

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. I

Collierville, Tennessee, Friday, January 31st, 1930

No. 49

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.

If advertising pays, prohibition ought to be a success, as it is getting more free advertising than any other subject.

Poor Chicago! We know just how it feels—we've been broke too. Its 3,500,000 people are sitting quietly by while one of the richest cities of the world goes into bankruptcy.

With 473 policemen and 220 firemen laid off, and the pay of all city employees and teachers held up indefinitely, and with her institutions suffering for want of money, it seems that a disgusted public would rise up and demand something better.

But William Hale Thompson is still mayor.

A voice controlled automobile is mentioned by the Boston Post as a "new device". As we understand it, the "voice" of the backseat driver has been controlling most of them since automobiles have been in use.

Will Rogers suggests that what is needed at the London naval parley is a "Limitation" of oratory.

An old timer complains that since the cabinet stove has made its appearance, he never knows whether he is pouring a bucket of coal in the phonograph or putting a jazz record on the heatrola.

What are they trying to do at the London naval parley? They are trying to establish the principle for all classes of ships "that naval programs must be internationally justified and internationally agreed to."

If the conference succeeds, there will be no more competitive naval building programs.

Add 'em and weep. 1 plus 9 plus 3 plus 0 equals 13. Yes, the numerals in 1930 make 13, but they say this can't happen again this century.

It is estimated that we have 20,000,000 people in the U. S. who cannot read and write sufficiently to make it effective in their daily lives.

If your radio reception has not been so good for the past few years, blame it on the sun spots. A number of these spots are visible to the unaided eye when properly protected by smoked glasses. The largest of these spots, which extends 700,000 miles across the face of the sun, is 400,000 in diameter. A number of worlds, similar to this one we inhabit, could be dropped into this crater-like whirlpool on the sun's surface.

Realizing the speed with which we are traveling "reckless America" is insured for one hundred billion dollars. We pay a premium of five billion dollars for this protection which amounts to 5% of our annual income.

Are we tightwads? Some of us may be, but not all. Gifts to philanthropy in the U.S. in 1929 amounted to \$2,450,720,000. The big items in this were religion, education, charitable relief, health, foreign relief, arts, and play and recreation.

Collierville F. F. T. Start Thrift Saving Account

Each boy has pledged himself to save at least \$10 before school is out. Mr Mark Kirk visited us last Friday and helped us start. He showed us the necessity of saving and how to keep accurate records.

We elected Frank Piper, Treasurer. He acts as banker at the school, accepting each boy's account and keeping the books. Frank then makes one deposit in the Peoples Bank for the Club.

The following boys made deposits the first day:
Maury Ballard
Henry Rutledge
Frank Piper

Mr. Booth S. Halley

Mr. Booth S. Halley, aged 62, died at his home in Memphis last Thursday morning. He had been in bad health for some time, the immediate cause of death was pneumonia. Mr Halley is survived by his wife; one son, W. T. Halley of Memphis; two sisters, Mrs R M Barrett of Black Oak, Ark. and Mrs J R Cunningham of Collierville; and two brothers, Dave and Marvin Halley of this place.

Funeral services, conducted by Rev W R Holland and Rev J P Horton, were held Friday afternoon at the residence of Mr and Mrs J R Cunningham. Interment was made at Magnolia Cemetery, with Hinton and Hutton Co. in charge of funeral arrangements.

Recovers Stolen Chicks

Marshall Lowe and Deputy Leake arrested a colored man in Sumerville Monday, charged with the theft of 50 chickens from two parties in Cordova. The chickens were recovered and the man placed in jail in Memphis. Mr. Lowe returned the chickens to their owners Tuesday.

Cayce Notes

Mr and Mrs P T Sandlin were in Memphis Tuesday.

Mr Holiday of Lamar, Miss. was here Sunday afternoon.

Rev Evans was the dinner guest Sunday of Mr and Mrs Jack Williams.

Charlie Fleming of Collierville was here last week.

Mr and Mrs Ransom Williams visited in Byhalia Sunday.

W T Milliron spent Saturday here with his mother who is sick.

V M Carrington was in Byhalia Thursday.

Mr and Mrs Bryan Vick of Memphis visited in the home of Mr and Mrs Jack Williams Sunday.

Earl Brooks was in Memphis Tuesday.

Misses Catherine and Doris Williams spent the week end with their parents, Mr. and Mrs. D. R. Williams.

Mrs M M King and children are spending several days with her mother Mrs Crawford at Hornsby Tenn.

Mrs Alice Armour has returned home after spending a month with her daughter Mrs Ray Russell near Collierville.

J W Gignantanner of Buhl, Idaho, is spending the week with his sister, Mrs P A Coyte.

Defiant



Observes Courtesy Week

This has been Courtesy Week at the Harrell Drug Company. Mrs Virginia Goodin, beauty expert, representing the Dorothy Perkins Toilet Articles, is demonstrating this line to the ladies and giving a free Dorothy Perkins facial to every lady who calls at the store. She will also advise you on your personal beauty problems. The week closes Saturday evening. In order to avoid having to wait, it is suggested you phone for an appointment.

Takes Special Course

Earl Clayton is spending this week in St. Louis where he is taking a special mechanical course in Tractor work, in a school that is being put on by the International Harvester Company. The course includes both the mechanical and practical sides of tractor farming.

Mr Clayton goes as a representative of the Hinton & Hutton Co, who handle the International Line of Farm Implements, and are local distributors of Farmall Tractors.

Harry Williamson received the news Wednesday of the death of his nephew, Odie Belew, aged 18, whose body was found on the railroad track near El Paso, Tex. No details were obtainable. The body was shipped to his home in Milan where funeral services will be held today.

Odie spent two weeks last fall with Mr Williamson and made many friends here who truly regret to learn of his death.

MICKIE SAYS—

ONE THING WE TRY TO STEER CLEAR OF PRINTING IS "TROUBLE-BREEDING LETTERS CRIMINIZING LOCAL PEOPLE IN INSTITUTIONS'N CONDITIONS! WRONGS AND ABUSES SHOULD BE ADJUSTED PRIVATELY, AND NOT BROADCAST TO THE WORLD, AS A RULE



Electrical Firm Opens for Business

The Biggs Electric Co. opened for business this week in the J W Lynch Auto Co. building, with a full line of Electrical supplies. Mr G M Biggs has been in the electrical work here for the past five years and in opening this business which he thoroughly understands, he will feature "anything electrical", doing contracting, installation work and all kinds of repairs. In the radio field, the Company will handle the New Edison, A water-Kent, Spartor and other standard sets. Both electric heating and refrigeration will receive attention, and with experienced electricians, this Company is ready to handle any job whether large or small.

Remodeling Store Front

Another forward step is being made this week in the business section, as W W McGinnis has the front of his store remodeled. He is installing a modern swinging type awning, doing away with the old fashioned The awning is eiled with attractive steel ceiling which will reflect more light into the interior, and add much to the appearance of the building, and in turn, makes the town more attractive. Mr McGinnis is to be congratulated on this forward step. Mr E B Ashford is doing the work. This is the second front to be recently remodeled, Harrell Drug Company lately having a new awning installed.

Rocky Point Notes

Mrs Louise Redditt had as her guests last week end her sister, Mrs Sam Jones and children.

C A Redditt is on the sick list.

J R Lowry and family spent Sunday with relatives in Memphis.

We welcome Lee Thompson and family who have moved here from Cayce.

Haavey Baes and wife spent Saturday here with his brother.

Ace Hedspeith and wife visited in the C A Redditt home last week.

Earl Somerville of Memphis is visiting friends here this week.

Raymond Mayo and wife of E. date visited here Sunday.

Mrs M E Tilton spent Sunday here.

Mrs Mary Poston is visiting in Collierville this week.

Bill R. doty visited his parents here Saturday.

Mrs J. M. Simkins shopped in

Helping To Make The State Highways Safe

In an effort to render service to citizens and guests, the State Highway Department has had printed a Resume of the highway and Registration laws on a card asking all good citizens to study these laws and "by their observance save life, limb and property". Mack Sims, of the Auto Division is at the court house in Memphis this week and as each car owner pays his license and secures his numbers for this year, Mr Sims hands him one of these cards and asks that he read it and help the Department in their efforts to make the Highways of the State safe by observance of these laws, many accidents may be prevented and a knowledge of them may save you trouble. Mr Sims will explain any part of this card to you and is ready to help in any way that we may all understand and our part in decreasing the number of auto accidents.

Youthful Radio Announcer

Probably the youngest radio announcer in America was on the air last Tuesday night, when little Miss Virginia Lee Wooten, age 3, daughter of Mr. and Mrs. H. R. Wooten of this place, made the regular station announcement from WREX. She was at the studio with her parents during the Tom Love program, when she was asked to serve at the microphone.

It's Orchard Time Now

Now is the time to begin thinking about those nice peaches and apples you will want next summer. If you have a few trees, NOW is the time to begin work. The Agriculture Department will be glad to advise you as to work needed to be done now and later. By all means have the pruning done as soon as possible and spray now for the San Jose scale. Start now in order to have good fruit next summer.

The Agriculture Class has time to prune and spray a few trees as demonstration work. If you have some trees, call Mr Robertson and his Class will help you.

Mr. B L Waller

B L Waller, aged 62, died at his home in Germantown, Wednesday night after a long illness.

Mr Waller had lived in Germantown since a boy, and had been active in affairs of the neighborhood and county, having served for some time on the board of education. For more than 20 years he was superintendent of the Sunday School of the Germantown Methodist Church, where he was a faithful member. He is survived by his wife, Mrs Minnie Callis Waller, and one brother, Edward Waller.

Funeral services were held yesterday afternoon, conducted by Rev W L Drake. Interment was made at Mount Moriah cemetery Memphis Tuesday.

Binnaford Anthony is living here again.

Mr. and Mrs. V R Neal attended the graduating Exercises at Central High School, Memphis last week.

Collierville Will Play James Next Thursday

Basket Ball Teams Meet at George R. James Night of Feb. 6th

Both Boys and Girls Basketball teams will play George R. James in their gym next Thursday night, Feb 6th. Collierville Girls have not lost a game this season and James Girls have lost only one, which means both these teams will give a real exhibition of Basketball. The Boys Teams are also preparing to make their game just as interesting and Bill Osteen, who so capably handled the Tournament here last Spring, will referee both games.

Another feature of next Thursday's meet will be a chicken dinner which will be served at George R James school, just before the games, by the Home Science Department, under the direction of Miss Maggie Edna Cox. There will be plenty to eat and the price will be 50 cents, the proceeds to go to the Home Economics Department.

Part to go with the Teams to see these games and go early enough to enjoy the Chicken Dinner.

George R James and Mumford divided two basketball games on the James court Tuesday night. The James boys lost 24 to 23 in the last two seconds of an overtime period when Harris of Mumford made a field goal on a follow up shot.

The James girls were ahead all of the way after a field goal by Morris in the first minute. The final score was James 22 Mumford 14. The game was featured by the play of James centers and guards Hapden Williams refereed.

Local Firm Co-Operates With Weather Man

On account of the bad weather last week the Annual Clearance Sale of K. Levey Brothers was continued through this week, enabling many out of town customers to take advantage of the many bargains offered. The sale will close Saturday night after a very satisfactory second week. For the last two days, today and tomorrow, K. Levey Brothers are offering many attractive features, and it will pay you to visit this store today and tomorrow.

CORDOVA NOTES

Mr and Mrs McDonald of Memphis were guests last week of Mr and Mrs Ramsey.

J C Pierce visited his brother, Wallace Pierce in Hollandale, Miss., last week end and a cousin in Duncan, Miss. on his return.

Dan Harrell of near West Point, Miss. visited friends and relatives here last Sunday.

Mr and Mrs Perry had their sister from Memphis visit them last week.

Mrs. Marjorie Ramsey spent last week end in Memphis with friends.

The Parent Teacher Association has made plans to observe Fathers Night at an early date to be announced later. An interesting program is being planned.

Dr and Mrs B M Parrott visited their son Merrill Parrott and wife in Memphis last Sunday.

Improved Uniform International

Sunday School Lesson

(By REV. P. B. FITZWATER, D.D., Member of Faculty, Moody Bible Institute of Chicago.)
©, 1930, Western Newspaper Union.)

Lesson for February 2

PUTTING GOD'S KINGDOM FIRST

LESSON TEXT—Matthew 6:1-24 (Print vv. 5-13, 19-21, 31-33).
GOLDEN TEXT—Seek ye first the kingdom of God, and His righteousness; and all these things shall be added unto you.

PRIMARY TOPIC—Being True to Jesus.
JUNIOR TOPIC—Being Loyal to Jesus.

INTERMEDIATE AND SENIOR TOPIC—Being Loyal to Christ.
YOUNG PEOPLE AND ADULT TOPIC—Putting First Things First.

Having set forth in the previous chapter the standards of the kingdom, Jesus now exhibits the underlying principles which control the subjects of the kingdom.

I. As to Giving (vv. 1-4).

Alms were not to be given before men to be seen of them. Doing alms before men is not condemned as that would contradict Matthew 5:16, but the doing of them before men to be seen of them. To seek publicity in doing our alms is to miss the reward of our heavenly Father. The true child of the kingdom will seek privacy in doing righteousness, that he may have the open reward of the Father.

II. As to Praying (vv. 5-15).

1. False prayer (vv. 5, 7).

This consists in (1) Praying to be seen and heard of men (v. 5). Many of the prayers uttered in public are false, for there is more thought of what the people think than of what God thinks. (2) Using vain repetitions (v. 7). This does not mean that we should ask but once for a given thing. We have examples of Christ and Paul praying three times for the same thing (Matt. 26:39-46; II Cor. 12:7, 8). It means the using of meaningless repetitions. The reason is, "Your Father knoweth what things ye have need of before ye ask Him."

2. True prayer (v. 6).

Since prayer is a transaction of the soul with God, there should be a real desire for fellowship with Him which moves one to meet Him in the secret place.

3. The model prayer (vv. 9-15).

This involves (1) Right relationship—"Our Father" (v. 9). (2) Right attitude—"Hallowed be thy name" (vv. 9, 10). (3) Right spirit—"Give us our daily bread, forgive us our sins, lead us not into temptation" (vv. 11-13).

III. As to Fasting (vv. 16-18).

The true reason for fasting is to be found in the opportunity it gives for a clear vision of God. Those who have thus seen God will make it manifest in a joyful countenance.

IV. As to Earthly Riches (vv. 19-24).

The Lord knew the temptations which would befall His children in their earthly pilgrimage and the anxiety to which it would lead; therefore He set forth the proper attitude toward them.

1. The nature of earthly riches (vv. 19-21).

(1) Uncertain (vv. 19, 20). Earthly treasures corrode, or are taken from us, therefore we should lay up for ourselves treasures in heaven where they are absolutely safe from corruption and from thieves. (2) Seductive (v. 21). Christ called riches deceitful (Matt. 13:22). It is not wrong to possess earthly treasures, but when earthly treasures possess us, they become a snare unto us. Excessive attention should not be given to earthly treasures.

2. The effect of earthly riches (vv. 22-24).

(1) Blunt the moral and spiritual perceptions (vv. 22, 23). Those who become enamored of the things of this world soon become irresponsible to spiritual things. When the heart is upon earthly treasures, it is taken from God. The double eye is disastrous to spirituality. (2) They render null and void all service (v. 24). As soon as one's heart is stolen by riches, he is rendered unfit for spiritual service.

V. As to Faith in the Heavenly Father (vv. 25-34).

1. Be not anxious about food and clothing (vv. 25-34).

Because (1) It shows distrust of God (v. 30). God is able to supply His children's needs. (2) It is useless (v. 31). Anxiety can bring nothing. While bringing us nothing, it weakens our service. (3) It is heathenish (v. 32). Those who have not learned to trust God may worry over temporal affairs, but those who know Him as a loving Father, will be free from care.

2. Be anxious to seek the kingdom of God and serve Him (vv. 33, 34).

This means that worldly affairs should be subordinated to spiritual affairs.

Seed Thoughts

How often do we sigh for opportunities of doing good, whilst we neglect the openings of Providence in little things, which would frequently lead to the accomplishment of most important usefulness.—Crabbe.

Anywhere

The grace of God can make believers live the Christian life anywhere; and if they cannot be Christians everywhere, they cannot be anywhere.—Prophetic News.

When Babies CRY

Babies will cry, often for no apparent reason. You may not know what's wrong, but you can always give Castoria. This soon has your little one comforted; if not, you should call a doctor. Don't experiment with medicines intended for the stronger systems of adults! Most of those little upsets are soon soothed away by a little of this pleasant-tasting, gentle-acting children's remedy that children like.

It may be the stomach, or may be the little bowels. Or in the case of older children, a sluggish, constipated condition. Castoria is still the thing to give. It is almost certain to clear up any minor ailment, and could by no possibility do the youngest child the slightest harm. So it's the first thing to think of when a child has a coated tongue; won't play, can't sleep, is fretful or out of sorts. Get the genuine; it always has Chas. H. Fletcher's signature on the package.



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When You Get Married
or
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Write today for information
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STANDARD FOR 50 YEARS
WINTERSMITH'S CHILL TONIC
For over 50 years it has been the household remedy for all forms of
Malaria Chills and Fever Dengue
It is a Reliable, General Invigorating Tonic.

At Last!
"And so she is married at last! Who is the happy man?"
"Her father."

Only His Wife
"Who was that queen I saw you with last night?"
"That was no queen; it was the dictator."
Crime doesn't believe the wages of sin is death.

Those who insist on "living their life in their own way" have no right to annoy others by it.

Russian Cobbler Made

Good in Surgeon's Role

Although he bore the nickname of "The Slasher," sick people in the Ukraine used to hurry to Comrade Doctor Nelski, chief surgeon of a group of Soviet hospitals at Kiev. He had 600 major operations to his credit, and his nickname was well deserved by the ruthless vigor with which he wielded the knife.

But whatever Doctor Nelski did he invariably sewed up his gaping incisions with admirable neatness—as neatly as a cobbler stitching uppers to a sole.

Doctor Nelski's career as a surgeon is now ended. He has been sentenced to six years' imprisonment, for he confessed his real name was Ivan Kolesnikov and his true profession shoemaking. Eight years ago he stole the diploma and paraphernalia of a certain assassinated Doctor Nelski and decided to palm himself off as a surgeon.

Hospital officials testified that he was a man of practical efficiency and stoutly praised "The Slasher." They are, however, also being tried to see whether they have taken bribes from the shrewd cobbler.

Habitual

"French diplomacy," said Senator Borah, "sometimes reminds me of the absent-minded girl. It was during a petting party that the girl's ardent suitor turned to her and demanded: "Am I the first man you've ever kissed?"

"Why, of course you are!" exclaimed the girl, adding absent-mindedly, "Strange how all you men ask the same question."

The Transient

Maid (leaving after extremely short stay)—I suppose you'll send my letters on, m'am?

Mistress—Certainly, if there's room on the envelope for any more addresses!—Pearson's.

Expensive Pursuit

"Agnis is looking as young as ever."

"Yes, but she says it costs her more every year."

Matter of Chivalry

"What do you do when in doubt about kissing a girl?" "Give her the benefit of the doubt."

Needless Suffering



The next time a headache makes you stay at home—

Or some other ache or pain prevents your keeping an engagement—Remember Bayer Aspirin! For there is scarcely any pain it cannot relieve, and relieve promptly.

These tablets give real relief, or millions would not continue to take them. They are quite harmless, or the medical profession would not constantly prescribe them.

Don't be a martyr to unnecessary pain. To colds that might so easily be checked; to neuritis, neuralgia; to those pains peculiar to women; or any suffering for which Bayer Aspirin is such an effective antidote.



For your own protection, buy the genuine. Bayer is safe. It's always the same. It never depresses the heart, so use it as often as needed; but the cause of any pain can be treated only by a doctor.

BAYER ASPIRIN

Aspirin is the trade mark of Bayer Manufacture of Monocetacidester of Salicylicacid

Those Dear Girls

"I have just come from a beauty parlor."

"They were shut, I take it."

Full knowledge—personal knowledge—is a sun which can melt even prejudice.—Vincent Massey.

And Less Static

"John, you think more of that old radio than you do of me."

"Well, dear, I get less interference from it."—Boston Transcript.

Sin may be ugly, but it understands the art of beauty culture.

"For You"

Theford's BLACK-DRAUGHT
for CONSTIPATION, INDIGESTION, BILIOUSNESS

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Friday, Jan. 31st, 1930

Weekly Sermonette
 By Our Local Pastors

"A Good Soldier" 1 Tim. 2:3
 By Rev. J. P. Horton

Life is a great battlefield. All good Christians are called to fight the good fight of faith. There are many things that go to make up a good soldier of Jesus Christ. 1—Voluntary Enrollment. Willing to give up all and fight for his country. A good soldier must be willing to surrender all for his Master. "He that does not forsake all that he has can not be my disciple." 2—Trained for Service. Before our boys went away they were given the best of training and equipment. The Christian soldiers' training and equipment are given in Eph. 6:13. The girdle of truth, breastplate of righteousness, shod with the gospel of peace, shield of faith, helmet of hope, and sword of the Spirit. 3—Patriotic Love. He should love his flag. The Red, White, and Blue signify bravery, purity, and allegiance. The Christian soldier should have an equal love and pride in the Kingdom of Christ, Glory of God, and the salvation of immortal souls. 4—Faithful and Obedient. The first thing a soldier learns is obedience. The success of the army depends on the obedience and faithfulness individually and collectively of the soldiers. Christ is our captain and by being obedient to His commands we will be victorious. Men and women of God of Collierville let us determine by the grace of God to be better soldiers of Jesus Christ this year.

MT. PLEASANT NOTES

Mesdames A L Chandler and Jim Jowers visited in Germantown one day last week.
 Mr and Mrs M P Parks and sons of Whitehaven spent Sunday here with her mother, Mrs McCampbell.
 Mesdames Albert Hammond, W H Person, E C Coopwood, and T D Coopwood and sons attended the Kelsey sale one day last week.
 Jessie Hurdle and family of Slayden have moved on the Cooper Hurdle farm near here known as the Harris place. Gideon Hurdle and family moved to the home vacated by Jessie Hurdle.
 Mrs Albert Hammond, Evelyn Cox and Mrs N M Carpenter were in Holly Springs Saturday.
 Misses Nell and Imogene Jowers of Germantown spent the week end with homefolks.
 Douglas Anderson and Miss Lila McDugle were quietly married Saturday in Holly Springs.

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

J. H. Morton
 General Contractor
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Dr. Vance C. Roy
 OPTOMETRIST
 901 Farnsworth Bldg. Memphis, Tenn.
 Will be at Dr. McCall's Office in Collierville, every Wednesday

Eyes Examined and Glasses Supplied

Mr and Mrs N M Carpenter and daughter Lois spent Sunday in the Joe Hale home in Collierville.

Baz Moore Jr of Collierville was here Sunday.

Mrs C C Conner entertained the Ladies Missionary Society last Wednesday afternoon.

Albert Hammond and wife visited relatives in Memphis Sunday.

B O Stone and R L Person were recent visitors here.

Henderson Jones has a new six Chevrolet purchased of Kelsey Chevrolet Co.

Lem McDugle of Memphis visited relatives here last weekend.

John Edd Anderson of Oxford spent the week end here with homefolks.

Mrs A L Chandler visited in Germantown Tuesday.

Piperton

The people of the Piperton community regret very much of losing their former members Mr A L Person and family moving

to the Applewhite place south of Collierville; Mrs M L Ballard and family to Collierville; and the Thomas family to Mt Pleasant. They also welcome the following new members to their Community: Jess is Person and family, John Hampton and family and the Lipford family.

Mr and Mrs Sam Dunn, Misses Lena and Frances Dunn were in Memphis Saturday.

Van and Douglas Baldwin enjoyed two very successful days of hunting during the snow.

John Baldwin of Roseville was a visitor here Saturday.

Miss Vera Borem of Memphis was the week end guest of her sister Mrs Sam Dunn.

Mrs Lottie Dunn and children were visitors in the home of Mrs Virginia Piper of Collierville Sunday.

Claud Ballard is having quite a bit of trouble this winter on account of the new highway, which is being constructed across his lane. The milk truck is unable to cross it, and the milk has to be hauled to the main road in a wagon.

Bailey Hampton is recovering from a broken hip, the accident occurring about four months ago.

The Piperton Sunday School has been closed until spring on account of the bad weather and roads.

Frank Piper and family attend Sunday School at the Baptist Church in Collierville.

"Alamo" Real Meaning
 "Alamo" is a Spanish word, and means poplar tree.

DRY GOODS and GROCERIES

"Star Brand Shoes"

J. M. Mann & Son

This is the
"MAKE SURE"
METHOD
 of Fertilizing Cotton

OUT of all the experimental work and farm tests with cotton fertilizers during the past 50 years, there has developed this one method, safe and sure for cotton from North Carolina to Texas. It meets every need of the crop for plant food; reduces every risk; is economical; and guarantees you maximum return on your fertilizer investment. And it's so simple—

At Planting Time (for one acre)
 50 to 100 lbs. Chilean Nitrate of Soda.
 25 to 75 lbs. muriate of potash.
 300 to 400 lbs. superphosphate.
 This gives you enough phosphate and potash; the Chilean Nitrate gives the crop the best possible start and encourages maximum growth during early spring.

30 to 40 Days After Planting (for one acre)
 150 to 200 lbs. Chilean Nitrate of Soda side-dressing.
 This gives the crop greater vigor and resistance to pests and disease; makes bigger bolls and carries more of them through to earlier maturity; increases yields and improves quality.

That's all there is to it! The important part of the recipe is the nitrogen. Chilean Nitrate can make a good fertilizer out of a poor one; will make a good fertilizer better. A little Chilean Nitrate at planting time and plenty of it later as side-dressing just about takes the gamble out of cotton farming.

If you cannot find out whether your planting-time fertilizer contains Chilean Nitrate; the way to make sure is to buy fertilizer low in nitrogen and mix Chilean Nitrate with it at the rate of 200 to 400 lbs. per ton. In this way you are certain of enough of the best nitrogen under your crop.

Special FREE Book

Our new illustrated book "How to Fertilize Your Crops" gives full instructions. Free. Ask for book No. 1 or tear out this ad and mail it with your name and address on the margin.

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Anniversary Special
Blankets
 Warm, durable, part wool-sateen bound, full size Regular \$5 value,
\$2.75

Anniversary Special
TOWELS
 Large size, heavy Turkish Towels, double thread-colored borders—Regular 50c Towel,
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Don't Miss the
Last Two Days of our Anniversary Sale
Friday and Saturday
KELSEY BROTHERS
Prices Reduced More

Anniversary Special
Mens Shirts
 Made of Fast Color Broadcloth new patterns—Regular \$1.50
 Shirt—
75c

Anniversary Special
Sweaters
 All wool-slip over or button front style—\$4 and \$5 Sweaters
\$1.00

ROSSVILLE NOTES

Mesdames Louise Ward of Memphis and Virginia Ward of Chattanooga were the guests last Friday of Mrs Pittman Gurkin.

Mrs West who has spent the winter with her son Dr F K West is visiting relatives in Askew, Miss.

Mrs Herman Bryant and children are spending a few days in Memphis as the guests of Mrs. Fletcher Harrison.

J T Knox and Elvin Waller are with homefolks this week.

Messrs Settle, Mack and Carl Morrison and Rowell Waller of Earle, Ark., were visiting relatives here Sunday afternoon.

Miss Marjorie Morton and Farley Hill were the guests of his mother in Williston Sunday.

Miss Beatrice Rives is at home from Holly Springs school.

Mrs C F Thomas has been ill for several days.

Little Ruby Smith is ill with pneumonia.

Misses Mai Belle Rives and Louise Thomas were at home for the week end.

The Baird girls were at home for the week end.

W J Frazier will leave Tuesday for Nashville where he will attend the Grand Lodge for several days representing the Macon Lodge of Roseville.

T D Boswell of Mason, Tarr Robinson of Moscow and Sam Kirk of Collierville were business visitors here last week.

Misses Mary and Martha Thomas entertained the Junior Missionary Society at the Methodist church last Saturday afternoon from 2 to 4 o'clock. A nice well-arranged program was conducted by the president, Miss Kathrine Rives. Lovely refreshments were served. Visitors to the organization were Misses Dora E Murphy Elizabeth Towles, Dorothy Enns Farley and Patti Jean Crawford.

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

HINTON & HUTTON
FUNERAL DIRECTORS
AMBULANCE SERVICE

PHONE 15
 NIGHT PHONES, 137 & 177

CASH PRICES
 ALL WORK WILL BE CASH ON DELIVERY

Mens' Suits, Cleaned and Pressed	\$1.00
Mens' Suits with Extra Pants, Cleaned and Pressed	1.25
Suits with Extra Pants, Pressed	75c
Suits Pressed	50c.
Pants Cleaned and Pressed	50c.
Pants Pressed	25c.
Mens Coats Cleaned and Pressed	50c.
Coats Pressed	25c.
Overcoats Cleaned and Pressed	\$1.00.
Overcoats Pressed	50c.
Flies Cleaned and Pressed	10c each
Ladies Coats Cleaned and Pressed	1 00
Ladies Coats Pressed	50c.
Ladies Dresses Cleaned and Pressed	1.00.
Ladies Dresses Pressed	50c.
Boys Suits Cleaned and Pressed	50-75c.

We are equipped to do all kinds of Dry Cleaning Work.

E. W. MARTIN, Dry Cleaner
 Phone 178 Work Called for and Delivered

"The Care Of Your Car Means Much"

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

J. W. LYNCH AUTO CO.
 Gas, Oil and Accessories

Strong Grocery
 Staple and Fancy Groceries
 Free City Delivery Phone 157

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

**DON'T FORGET--
 McGinnis Has It**

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

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

No Woman Need Be A Drudge These Days

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

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

The modern home is incomplete without adequate Electric Service.

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

Memphis Power & Light Company

Collierville Insurance Agency
 Mrs. W. Craig
 Fire and Automobile Insurance
 Phone 99 and 15

George R. James News

HONOR ROLL

—2nd grade, Virginia Marlowe, Willie Floyd Bryan, Christine Seward, Frankie Reid, Christine Sanderlin, Eleis Markle.
 —3rd grade, Myron Barber, Eva Taylor, Maxine Hamner, Fredna Bryan.
 —4th grade, Kenneth Strong, Vivian Bryan, Celeste Johnson.
 —6th grade, Leona Bryan, Mary Grace Priddy.
 —7th grade, Anne Morris, William Bragg.
 —8th grade, Mary Elizabeth Burrows, Virginia Priddy.
 —9th grade, Franklin Black, Jessie Mai Girdwin, Ruth Hamner.
 —10th grade, Louis Bryan, Estelle Bryan.
 —11th grade, Howard Bragg
 —12th grade, Hugh Morris, Lucy Connell, Thelma Bryan, Alene Seward, Eva Priddy, Lydia Reid.

HONOR BRIDE with SHOWER

The Ninth Grade Home Economics Class entertained in the Home Ec. room, with a shower, for a former member of the class Mrs. S. T. Barber. Misses Nina Priddy and Ruth Hamner served as hostesses for the occasion. The room was decorated in yellow and white. The favors, golden slippers, carried out the color scheme. A game of hearts was played, Gladys Seward won high score, and Velma Crook won the consolation. The gifts were presented to the bride in a huge basket decorated in the colors. She received many useful and beautiful gifts. Refreshments were served consisting of congealed fruit salad and cake in yellow and white. The guest list included, Mrs. Barber, the Faculty, the Ninth Grade Girls, Mrs. Frank Reid, Miss Eddie Reid, and Mrs. Howard Bragg.

The girls learned a valuable lesson in entertaining, under the supervision of Miss Maggie Edna Cox, the Home Economics teacher.

FIRST GRADE

We have read the Primer and have started reading in a new First Reader. It has pages of pretty pictures and nice stories.

We have been playing in-doors during the cold weather, but we know lots of games and things that are great fun for us when we are in our room.

Dr. Polk came to see us one day and told us about the Blue Ribbon Contest. Eight of our boys and girls have entered.

SECOND GRADE

We are so excited over the Blue Ribbon Contest. We have nine in the class. We hope to win.

We have an E-kimo project in our room and we have enjoyed it so much this month. We have learned a lot about the Eskimo boy Ikwa.

Last Tuesday we had a little chapel program consisting of a Song, "Painting the Clouds with Sunshine", Play—"What they Found", Prayer—Led by Virginia Marlowe

THIRD GRADE

Hurrah! Exam's are over and we are glad. Fredna Bryan, Myron Barber, Maxine Hamner, and Celena Stamps made the highest averages.

We are very glad to welcome Eneleen Vaughn in our grade. We miss Eva Taylor, Bernice Hooker, and Beulah Hamm. We hope they will like their new schools.

Our new reader books are very interesting. Tuesday morning we played one of the stories.

BETTER STICK TO "STANDARD"



"STANDARD" MOTOR OIL

must and does give superior service under any and all road and weather conditions. Its undisputed leadership in quality and in volume of sales has been brought about by the most painstaking care in its manufacture and distribution. Made from the most carefully selected crude oils, it undergoes many such tests as are pictured above.

The photograph shows an automobile testing room in a "Standard" Refinery, where all road conditions are brought "inside," for close scrutiny of the reaction of oils and fuels to differences in speed, temperature, humidity, and load. The tunnel in the foreground is an air duct for forcing air against the car at various rates of road speed. The rear wheels of the automobile rest on drums, which indicate on a dynamometer the amount of horse power developed.

Road Maps and Information Free
 Before starting that trip, assure yourself of the best route by writing the "Standard" Touring Service, 2134 St. Charles Ave., New Orleans, La., for maps and latest road information.

Why experiment with "unknown" motor oils? Have your nearest "Standard" Dealer, indicated by the bars-and-circle trade-mark, serve you. Have your crank case drained, flushed, and filled with "Standard" Motor Oil, and your motor will run smoother and your costs run lower.

STANDARD OIL COMPANY OF LOUISIANA

Miss McKelvey of the Public Schools, Boliver, Penn. sent us a very attractive Hiawatha poster. We are going to write and thank her today.

FOURTH GRADE

We too are glad Mid Term Exams are over so we can get back to regular work. Those making averages above 90 were Vivian Bryan, Celeste Johnson, Mildred Flanagan, Kenneth Strong. We were sorry to lose two of our classmates, Mary Frances Anthony, Lois Gossett who have moved but we welcome as new classmates William Churchill and Walter Rogers. Our spelling contest which has just closed was won by Celeste Johnson, Vivian Bryan and Ikie Briggs.

Those who are working in the Blue Ribbon Contest in our grade are Vivian Bryan, Celeste Johnson, Edith Lemons, Mildred Flanagan, Camille Baxter, Magdalene Stark, Laverne Richmond and Agnes Seward. Our boys have not joined. Come on boys and help. Let's win the prize.

"Say it with Flowers"

FLOWERS FOR ALL OCCASION

Call Mrs. Delaney
 Agent for Ibbey Harris Florists

Have You Seen Our 5 Pc Bed Room Outfit?

Five Pieces for Your Bed Room—
 French Vanity
 Chiffonier
 Bed
 50-lb Cotton Mattress
 Coil Springs all for \$65.95

Substantial Reductions on all Living Room Suites. Anticipate your spring Needs and Buy NOW,

CLEARANCE SALE VALUES—Note the Low Prices:

9 x 12 Star Congoleum Rug,	\$ 7.95
Chiffonies,	19.95
Kitchen Cabinet, porcelain top,	38.95
Three Piece Bed Room Outfit,	22.95
Bridge Lamp,	8.50
Mirrors	2.50
Magazine Racks,	1.75
Smoking Stands,	1.35

All Purchases Delivered and Set up in Your Home Without Extra Charge

GRAVES & GRAVES
 FURNITURE
 173-75 South Main St. MEMPHIS

BIGGS & DUDNEY
 General Merchandise
 Service Quality
 Phone 43

They Must Succeed!

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

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

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

We offer you our service

The Peoples Bank

Capital and Surplus, \$44,000.00

When it's Cold

BLANKETS
 in Plaids and Stripes-medium and heavy weights

COMFORTS
 Beautiful, soft cotton comforts in floral designs

Hinton & Hutton Company

Dry Goods Department

Make Every Cow Pay!

--Use

International Special Dairy Feed

Increases the Milkflow and keeps the herd in a healthy condition. International Dairy Feeds make your Feed Bill Smaller--- Your Milk Check Larger.

The International Line has "a Feed for Every Feeding Purpose"

Collierville Cash Feed Store

"We Sell for Cash--Our Patrons Get the Benefit"

LOCALS & PERSONALS

Dr and Mrs L P Pearce have a new Stewart Warner radio, purchased of W W Clay, local dealer.

Misses Grace Weeks and Mary Strong of Memphis spent the week end with Miss Eula Mae Strong.

FOR SALE: One Survell Electric Refrigerator, regular price \$405, Special for \$287 One Hot Point Electric Range 4-eye, regular price, \$320, closing out price \$240. Convenient terms may be arranged. See Sorghum Morton Poone 167 or 168, Collierville

Mrs R L Strong was carried to the Baptist Hospital Wednesday for examination and treatment.

Master James Cargill who is ill with pneumonia was somewhat improved Thursday.

FOR SALE, Baled Hay--Lespedeza and Bermuda, at \$15 00 per ton P P. McFerrin Phone 7--W Collierville.

Mr and Mrs Paul Hughes of Memphis were the guests Sunday of Mr and Mrs Warren Clay.

Mrs Lena Harrell returned from Memphis Tuesday after spending several weeks with her son R. F. Harrell who is still in the Methodist Hospital.

If your Electric Iron, Percolator, Toaster or any other Electrical Appliance is in need of repairs, see or call H R Wooten, at Cooper Motor Co.,

Mr and Mrs W S Brinkley of Jacksonville, Florida, are guests in the home of her parents, Mr and Mrs J M Polk.

Dr T E Watkins and Winston Jones spent Monday with Paul Moore in Saulebury.

FOR SALE--Good Lespedeza hay delivered at \$20.00.

R A Jones Baily, Tenn

Billy and Bliss Cargill are with their grandparents Mr and Mrs W M Cargill.

Mr and Mrs W W Hutton were in Memphis Tuesday.

WANTED: Man and wife to live on farm with couple. Either salary or part of crop. See W F Brown, Route 2, Collierville.

Mrs W H Nolley who has been in the Baptist Hospital was able to be brought home Tuesday.

Mrs Mark V Kirk was in Memphis Tuesday.

FOR SALE: 1 Graded Jersey Male, 1 Farm Mare, 1 Riding Cultivator. See W F Brown, Route 2 Collierville.

Mrs C A Valverde of Fort Barrancas, Florida, is the guest of Mr and Mrs W W Stamps.

Mrs Frank Latham, Memphis, spent Sunday in the home of Mr and Mrs P A Perkins.

Mr and Mrs Walter H Harris had as their guests Sunday night her sister, Mrs LeRoy Riddick of Swiltown, Miss.

Mr and Mrs Frank Thornton have moved back here after residing in Memphis for some time.

Dr and Mrs Lanier Perkins of Memphis were the guests Sunday of his parents, Mr and Mrs P A Perkins.

Last Two Days of Courtesy Week

With our Compliments--

Ladies!
 a delightful \$3.00 "Facial" and Scientific Beauty Advice without charge

Harrell Drug Co.

"Where Courtesy is a Habit-- and Quality is Unfailing"

Standard Products Mobiloil
 a 100 per cent Standard Station
Superior Service Station
 H. W. COX, Manager
 Phone 9 Ladies Rest Room

H W Cox, Winston Jones and Eddie Moore spent Tuesday, bird hunting in Saulebury.

Mrs Addie Constantine has been on the sick list this week. Harvey Strong, who has been appointed Substitute Carrier, has served the route during her illness

P P McFerrin is able to be out again after a serious attack of influenza.

Mrs Jim Crawford of Rossville spent Wednesday with Mrs Serena Burchett.

Jack Williams was in Memphis Wednesday.

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

For Sale: A gentle Shetland Pony, Price Reasonable See Jack Dudney Leake. Collierville

The New Stewart-Warner

The Radio with Tone-Easy to Operate-Easy to Own

We will make you a liberal allowance on your old Radio. We have both Battery and the All Electric Sets

W. W. CLAY
 Phone 133 for a Demonstration in your Home

Only the Best of **MEATS**
 In our New Market you will Find Just What You Want
 Home Made Pure Pork Sausage
 Chas. Dean & Son

have you seen the sensational new **CHEVROLET SIX**

All we ask is a Comparison. . . .

Kelsey Chevrolet Co.
 Sales-  -Service