars.

Crop Improvement

The selecting, testing and improving of varieties of farm crops and the development of new varieties adopted to Tennessee soils have been important functions of the station. After six years of field tests with all the leading varieties of corn subjected to like conditions as to soil and cultivation, the station found Neal's Paymaster to be best adapted for general use and the most productive under Tennessee conditions. As a result of this work Neal's Paymaster is now the leading variety of corn in Tennessee, being grown on about one third of the 3,000,000 acres planted to corn annually. It yields on an average nearly three bushels per acre more than other varieties which means an increase of about \$2,500,000 in the value of the state's corn crop annually.

Introduction and development of improved strains of barley, oats, cotton, soy beans and other crops is worth thousands of dollars annually to farmers. The introduction and development of disease resistant crops has also been of great value.

New Hays Introduced

A distinct strain of Lespedeza, or Japan clover, has been developed from the common variety which was once thought to be worthless. This new strain is more vigorous and productive than the common variety and has a more upright habit of growth so that it is especially suitable for hay. It is now being grown widely and is adding hundreds of thousands of dollars to the value of state's annual hay crop.

At one time the red Clover crop of the state was seriously injured by the wilt disease. By selection of seed from plants that withstood the disease, a resistant strain was developed by the station and red clover can now be grown successfully on land where there would ordinarily be a complete failure.

In 1900 alfalfa was practically unknown in Tennessee. Today largely as result of the Station's advice there are over 15,000 acres producing hay worth a half million dollars annually in addition to its value for pasture and soil improvement.

Insect And Soil Work

Insect pests damage Tennessee crops to the tune of \$20,000,000 annually. The Station maintains a staff of trained men who study these insects and methods for their control, and many valuable discoveries have been made and are now in common practice by farmers of the state.

Over \$3,000,000 is spent annually by Tennessee farmers for fertilizer and it is conservatively estimated that five times this amount could be profitably utilized. The station maintains a staff which has long been studying the various soil types, their plant food requirements, the most economical fer-

INCREASE DAIRY PROFIT BY BETTER FEEDING

The most important factor in determining the profit or loss in dairy farming is the feeding of the herd, states C. A. Hutton, U. T. Extension dairyman.

The cost of feed makes up about one-half of the total cost of producing milk in Tennessee during the entire year, but during the fall and winter season considerably more than half of the cost is due to the cost of feed consumed. The question of economic feeding is of particular importance during the fall and winter, when the cost of feed makes up such a large percentage of the total cost of milk production. It is, therefore, very important that the dairyman feed his cows so as to get the greatest possible returns for each dollar's worth of feed consumed.

Results of fourteen years' dairy-herd-improvement association work in Tennessee prove conclusively that more cows in the state fail to pay a reasonable profit because of not being properly fed and cared for, than because of being poor individuals. Furthermore increased production and greater net profits resulting from dairy-herd-improvement association work indicate that there are very few, if any, herds of dairy cows in the state so well fed that the production cannot be very materially increased by better feeding.

Increase Net Profits

One Tennessee dairyman increased his net profit \$1,631.00 above feed cost in one year over the previous year, with fewer cows in his herd. This was due almost entirely to better feeding. Another man increased his net profit from 12 cows \$36.73 in December over November of the same year. He milked the same cows each month, none of which freshened during that time, and sold his product at the same price each month.

These two dairymen were members of dairy-herd-improvement associations and were two of the most intelligent and prosperous Jersey breeders in the State.

In one dairy-herd-improvement association 228 cows completed a full year's test with an average production of 188 pounds of butterfat and \$58.63 income over cost of feed per cow; during the second year 202 cows completed a full year's test with an average of 256 pounds butterfat, and \$98.80 income over cost of feed per cow, or an average increase of 68 pounds butterfat and \$40.17 income over cost of feed per cow. With 202 cows on test this represents a net gain of \$8,104.34 to the members for one year alone. Many of the cows on test the second year were the same ones which were tested the first year, showing that the increase in income over cost of feed was due almost entirely to better feeding and care, suggested by the tester, and based on the records of the individual cows.

There are about 450,000 dairy cows on the farms of the state. If the average income over cost of feed from these cows could be increased \$20.00 per cow, it would amount to a net gain of \$9,000,000 annually to the farmers of the state. This could easily be done by better feeding.

CARE OF FOODS

A survey of 1,305 rural homes in 19 counties shows Tennessee farm homes rank high in the proportion providing some means of cooling foods in summer. Five-eighths had made provision to care for food. More than a third had ice refrigerators. More than a fourth reported cellar or caves where food was stored. Six had electric refrigerators. Every farm home should have some means of cooling foods in summer for it is only in this way that many of them can be kept fresh and wholesome.

tilizers for the various types, lime requirements, crop rotations, etc.

Soil studies of the state made by the station show that large areas have become greatly depleted in soil nitrogen. Other studies of the station show that the most efficient and practical means of increasing the supply of soil nitrogen is through the growing of legume crops such as alfalfa and the clovers. That most soils of the State must be limed to grow these crops is another fact determined by the station.

These are only a few of the outstanding accomplishments of the station that are worth thousands upon thousands of dollars to farmers of the State annually.

MT. PLEASANT

Mr. and Mrs. B. O. Stone of Memphis visited relatives here last week. For the benefit of the school, the P. T. A. entertained last Thursday night with a Halloween party in the school auditorium.

Mr. and Mrs. A. L. Chandler spent Sunday with relatives near Rossville. A. L. Chandler has sold his truck to W. D. Howard who is now on the milk route.

Mrs. Jim Jowers, Mrs. A. L. Chandler and Mrs. C. E. Chandler were in Collierville one day last week.

Mr. and Mrs. Raymond Watkins have moved on the Stamps place near Collierville and Mr. and Mrs. Elliot McDugle have moved on the home place near Cayce.

The P. T. A. will meet Friday evening in the school auditorium, and all members and patrons of the school are urged to attend.

N. M. Carpenter made a business trip to Memphis Monday.

Roger Puryear has been on the sick list.

Mr. and Mrs. E. C. Coopwood had as their guests last week Mrs. Bowden and son Frank from Nashville, Tennessee.

Mrs. M. E. McCandless visited Mrs. Joe Hale of Collierville last Monday.

CAYCE

Mrs. John Ballard of Memphis enjoyed a visit of several days last week with Mr. and Mrs. V. D. Brooks. Miss Pauline Brigance and her brother of Center Hill were callers of Miss Mary Attaway last Wednesday evening.

Mr. and Mrs. W. C. Donaway of Memphis were out Sunday afternoon visiting Mrs. Donaway's parents, Mr. and Mrs. J. J. Williams.

Messrs. Ray Russell and at Moton motored to Somerville one day last week.

Mr. M. E. Flannigan was out from Memphis last week end. Mrs. Ransom Williams and Miss Olivia Brooks were visitors in Byhalia last Saturday.

Mr. and Mrs. F. M. Sloan and Mrs.

D. L. Lumsden and Mr. W. A. Williams of Victoria had a nice trip to Holy Springs last Saturday.

Mr. and Mrs. Ray Russell were in Memphis Friday.

Mr. and Mrs. Will Vick and daughter, Miss Ruby Vick, of Byhalia visited her sister, Mrs. Charlie Hooks, last week.

Mr. and Mrs. Sullivant of Kosciusko, Miss., and Mr. and Mrs. D. R. Williams of Cayce were the guests of their parents, Mr. and Mrs. M. A. Jones of Byhalia, on last Sunday evening for six o'clock dinner.

Mrs. D. L. Lumsden and Mrs. F. M. Sloan spent Sunday in Marshall Institute with Mr. and Mrs. P. P. McFerrin.

Mr. Jack Williams was a business visitor in Memphis last Wednesday.

Messrs. Henry Warner of Memphis and Richard Kelsey of Collierville visited here Friday.

Miss Mary Attaway and her brother were in Holy Springs Friday.

Mr. Preston Sloan of Olive Branch was here Wednesday.

Mrs. V. D. Brooks and Miss Olivia Brooks visited relatives in Memphis last Thursday.

Mr. and Mrs. V. D. Jamison from Memphis were visiting among relatives here last Sunday.

Mr. and Mrs. R. J. Williams were visiting in Byhalia last Saturday.

SILLO SIMPKINS SEZ

There's nothing like hard times for making people realize that food, shelter and warm clothes are pretty important items on the menu of life.

The law of supply and demand isn't the only law that hasn't been repealed. Some folks we know who were once making "big money" and spending it just as just would be glad for a little now.

We know no man to whom Thanksgiving Day should mean more this year than the man on the land who can eat bread and meat from his own fields and pastures and sit by his own fireside in the evening, undisturbed by no creditor, and enslaved by no debt that he cannot readily

meet. Such is the backbone of America.

We've heard a lot about the advantages of the city but one little advantage the farmer has now that we like to think about is that he usually has three square meals a day.

Hog killing time is here again: If you are not acquainted with the best method of curing pork under Tennessee conditions, consult your county agent or write the Agricultural Extension Service, University of Tennessee, Knoxville, for a copy of a publication on the subject.

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

CORDOVA P. T. A. ANNUAL

Thanksgiving Dinner

Cordova High School Nov. 27th, 1930

11 a. m. to 2 p. m.

MENU

BAKED CHICKEN and DRESSING
GRAVY
SPAGHETTI
SWEET POTATOES, with raisins and marshmallows

CELERY
PICKLE
SLAW
CRANBERRIES
BREAD
BUTTER

COFFEE, with or without cream and sugar

PRICE, 50c

Children under 6 years, 25c



BOY, OH BOY—THERE'S NOTHING LIKE ESSO TO START YOUR MOTOR THESE COLD MORNINGS!

Treat yourself to a tankful or two and see the difference. There is nothing like it! Costs a few cents more but, oh boy, it's worth it!



THE GIANT POWER FUEL

STANDARD OIL COMPANY OF LOUISIANA

Winter Weather is Here!

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

Kelsey Chevrolet Company

for Economical Transportation
Sales **CHEVROLET** Service

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

\$1 STRETCH YOUR DOLLARS **\$1**

The prudent spender and the thrifty housewife are the ones who watch the advertisements in their paper and keep up with the offerings of the merchants. Watch the Collierville Herald. It carries the messages of the wide awake merchants of this town who are making offerings that will give you the most for your dollar

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

NEEDS FOR RED CROSS SERVICE ON INCREASE, SAYS CHAIRMAN PAYNE

Disaster Relief and Service to War Veterans Make Heavy Demands—First Aid on Highways New Plan.

Demands upon the public services that the American Red Cross is organized to give are increasingly heavy, and will continue to be so in the future, John Barton Payne, chairman, has announced.

The two major services of the society—service to war veterans and their dependents, and relief in disasters—show each year a greater number of persons helped by the Red Cross.

Pension legislation passed recently for World War Veterans, and increased allotments to all Spanish-American War Veterans, have given to Chapters and the national society many thousands of additional cases to handle, Judge Payne said.

In the past year help was given in 108 disasters. Ninety of these were in the United States, twelve in foreign possessions and six were in foreign countries.

Health activities of the Red Cross also are being extended, especially in the rural communities where all health authorities agree the greatest need exists. Red Cross, with 794 nurses in its employ, is the greatest employer of public health nurses in rural areas in the United States.

In its campaign against accidental deaths, begun twenty years ago with its life saving and first aid programs, the Red Cross now has adopted an additional program—that of combating the huge toll of life from automobile accidents on the highways.

Expenditures of the Red Cross in the past year were \$4,254,796.34, of which \$1,208,151.09 was spent in disaster relief, the chairman pointed out.

"The Red Cross depends upon the public for its support, through their memberships enrolled once each year in the period from Armistice Day to Thanksgiving Day," Judge Payne said. "We do not receive any support from the Government, or through other taxation, although as the President of the United States is president of the society, and one-third of its governing members are representatives of U. S. Departments, it ranks as a semi-governmental agency."

"By joining as a member, in the local Red Cross Chapter, once each year, during the annual Roll Call, every citizen will have a part in carrying on this great humanitarian task."

Motor Injuries Treated By Red Cross First Aid

In line with its work for the preservation of life and prevention of accidental death, the American Red Cross has adopted a new program of emergency first aid stations on the highways of the nation, where victims of automobile injuries will be helped.

In the last year 31,000 persons were killed as the result of automobile accidents and more than 1,000,000 were injured. As its contribution to the nation wide safety campaigns of other organizations, the Red Cross will aid through the emergency stations. A number already are in operation by Chapters on such important traffic arteries as the Westchester County, N. Y., park system, the Valley Forge and Gettysburg highways in Pennsylvania and the White Horse Pike in New Jersey, connecting with Atlantic City.

Saving Mothers and Babies Is Important Red Cross Task

Saving mothers' lives and better babies were important features during the past year of the Public Health Nursing Service of the American Red Cross. About four-fifths of the 794 nurses in the Red Cross work made more than 100,000 prenatal and maternity visits, in addition to assisting doctors in the examination of 1,309,409 school children.

Statistics reveal that the lives of two out of three American women who die in maternity cases could be saved if they received proper medical and nursing care. As more than 15,000 women die in the United States each year from various diseases of the maternal state, this means that more than 10,000 of these deaths are preventable.

Comfort Kits Sent 40,000 Service Men by Red Cross

Gay patterned crotone bags, or comfort kits, containing articles useful and amusing, are sent by the Red Cross to 40,000 soldiers, sailors and Marines, on foreign service, as Christmas remembrances.

The little gift bags are donated and packed by women in Red Cross Chapters all over the country. They are despatched by Army transport in the early autumn in order to reach the foreign ports and posts of the U. S. services in time to be hung on the Christmas trees. Giving the remembrances from home is the outgrowth of a plan adopted by the Red Cross prior to the World War when so many National Guard regiments were on the Mexican border.

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

NEW YORK CITY is one of the great poultry markets of the world. Conditions existing there affect poultry producers in all sections of America because of the influence exerted upon the national poultry trade. Since the New York State Egg Laying Contest is located on Long Island, the financial results secured there are a reflection of New York market conditions and are worthy of study by those who hold a broad view of the industry.

From the recent detailed report of the seventh contest for the fifty-one weeks' period, November 1, 1928, to October 23, 1929, the following interesting facts are taken.

Of the 1,000 record pullets in the contest, 720 were S. C. White Leghorns, 110 S. C. Rhode Island Reds, 10 R. C. Reds, 20 Australorps, 80 Barred Rocks, 10 White Wyandottes and 50 White Rocks.

During this fifty-one week period these pullets, by breeds, averaged the following egg production: Leghorns, 159 eggs; Reds, 128; Australorps, 79; Barred Rocks, 163; White Wyandottes, 132; White Rocks, 131. The average for the thousand layers was 153% eggs.

The leading pen, Leghorns, laid 2,206 eggs, an average of 220 eggs per bird. The leading individual layer, a Red, produced 286 eggs. A Leghorn was second high individual with 280.

These records are much below ones made during previous years at this contest and decidedly below those made during the same season at several other official contests. But they are in line with those actually made on vast numbers of commercial poultry farms. Hence the returns secured may be considered within the reach of the majority of poultry keepers who give their flocks intelligent care, and sell their products on a good market.

THE AVERAGE price per dozen for eggs during the year was 48.6c for whites and 47.2c for browns. These figures were secured by averaging the fifty-one weekly quotations without reference to the weekly output. In a sense, such averages are misleading because, as a rule, the flock yield is much larger during the period of low prices and this reduces average prices as based on actual sales. To secure exact figures one should use the "weighted average," the amount actually received from egg sales divided by the number of dozens sold. This latter method was used securing the following figures.

Crediting the layers with income from egg sales and charging the value of feed consumed the following profit above feed cost was secured. Leghorns, \$3.76 per layer; Reds, \$2.42; Australorps, \$9.1; White Wyandottes, \$2.33; Barred Rocks, \$3.40 White Rocks, \$2.41.

These figures, too, may be misleading because the figures quoted are not net profits. There are other

HESTER HOTEL

Good Meals at Reasonable Prices
Phone 42

BIGGS & DUDNEY

GENERAL MERCHANDISE
Service Quality
Phone 43

HINTON & HUTTON

FUNERAL DIRECTORS
AMBULANCE SERVICE
Phone 15
Night Phones 137 and 177

DON'T FORGET- McGinnis Has It

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

THE MAJESTIC RADIO
W. W. McGinnis Lumber Co.
Collierville Phone 21 Tenn.

DOMESTIC RABBIT COLUMN

By G. Cooper James
(Without charge, our readers may secure expert personal advice on rabbit topics. Address inquiries to G. Cooper James, Germantown, Tenn. State your problem fully; enclose self-addressed stamped envelope.)

It is impossible to take too much precaution in making a selection of breeding stock when starting off in the rabbit business.

The prospective breeder must bear in mind that his foundation stock is his beginning and will be the ancestors of his entire herd. Therefore give your stock ancestors of which they can well be proud. Do not let them have to hide their heads in shame because they started from scrubs.

If this precaution is not observed, it will end in your having to sell off all this scrub stock and begin all anew with better stock. I have seen it happen too many times.

In making a selection of foundation stock, it is not wise to buy high priced stock, as high prices do not necessarily travel hand in hand with quality. There is such a thing as trying up capital in rabbits to a point of where it is impossible to get it out within a reasonable time. Figure the rabbit on the same basis as you would a hen to determine its worth.

Using the hen and her production as a basis of commercial calculation, places the rabbit in a \$5 to \$10 class. In other words a rabbit as a profit producer is worth from five to ten times as much as the best hens. Another point to consider is the

ELECTRIFY your HOME

Today-wherever Electricity is available it is used for almost every household task. Washing, Ironing, Cooking, Gleaning and for Lighting, Heating, Radio and many other needs. You, too, can save much time and labor by employing this inexpensive, willing servant in your home.

ELECTRICITY GIVES YOU TIME FOR OTHER THINGS

"Say It With Flowers"
FLOWERS FOR ALL OCCASIONS
Call Mrs. Delaney
Agent for Irby Harris Florists

Memphis Power & Light Company

SPECIAL!
TUF
NOT OVERALLS, \$1.25
 Our Stock of Shoes is complete and
 Priced Low
J. M. MANN & SON

Train her now.
 to tread straight to
GRACE
 and
CHARM

MODERN science has proved that
 treading straight is the foundation
 of correct posture and graceful car-
 riage!
 Buster Brown Tread Straight Shoes
 are especially designed to teach
 growing feet to walk with toes point-
 ing straight ahead. They have a
 special, patented feature which ab-
 sorbs shock. They support the deli-
 cate arch as a bandage might. Yet
 they allow complete freedom for
 healthful development and exercise.
 Tread Straight Shoes are so smartly
 styled, so moderately priced that it
 is both a pleasure and an economy
 to select them for your children.



Buster Brown
 Tread Straight Shoes
 for boys and girls from infancy to
 college age.

shoes like these
 add to your natural
GRACE
 and
CHARM



FOOTWEAR, to be truly successful,
 must not only bring beauty and dis-
 tinction, but perfect comfort and
 freedom from fatigue as well.
 The rare combination of ultra-smart
 style with luxurious comfort is found
 in BROWNbilt shoes.

"You don't have to be rich to be
 stylish."

Brownbilt Shoes
 FOR WOMEN

Hinton & Hutton Company
 Dry Goods Department

We recommend the use of a fork in slicing our
 Steaks and Roasts--Knives are unnecessary.
HIGHEST QUALITY K. C. BEEF
HOME RAISED PORK

CHAS. DEAN & SON
 PHONE 25. COLLIERVILLE

For Poultry Profit
International Jewel
Egg Mash

As the Pullets reach maturity, they are on the verge of PRO-
 DUCION--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 direc-
 tions. 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

Mr. Chas. Fleming is on the sick
 list this week.

Mrs. R. L. Strong and Mrs. W. M.
 Cargill were in Memphis Tuesday.

Mrs. J. M. Northcross of Bailey
 was a Collierville visitor Wednesday.

Mrs. T. E. Watkins and daugh-
 ters, Misses Esther and Mildred, were
 shopping in Memphis last Saturday.

Miss Florence Salmon spent last
 week-end in Oakland the guest of
 Mr. and Mrs. Alf Atkinson.

Mrs. Paul Hughes left Sunday for
 Dexter, Mo., where she will visit her
 sister, Mrs. D. B. Cowan.

Mr. and Mrs. Glenn Hughes from
 Memphis were guests of Collierville
 relatives Tuesday.

FOR RENT--Two Rooms, furnished
 or unfurnished. Mrs. Thelma Cargill
 Phone 182-W.

Morris McGinnis had a siege of
 "flu" last week but is up and about
 again this week.

Mrs. C. B. Piper and Mrs. O. P.
 Piper were shopping in Memphis
 Tuesday.

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

Mrs. Farley of Memphis and Mrs.
 W. S. Jameson of Elba were shopping
 here Thursday.

Mr. C. J. Smith, of Corinth, Miss.,
 spent Wednesday night in the home
 of his uncle, Rev. J. P. Horton.

Fred Rutledge, Mrs. Rena Simp-
 son, Mrs. W. S. Hill and Miss Mary
 Hill spent Wednesday in Memphis.

Mrs. J. M. Glenn and daughter,
 Miss Dorothy Glenn, were in Mem-
 phis Thursday.

Mrs. Sadie Crawford and Mrs.
 Stout of Rossville were shopping in
 Collierville Wednesday.

Mrs. Irby Bryant of Piperton and
 Dallas Bryant of Memphis spent
 Wednesday here with friends.

Mr. and Mrs. Howard Jameson of
 Memphis were visiting here this
 week.

Mr. and Mrs. Busby of Memphis
 spent Sunday with their parents, Mr.
 and Mrs. Ewell Anthony.

Miss Mary Weaver returned home
 Wednesday after a visit of several
 days in Memphis with her friend,
 Miss Christine Daniel.

The Ladies of the Christian church
 will have their usual market on
 Wednesday before Thanksgiving, the
 place to be announced later.

Mr. and Mrs. John Kastner and
 daughter, Miss Helen Keo, of Mem-
 phis were the guests of Mr. and Mrs.
 H. A. Harris the first of this week.

Mr. William Harris and Miss Em-
 ily French of Memphis spent Sunday
 afternoon with Mr. and Mrs. H. A.
 Harpis.

Mr. and Mrs. Jim Hester and their
 young twin sons of Moscow spent

Tuesday with Mr. Hester's mother,
 Mrs. Mattie Hester.

Mrs. Loyd Ward, Jr., of Chatta-
 nooga, was the guests of Mrs. D. G.
 Delaney and Mrs. J. B. McFerrin
 Thursday.

Mrs. J. P. Horton, Jr., of Mem-
 phis, was operated on at Methodist
 Hospital Monday. She is rapidly re-
 covering.

Mr. J. S. Horton of Tiptonville,
 Miss., visited in the home of his
 brother, Rev. J. P. Horton, last Sun-
 day.

The many friends of Dr. E. K.
 Leake regret to learn that his con-
 dition seems somewhat worse this
 week.

Last Sunday, Mr. and Mrs. J. W.
 Boyd and family were the guests of
 Mrs. Boyd's parents, Mr. and Mrs.
 Albert Crawford.

Mrs. J. H. Irby is suffering with
 a rather severe attack of malaria and
 is in the Methodist hospital. She is
 much improved according to reports
 yesterday.

Miss Florence Coyle while on her
 recent trip through East Tennessee,
 spent several days at Milligan Col-
 lege with Frank and Mabel. Both
 are in the best of health and doing
 well.

Mrs. Chas. Dean was the principal
 speaker yesterday at the meeting of
 the Oakville Parent-Teacher Associa-
 tion. Mrs. Dean was accompanied to
 Oakville by Mesdames Warren Clay
 and Baxter Humphries.

Mrs. H. F. Kelsey, president of
 the local P.-T. A., requests that all
 members of the Mothers' Chorus be
 at the school auditorium next Mon-
 day afternoon at 3 o'clock for prac-
 tice.

Mrs. John E. Stamps and Mrs. P.
 N. Wilson of Collierville and Mrs.
 Agee of Memphis were the luncheon
 guests Wednesday of Mrs. H. W. Cox
 in Memphis. In the afternoon, the
 quartet enjoyed several games of
 bridge.

Junior C. E.'s Enjoy Halloween

The Junior Christian Endeavors
 came in for their share of Halloween
 fun on Saturday night at the home
 of Miss Florence Coyle. The living
 room was decorated with orange and
 black bows, jack 'o' lanterns, witches
 owls, adding to the spirit of the
 occasion. Master Billie Moore and
 little Miss Alene Lowe received the
 costume prizes. The children en-
 joyed games and refreshments.

Another Halloween Party

Last Thursday night the Inter-
 mediate Christian Endeavors spent a
 jolly two hours with the ghosts and
 goblins at the home of Mrs. F. A.
 Coyle. After the ghost parade, the
 program committee kept the time
 well filled with appropriate games
 and contests until the partaking of
 the witches stew. The young people
 departed not entirely without a
 spooky feeling.

Miss Smythe Honored

Miss Rebecca Smythe, whose birth-
 day was last Saturday, was the honor

"A SOUTHERN CINDERELLA"

PRESENTED
 BY
 THE FACULTY, GEO. R. JAMES SCHOOL
 FRIDAY EVENING, NOVEMBER 7, 1930
 AT 8 O'CLOCK
 CAST OF CHARACTERS

Madame Charteris, An Old Aristocrat Katherine Thompson
 Enid Bellamy, A Southern Cinderella Mary Short
 Miss Rosie Winterberry, A Famous Settlement Worker
 Mrs. Pulliam Hamner
 Miss Johnnie Bell Randolph, A Little Coquette Frances Stamps
 Katherine Hawke, An English Nurse Margaret Fleming
 Caroline Hawke, Her Sister, An Adventuress Gladys Dennis
 Mammy Judy Johnson, A Black, Blue Grass Widow Dolly Leake

SYNOPSIS
 Place, A Southern Home.
 Act I. Living Room at Charteris Hall. Enid comes home.
 Act II. Same, three days later. The burning of the will.
 Act III. Same, two years later. Cinderella goes to the ball.
 Music between Acts.

Save
Your
Car Doors
 by Oiling
Hinges
 and Locks



"STANDARD"
HOUSEHOLD
LUBRICANT

guest Sunday at a luncheon given
 by Miss Dorothy Glenn. Covers for
 six were laid at the table whose only
 decoration was a crystal bowl of
 pink roses and fern. A delightful
 four-course menu was served. Miss
 Smythe was gowned for the occasion
 in black satin, and Miss Glenn wore
 black chiffon. Other friends who
 were present were Mrs. W. B. Me-
 hane, Mrs. J. M. Glenn, Miss Lillian
 Morris and Miss Nina Stamps.

Knox-Tipler

Mr. and Mrs. James Tapscott Knox
 of Rossville have announced the en-
 gagement and approaching marriage
 of their daughter, Ida Elizabeth, to
 Raphael Semmes Tipler of Grand
 Junction. The wedding will take
 place the middle of November in the
 home of the bride's parents with the
 Rev. G. T. Sellars officiating. Only
 members of the families and close
 friends will attend the ceremony.
 Miss Knox attended the State
 Teachers College. Mr. Tipler, who is
 the son of the late Mr. and Mrs.
 George Tipler, received his education
 at Union University of Jackson.

Mrs. Dodge Complimented

A beautifully planned occasion
 was the tea Wednesday afternoon, in
 the home of Mrs. C. E. Heckle, the
 event having been given in special
 compliment to Mrs. Wilbur Dodge,
 formerly of Memphis but now at
 home at the George R. James, home,
 Forest Hill.

The interior of Mrs. Heckle's home
 on Poplar Pike, which had been made
 beautiful under the artistic touch of
 the hostess, was particularly lovely
 on this occasion when adorned with
 clusters of Autumn flowers.

The sixty guests were received by
 Mrs. Heckle, who was wearing a
 lovely model of brown velvet, Mrs.
 J. C. Larkin, wearing a new fall
 frock of blue crepe, and the honoree,
 who was appropriately gowned in a
 handsome dress of black lace.

From a table beautiful with cut-
 work and lace and having a center-
 piece of pastel chrysanthemums in a
 silver epergne around which pastel-
 shaded tapers burned in silver candle
 sticks, tea was dispensed by Mrs.
 Ben Bruce who was wearing black
 lace.

The delightful menu served in-
 cluded salad, sandwiches, ices, cakes,
 tea, nuts and mints.



CONKLIN ENDURA
SYMETRIK
 SERVICE UNCONDITIONALLY AND
 PERPETUALLY GUARANTEED

HARRELL DRUG CO.

Fashion whispers have
 become shouts . . . its
 bright to be dull! . . .

and "LaFrance" is the newest of the
 New Dull Hose



Chiffon with picot top, or
 all silk service weight--nar-
 row French heel.
 Inexpensive, yet La France
 hose--the appearance of sat-
 isfying luxury--

\$1.50 the pair.

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 Col-
 lierville Herald and you are sure to
 want these personal greeting cards.

Prices Hit Bottom

Wholesale prices won't be
 lower---Manufacturer cannot
 keep up production at the
 prices they have been forced
 to accept. We, too, have been
 forced to take our loss.

Don't Wait--
Buy Now!

Improve the opportunity to buy New
 things for your home and enjoy
 this Big Saving.
 Make your selection NOW, and let
 us hold for delivery at your con-
 venience!
 Convenient Terms can be arranged

GRAVES & GRAVES
 FURNITURE

173-75 South Main St. Memphis, Tennessee