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Will light your home, give
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ROCKY POINT NEWS

Mr. and Mrs. Sam Jones and son, Sam Jr., visited in the W. R. Redditt home last week end.
We welcome Mr. L. C. Reed and family who moved into our community last week.
Mr. Nebhut Pleasant of Ellendale is visiting his sister, Mrs. Maud Redditt.
Mr. Oscar Bass of Capleville spent last week end here with friends.
Mr. and Mrs. Roy Jenkins of Memphis spent Sunday in the home of Mr. and Mrs. L. C. Reed.
Mr. and Mrs. Coors Leath are the guests here of her mother.
Mr. and Mrs. Rush Redditt were shopping in Memphis Wednesday.
Messrs. John and Richard Callicott of Memphis visited their parents here Sunday.
Mrs. Mary Poston is spending a few days in Collierville.
Allen Reddit is spending this week end in Memphis with Earl Somerall. Zinnaford Anthony is visiting in Ellendale.
Mrs. Versie Powers of Mt. Pisgah spent Tuesday here with her sister. Quite a number enjoyed the singing in the J. R. Lowry home Sunday afternoon.
Mr. and Mrs. Raymond Mayo of Ellendale visited here Sunday.

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

MT. PLEASANT NEWS

Prof an Mrs. Hall and son, Mrs. C. Conner and Miss Maggie Jarvis shopped in Memphis Saturday.
Mrs. F. M. Coopwood and little son of Lions, Miss., are visiting Mr. and Mrs. E. C. Coopwood.
Gus Crawley who was accidentally hurt by a falling tree last Monday is improving.
Edwin Owen of Moscow spent the week end with Ludwell Carpenter.
Mrs. Kit King and children motored to Raleigh Springs Sunday.
B. O. Stone of Memphis was here Saturday.
Mr. and Mrs. C. E. Chandler from Cotton Plant, Ark., are here visiting his parents, Mr. and Mrs. Taylor Chandler.
Rev. Mr. Evans preached here last Sunday and Sunday night.
Mr. and Mrs. T. D. Coopwood, Mrs. N. M. Carpenter and Mrs. F. M. Coopwood were shopping in Memphis last Tuesday.
Mrs. Albert Hammond has gone to Memphis to visit her mother, Mrs. Jettie Beale.
Mesdames Cooper Hurdle and Will Hurdle were in Holly Springs Monday.
Mr. and Mrs. A. L. Chandler had as their weekend guests Mr. and Mrs. Buster Goodman of Red Banks, Miss Grace Huston and friend of Tyro, Miss Nell Jowers of Germantown and Miss Janie Katherine Jones of Marshall Institute.
Mrs. N. M. Carpenter, Mrs. Albert Hammond and Mrs. T. D. Coopwood and sons were in Collierville Friday.
N. M. Carpenter put in a pipe well for Mr. Jamerson of Collierville last week.
Mrs. Irma Rogers of Slayden, Mrs. T. A. Carpenter, Mrs. Rachel Carpenter and daughters, Misses Mary and Meredith of north Slayden were here Sunday.
Mrs. A. L. Chandler honored Mrs. W. D. Howard with a shower on last Friday afternoon, March 25th. The living room was beautifully decorated with smilax, ferns and spring flowers. The hostess received her guests wearing a lovely blue crepe and the guest of honor wore a beautiful gown of black chiffon.
After several interesting contests Miss Mary Jane Murphey brought in a large pink shoe, containing the pretty array of gifts. The favors were tiny white shoes. Delicious brick ice cream in pink and white was served the thirty guests in the late afternoon.

EDUCATE OR DIE
by Robt. H. Ruff

Education is America's biggest business. One out of every four Americans is formally enrolled in some educational institution. All of our states now have compulsory education laws. The question we face today is not whether our people shall be educated, but rather what kind of education shall they receive. The state is not permitted to give religious instruction in any form. The Church alone offers guidance and training in religious and spiritual

Collierville Insurance Agency

MRS. W. N. CRAIG

Phones 99 and 15

Fire and Automobile Insurance

Although we are doing more as a nation to educate our people than any other nation in the world, yet we have become notorious as a nation of law-breakers. Human life is cheap and there has been a decided slump in moral values. We have come far enough in the past few years to see that secular training alone is not enough. The late President Roosevelt was entirely correct when he said, "to educate a man in mind and not in morals is to educate a menace to society." The Church believes that intellectual training alone is insufficient; therefore she has established colleges and universities wherein her sons and daughters may receive training that will fit them for leadership in Church and State.

If we, as a Church, surrender the field of higher education, we immediately go out of the business of training a religious leadership. By so doing we turn over the training of ministers and lay workers to other agencies which are not in sympathy with the aims and ideals of the Church. Bishop Lewis, after years of leadership in America and China, said that "we may as well give up our churches as to give up our colleges."

An untrained leadership, both lay and clerical, spells certain defeat for the church. In this day of secularism and materialism, the Church alone stands for spiritual values, holding with the greatest of teachers that it does not profit a man to gain the whole world, if, so doing, he loses his own soul.

The denominational college is the Church's most powerful agency for training of a Christian leadership. Society will be saved only as it becomes permeated with the spirit of Him who said: "I am come to bring life and to bring it more abundantly". The Church College is set for the training of a leadership which endeavors to make real this ideal in every walk of life.

Therefore the support and maintenance of the Christian College is one of the first duties of the Church. To do so will cost money and demand a sacrificial giving on the part of our people. We may be assured, however that no money we may spend will bring in a larger return or be of a more lasting service to the work of the Kingdom than the money spent for the training of a Christian leadership. The responsibility to support our Church colleges is inescapable. The Church must educate or die.
Issued by Lambuth C. Hege Endowment Movement.

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We Go Anywhere Any Time.
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MICKIE SAYS—

OUR WANT AD SECTION IS THE PLACE FOR THE FARMER WHO HAS EGGS FOR SALE OR APPLES, POTATOES, NUTS, ETC. HE CAN SELL SUPERFLUOUS LIVE STOCK OR MACHINERY OR ADVERTISE FOR HELP EITHER FOR FARM OR HOUSE. FARMERS LIKE OUR WANT AD SECTION



BIGGS ELECTRIC CO.
J. W. LYNCH AUTO BLDG.
"Everything Electrical"
ELECTRICAL SUPPLIES, RADIOS AND REPAIRS
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Startling Rust Bill Eats Into America's Budget

The bill which rust annually presents to America is the staggering sum of \$300,000,000; and America, paying it in dribs and drabs—a broken hinge here, a burned out bearing there—cheerfully foots it. When a whole system of piping has to be replaced because rust has taken its toll, we become alarmed. But when small house tools and machines wear out long before their time, we say, "Things aren't made as well as they used to be." The housekeeper airs linens and woollens and puts them away so that moths can do no damage, but people have not yet learned the economy of caring for household machinery.

Tools should be wiped off and oiled with a good, light, non-corroding oil such as "Standard" Household Lubricant, before being put away. Washing machines, sewing machines, wring-

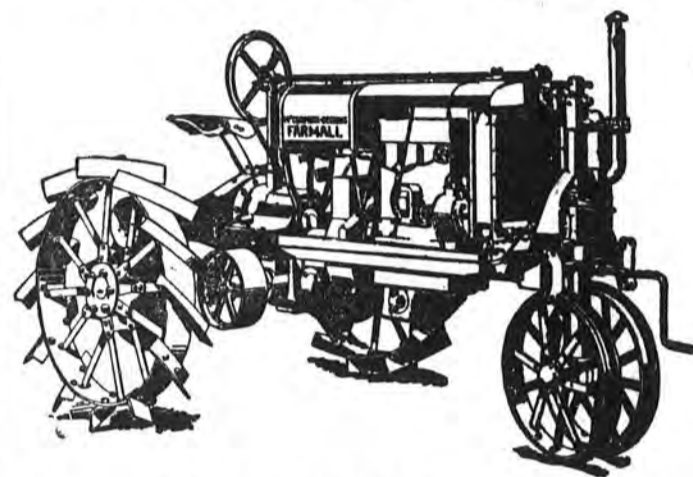
ers, mangles, electric fans, typewriters, etc., should be regularly oiled with "Standard" Household Lubricant to keep them running smoothly and evenly, and to prevent corrosion (rust). Hinges, locks, children's toys—all should be regularly treated with "Standard" Household Lubricant, to prevent rusting and squeaking.

All these are little economies that take only a fraction of time to practice, but which are usually neglected. This neglect accounts for a large share of America's \$300,000,000 rust bill.

"Standard" Household Lubricant is a light, high-grade machine oil, specially designed for household purposes. It never gums or corrodes. Keep it on hand and use it as a preventive of rust. 2-oz. bottle, 15c. 4-oz. squirt can with spout, 25c. At your dealer's.—Advt.

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Does all kinds of Farm Work
Cheaper—from Plowing to furnishing power—and is "always ready to go"—ask the man who has one.

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Your Living Room

IN MODERN STYLE

A handsome 3-Pc. Suite in taupe and rose velour. Reversible cushions in heavy tapestry, serpentine front, easily converted into a bed. Real style to this outfit.

\$160.00. You pay \$2.00 Weekly.

A modest attractive 3-Pc. Overstuffed Suite in pretty velour, strongly built and with the Coil spring construction.

\$89.50. You pay \$1.50 Weekly

Three-Pc. Living Room Suite—Davenport, Club Chair and pretty Occasional Chair—

\$72.50. You pay \$1.00 Weekly.

Your Refrigerator Needs

It's time you discarded that worn-out, unsanitary box, and installed a new, guaranteed Refrigerator. Don't neglect the health of your family.

Three-Door Boxes, holding 50 lbs. of ice, as low as \$25.00

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ONLY A DOCTOR KNOWS WHAT A LAXATIVE SHOULD BE



Danger lies in careless selection of laxatives! By taking the first thing that comes to mind when bad breath, headaches, dizziness, nausea, biliousness, gas on stomach and bowels, lack of appetite or energy warns of constipation, you risk forming the laxative habit.

Depend on a doctor's judgment in choosing your laxative. Here's one made from the prescription of a specialist in bowel and stomach disorders. Its originator tried it in thousands of cases; found it safe for women, children and old folks; thoroughly effective for the most robust man. Today, Dr. Caldwell's Syrup Pepsin, as it is called, is the world's most popular laxative. It is composed of fresh herbs and other pure ingredients. You can get it, in generous bottles and ready for use, at any drugstore.

BOILS AND CARBUNCLES FLY AWAY. Nothing like this specialist's salve, Carboll. Instantly stops pain. Heals overnight. Get Carboll from drugstore. End trouble in 24 hours. Amazing! Quickest relief ever known.

For Barbed Wire Cuts Try HANFORD'S Balsam of Myrrh. All dealers are authorized to refund your money for the first bottle if not suited.

Kill Rats Without Poison. A New Exterminator that Won't Kill Livestock, Poultry, Dogs, Cats, or even Baby Chicks.

K-R-O KILLS RATS ONLY. K-R-O can be used about the home, barn or poultry yard with absolute safety as it contains no deadly poison.

WORMS RUIN A CHILD'S HEALTH. Drive every worm out of your child's system without a moment's delay.

Frey's Vermifuge Expels Worms. Perhaps you don't know your child has worms.

Industry attracts good things. WHEN IT LOOKS DARK to any weak, nervous or ailing woman, Dr. Pierce's Favorite Prescription comes to her aid.

Send 10c for trial pkg. tablets to Dr. Pierce's Invalids Hotel, Buffalo, N. Y.

BILIOUS? Take NATURE'S REMEDY - MR. TO-NIGHT. You'll be "fit and fine" by morning.

MR. TO-NIGHT TOMORROW ALRIGHT. As a draught - only 25c. Make the next tonight FEEL LIKE A MILLION DOLLARS.

Dame Fashion Smiles

By Grace Jewett Austin



Just the other day Dame Fashion saw a deduction about choice this year in printed materials, which seemed to her unusually good. It was to the effect that prints for evening wear should be dashing, but for day wear, prim and modest.

When the roll of summer colors is called, emerald green or even pea green comes forward at once, with navy blue and a sort of modified poudre blue also crowding well to the front.

Dame Fashion has puzzled her head a bit over a modern clothes riddle—"When is a suit not a suit? When it is an ensemble."

Or it may be that in the genuine "ensemble" the idea of matching is carried out farther than with the suit. The latter may have a dozen different blouses, but in many cases with the ensemble, the blouse matches the silk of the coat lining, or perhaps, as in the modish silk ensembles, a coat in plain color of silk matches the ground-work color of the dress worn with it.

But those days are certainly gone forever. A man would doubtless refuse to have his morning coffee poured by a wife wearing such a sad-colored gown.

If you ask what is the most fascinating of all the mode developments to Dame Fashion, it would seem to be the little cape or floating wing sleeves.

(©, 1930, Western Newspaper Union.)

An Ensemble Designed for the Little Girls



The dress is one-piece, though it looks like two. The little Eton jacket part with scalloped hem is plain-colored linen with long sleeves to match or short puff sleeves of printed lawn.

Woman's Home Companion.

Charming Sports Coat Features Flared Skirt



Among the spring fashions is this attractive sports coat of green tweed, which features a flared skirt. A scarf collar of lapin and a leather belt complete the combination.

Feminine Figure Here to Stay, Writer Says

Recent happenings in Paris have established beyond the shadow of a doubt the fact that the feminine figure is with us to stay, and it looks as though the last die-hard would soon join the quest for the lost waistline.

Reports from the openings indicate that the favored corset in Paris is a supple girder of silk, unboned, cut a little higher to indicate the curve of the waistline, and long enough to mold the hips.

The new spring foundation garments, whether girdles or all-in-ones, are being made in crepe de chine, satin and taffeta, with panels of hand-woven elastic.

For the woman who wishes to do some drastic reducing there is a semi-step-in of satin, with the sides all of elastic, while another also of satin with a wide front panel of elastic, has two short bones slipped under a stitched strap of the satin.

Old Cotton and Linen Fabrics in New Guise

So long has fashion been wedded to silks for summer that it is refreshing to see a few of the old cotton and linen favorites of the early part of the century returning in a very new guise.

One of the late models shown for resort wear is white swiss daintily dotted in blue, the sleeves and flounces edged with an embroidered finish and the latter shirred to a straight skirt.

A new trend in sports dresses for wear on the tennis courts concedes to the sultan cult by omitting a shoulder section altogether and employing straps instead.

Grecian Note Prevailed at Early Spring Shows

One of the sensational features of the spring-openings was the introduction of the Grecian note in costumes. Suzanne Talbot introduced this draped-from-the-shoulder type of dress, but by no means remained faithful to it, making effective use also of directoire details in a series of charming costumes.

Improved Uniform International

Sunday School Lesson

(By REV. P. B. FITZWATER, D.D., Member of Faculty, Moody Bible Institute of Chicago.)

Lesson for April 6 THE LAW OF THE CROSS

LESSON TEXT—Matthew 16:13-26. GOLDEN TEXT—If any man will come after Me, let him deny himself, and take up his cross, and follow Me.

PRIMARY TOPIC—Proving our Love for Jesus. JUNIOR TOPIC—Proving Our Love for Jesus.

INTERMEDIATE AND SENIOR TOPIC—Denying Self for Christ. YOUNG PEOPLE AND ADULT TOPIC—Cross-bearing in the Christian Life.

The lesson topic is narrower than the Scripture text. It includes Christ taking account of His ministry, Peter's confession, Christ's prediction concerning His death and His teaching concerning the cost of discipleship.

1. Christ, the King, Taking Account of His Ministry (vv. 13-17). It was at Caesarea Philippi, the northern limit of Jewish territory, practically in Gentile territory.

2. The time in Christ's ministry. The cross was only a few months away. The King had already been rejected. They had charged Him with being in league with the devil and sought to kill Him.

3. Peter's confession (vv. 13-16). (1) The occasion (vv. 13-15). Two questions asked by Jesus Christ provoked this confession. a. As to the opinion of the people concerning Him (vv. 13, 14). They recognized Him as a teacher and prophet of more than human authority and power.

4. Christ's confession of Peter (v. 17). Those who confess Christ shall be confessed by Him (Matt. 10:32, 33). Christ pronounced a blessing upon Peter—not in the nature of reward, but a declaration of the spiritual condition of Peter because of his clear apprehension of his Lord.

5. Christ's charge to the disciples (v. 20). He asked them not to tell any man that He was the Messiah. The time was not ripe for such testimony.

6. The New Body, the Church, Announced (vv. 18, 19). Following the confession of Peter, Jesus declared His intention of bringing into existence a new body, to the members of which He would give eternal life, and into whose hands He would entrust the keys of the Kingdom.

7. The King Predicts His Death (vv. 21, 23). This prediction was no doubt startling to the disciples. They did not yet realize that redemption was to be accomplished through the passion of the cross.

8. Life can be saved only by losing it. If we are going to be Christians, we must share Christ's suffering.

9. There must be denial of self (v. 24). There is a wide difference between self-denial and denial of self. All people practice self-denial, but only real disciples of Christ deny self.

10. This cross is the shame and suffering which lie in the path of loyalty to Christ.

11. Follow Christ (v. 24). This means to have the mind of Christ—to be like Christ.

12. Flowers That Are Not Seen. If a man could make a single rose, we should give him an empire; yet roses and flowers no less beautiful, are scattered in profusion all over the world, and few regard them.—Martin Luther.

13. A Life in His Hands. The right thing is not always the easiest; but God has His schools for training, and a life left in His hands will never fall of its highest development here and hereafter.—Selected.

Bride Tells Her Secret

"FOR a young bride of twenty-one to lose her vitality and pep is disastrous, almost a sacrifice," says Mrs. George E. Pillow, of Franklin, Va.



"I had only been married a few months to an athletic husband, who went everywhere and did everything. I tried to keep up with his pace, and simply collapsed under the strain. I never was really ill; just sallow-skinned, depressed, and lifeless. Swimming, dancing, golf, I just couldn't face them. When I began to lose my clear complexion, I was desperate.

"Then one day a girl friend came to pay me a visit. In the bottom of her little bag of clothes lay a crystal-clear bottle—Nujol! A short woman-to-woman talk—a telephone call to a neighboring drug store—and my future happiness was settled.

"That was a year ago. Now I too am never without Nujol, which has brightened and cleansed my body like a cake of pure soap. I eat, sleep, swim, and hike with the enthusiasm of a child. My complexion is all it used to be—and best of all—I am my husband's little pal again."

The wonderful thing about crystal-clear Nujol is that it is not a medicine; it contains no drugs—it cannot hurt even a baby. It is simply the normal internal lubrication which

Beauty, Charm, Clear Skin—How Can They be Won?

your body needs. Let Nujol clear the poisons out of your body (we all have them), and flood the sunshine of happiness into your life.

It sounds like a fairy tale, but millions of people have proved it. So can you. Get Nujol at any drug store—sold only in sealed packages, with the Nujol trademark. It costs but a few cents and it will make you feel like a million dollars!

Shampoo the CUTICURA way. What a delightful and healthful shampoo it gives! Anoint the scalp lightly with CUTICURA OINTMENT; then make a strong lather with CUTICURA SOAP by dissolving shavings of the SOAP in hot water.

Be careful. A hint is sometimes an insult. It isn't poverty that makes people steal hotel towels.

Three Mothers Agree

When mother is tired, nervous or ill the whole home is upset. For her family's sake, every mother wants to be well and strong. These three women tell how Lydia E. Pinkham's Vegetable Compound helps them to care for their families.



Mrs. H. Dolhonde, 6318 York St., New Orleans, Louisiana

"Before my last baby was born, I started taking Lydia E. Pinkham's Vegetable Compound. I got such good results that I named her Catherine Lydia. I have six older children and five grandchildren, too. I am now taking the Vegetable Compound again because of my age. I eat and sleep better and I do all my housework, and my washing. I will do my best to answer letters."



Mrs. Harold Goodnow, 36 Cane St., Fitchburg, Massachusetts

"I cannot praise your medicine enough. After my baby came I was rundown. I had to go to bed often through the day. I took three bottles of Lydia E. Pinkham's Vegetable Compound and I felt like a different woman. If any mother has those tired feelings I advise her to take Lydia E. Pinkham's Vegetable Compound."




Mrs. Lloyd R. Blasing, 115 So. Ohio St., Anaheim, California

"After my baby came I was so nervous and tired that I felt miserable. One day a booklet was left at our door and after reading it I decided to try Lydia E. Pinkham's Vegetable Compound. I am now on my fourth bottle and I feel much stronger. It has helped me in every way and I feel sure that other women in rundown condition will pick up if they will only take a few bottles."

LYDIA E. PINKHAM'S TEXT BOOK. 64 pages of valuable information. Free to women. Mail this coupon to Lydia E. Pinkham Medicine Co., Lynn, Mass.

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 179, Memphis, Tenn. State your problems fully and we will respond with a prompt answer.

SOME folks of certain temperament keep poultry as a hobby or relaxation and are unconcerned in financial returns. Their profits are of the intangible sort—pleasure, happiness, improved health. But the vast majority of poultrymen are primarily interested in the profits which their birds produce, depending upon their flocks to earn for them all or a part of the family income.

These latter, then, are in the poultry business and they should consider their various problems from a strictly business standpoint. They should keep accurate records of production and production costs, eliminate any unprofitable line of activity and expand such as are profitable.

All this is made possible by accurate knowledge and such knowledge, in turn, is secured from records of the business. In my opinion, the weak spot in most commercial poultry enterprises is the failure to systematically make the detailed records which every real business man knows are essential to any true success.

IN the poultry business, as in all other manufacturing enterprises, there are two major factors which affect possible profits. The first is production costs—the second, selling prices. If one can reduce his costs or increase his income, he profits accordingly. If he can do both, he will rapidly step-up his profits.

The manufacturer of any commodity knows that production costs are reduced through the adoption of the most efficient methods of manufacture. He plans convenient buildings, installs perfected machinery, uses the most suitable raw materials and employs capable labor.

So, too, the business poultryman. His plant is laid out in such a manner as to reduce labor to the lowest point; the buildings are adequate and comfortable; the equipment modern; the birds (or machines) are of the most efficient type for the purpose in view; the feed (raw material) is high in quality and perfectly balanced; and he studies his business and adopts results-insuring methods.

These things cannot, usually, all be done at once. But the constant aim is to steadily improve until the ideal is reached.

EFFICIENCY in production, vital as it is, represents but half the battle. There still remains the selling of the products to advantage. Here, too, the average poultry producer is weak. In the main, he sells his output at prices fixed by that mysterious something which we call "the market". In only exceptional cases does he set and receive his own prices. In a broad sense the same applies to most lines of production. The maker of shoes, or socks, or shingles must keep in line with "the market", quality considered, or he cannot sell his products in big volume.

Hence, one way to beat the market is to produce for less; the other is to find outlets for goods at better-than-average prices. That simply means

better merchandising, and here the resourcefulness of the individual is brought into play. One cannot set any formula—each poultry plant presents an individual problem.

IN the effort to secure more money for his products the poultryman quite naturally first thinks of a retail trade. Fine! Most folks prefer strictly fresh eggs and fresh-killed birds, and will pay a premium for them. The trouble with such trade lies in the cost of serving it, the time required, the loss from bad accounts. One must balance these items against the additional income and be guided by the facts.

The price-advantage of the retail route, without the disadvantage of delivery costs may often be secured by developing a trade which will pick up the goods at the farm. This necessitates a location on a good road especially one which carries much traffic. Attractive signs or a roadside stand will help. The best products can thus be sold at retail and the balance thrown into the regular trade channels.

Connections with fine hotels, cafes, clubs and sometimes hospitals are desirable because they will commonly pay a premium for good stuff and will use large quantities, making wholesale deliveries possible.

I know certain poultrymen who have built up a big parcel post business, shipping fresh eggs to regular customers at distant points. This plan involves so much detail work that it cannot be recommended to the average person. Yet it offers one way out if conditions compel it.

IN my opinion the present trend toward the formation of co-operative organizations of poultrymen offers the best solution to the whole marketing problem. Here the producers take their business into their own hands, pool their output so they have big volume, and employ experts to grade, pack and sell their products. This leaves the individual free to devote his whole time and attention to the work of production, relieving him of the troublesome and time-consuming work of finding a market.

Obliviously, such organizations can only be created in such districts in which the industry is largely developed, as big volume is an essential. In such sections, however, the closely-knit and capably managed co-op is a blessing.

BEAT the market by producing goods which command a premium or sell during periods of top quotations. Develop a superior flock and sell the eggs to hatchery operators—at a premium.

Concentrate on the breeding of layers which lay top-grade eggs—which command a premium.

So manage your flock as to produce a big output of eggs during the October to February period—and secure the year's top quotations.

THE FARM AND HOME
 PRACTICAL SUGGESTIONS
 FOR FARM FOLKS.



AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF TENN.

VOL. 14 1930 NO. 2.

A PROGRAM FOR AGRICULTURAL IMPROVEMENT IN TENNESSEE

In 1927 the Agricultural Extension Service of the University of Tennessee adopted a long time farm program for the State. The outlook for 1930 does not warrant any marked change in this program, officials of the Extension Service state. The program follows:

- 1—Increase the acreage in pasture and farm woodland especially on lands that are producing low yields.
- 2—Derive fifty percent of farm income from livestock of two or more types.
- 3—If dairying is decided upon as a farm enterprise, grow into the business rather than jump into it. Increase production of cows by better feeding and breed up through the use of purebred bulls. Sell low producers to the butcher.
- 4—Better feeding of all types of livestock for increased production and economical gains.
- 5—Maintain cow herds of beef cattle for calf production. Finish beef cattle for market by feeding grain on grass in summer.
- 6—Use of purebred rams, feeding of lambs for market, control of parasites and cooperative selling of wool and lambs to increase return from flock.
- 7—Feeding of hogs by the ton litter method to assure rapid and cheap gains. Produce home meat supply.
- 8—A flock of poultry of good breeding for every farm to supply the family needs and provide a side cash income.
- 9—Produce cash crops on the best land on the farm, limiting acreage to amount that can be economically handled with the man and horse labor available on the farm to assure quality as well as quantity production.
- 10—Direct all crop production toward increasing yields of quality products per acre.
- 11—At least one acre of alfalfa on every farm.
- 12—Cooperative marketing of farm products wherever possible.
- 13—Improvement of farm home in attractiveness and convenience with increased income derived from following a well balanced system of farming.

Outlook For 1930

The following is a summary of the 1930 Outlook for some of the principal farm enterprises.

COTTON—Growers are advised to continue their program of reducing acreages as they increase the yield per acre. Still lower prices are expected if growers increase the acreage this year.

BURLEY TOBACCO—Burley production is expected to exceed consumption this year. Increased acreages are advised only where Burley can be profitably grown at prices lower than those of the 1929 season.

DARK TOBACCO—A decreased acreage of fire-cured tobacco is advised. Strawberries and sweet potatoes appear to offer better opportunities for profits except for growers favorably situated for the production of snuff and wrapper tobacco.

CORN—Growers are advised to continue their program of reducing the acreage and working for larger yields per acre.

SMALL GRAIN—Small grains are advised for soil protection and pasture purposes.

HAY AND PASTURE—The outlook is better for legumes than grass hays. As alfalfa and clover are increased more and more of the grasslands that have been used for hay production should be thrown into pasture.

STRAWBERRIES—The outlook for Tennessee strawberries for 1930 and 1931 is favorable. Increased plantings are advised where improved cultural methods are used and good land is available.

IRISH POTATOES—Farmers who plant early potatoes this year may expect prices lower than last season. Plateau growers who use certified seed and fertilizer will have a fair chance to profit, although prices will probably be lower than last season.

SWEET POTATOES—Sweet potato growers who can produce high yields economically are in good position to profit.

BEEF CATTLE—Farmers producing cattle of quality may expect a firm undertone to the market. The lower grades will probably suffer some in price. Since there is a tendency to increase beef cattle numbers, farmers already established in beef production are cautioned against further expansion.

HOGS—In view of the prospective higher prices for hogs farmers who feed their fall and spring pigs by the Ton Litter Method and get their fall pigs on the March and April markets and their spring pigs on the July, August and September markets will likely reap good profits.

SHEEP—While prices of both lambs and wool lower than last season are probable, Tennessee growers who pro-

duce lambs of quality economically may expect favorable returns as compared to other farm enterprises.

DAIRYING—Milk and butterfat prices will likely be slightly lower during the year than during latter half of 1929 and the first half of 1929 but the situation is not as bad as would appear from present prices. The price of butter has recently been materially reduced by retail distributors, and consumption has likewise increased. Dairy-men are already culling low producing cows, and further culling which will undoubtedly be done, should still further reduce production.

POULTRY AND EGGS—With a prospect for lower prices for poultry for the first half of 1930 and with egg prices only slightly under the prices received in 1929, Tennessee poultry raisers should feed for increased egg production this year and avoid the unusual heavy spring selling of laying hens.

FOREST FIRES COST SOUTH MILLIONS ANNUALLY

The loss from forest fires in the South annually runs into millions of dollars—a serious economic drain on southern resources. Yearly burnings cover about 20,000,000 acres of forest and cut-over lands or about four-fifths of the total area burned over in the United States annually.

It is significant, says the Forest Service that nearly all of the woods fires in the South are the result of either carelessness or deliberate woods burning. Most of the fires are started by hunters, smokers, stockmen, and others upon lands which they do not own. To these are added the fires escaping from railroad engines, logging operations, field clearings, and "warming fires." There has thus grown up the belief in many quarters that woods burning is as inevitable as the seasons.

Regardless of the motive that may prompt a man to set fire in the woods, he creates a danger in doing so. An individual has the right to burn his own land, provided he confines the fire to his property and otherwise conforms to the law; but he is grievously at fault, unfair to his neighbors, and unmindful of the welfare of his community, when he permits the fire set on his land to spread to the land of another. Forestry can not be safely practiced in the South until the man who burns the woods is held to strict accountability. The irresponsible burner must be banished from the woods, and the well-intentioned burner must squarely face the responsibility incurred when he starts fire on his own land.

CORN AND ALFALFA BEST COW FEED CROP

Corn, alfalfa, and pasture grass have proved to be the most profitable crops grown on the Dairy Experiment Farm operated at Beltsville, Md., by the United States Department of Agriculture. The Bureau of Dairy Industry uses a 6-year rotation, three years alfalfa and three years corn. The pasture is comparatively permanent and does not enter into the rotation except at intervals.

T. E. Woodward, in outlining the rotation, says: "In changing from corn to alfalfa the ground is manured in the fall after the corn is removed for silage. The land is then plowed and left in the rough to allow pulverization by freezing. The alfalfa is sown about April 1st, and produces two small cuttings the first year.

"In changing from alfalfa to corn the first cutting of alfalfa is removed the latter part of May, the ground is ploughed, and corn is planted for silage. Manure is applied for each crop of corn except the one following the alfalfa, and in summer, when it can not be used on the corn or alfalfa, it is placed on the pastures. Lime is applied every six years previous to sowing the alfalfa."

A mixture of 6 pounds of orchard grass, 4 of red clover, and 2 of alsike, sowed about April 1, on land that has been fall plowed and manured, provides pasture about June. If the first crop of newly sown alfalfa is weedy it is made into hay, but instead of giving it barn space it is stacked in the pasture, which is fenced so cows can eat it when pastures are short and dry.

One crop farming, shacks for homes and improvised poorly clothed and poorly fed farmers go together.

More farm machinery rusts out than wears out.

Lack of winter cover crops has caused many a farm to be covered with a mortgage.

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

Promptness Always Pays

Banks lend money belonging to other people, and for this reason have to be careful about security. However, the person who is known to be in the habit of attending carefully and promptly to all of his obligations will be far more likely to get money when he needs it than one who, while both his collateral and intentions may be good, still is careless and slipshod in attending to business.

The Peoples Bank
 Capital and Surplus \$45,000.00

KNOW YOUR DRUGGIST BETTER—Has your doctor's right-hand man



The Business of the Apothecary is a Mystery

KING JAMES I of England was the originator of the modern slogan "Your Druggist is more than a merchant." In the 16th century the apothecaries of England were forced to unite with the grocers in a Guild (a chartered trade association of those days). King James, however, was influenced to give the apothecaries a separate charter, and in reply to the protest of the Grocers Guild he said: "Grocers are but merchants; the business of the apothecary is a mystery"—which at that period meant art or profession.

And pharmacists as a class have entrenched themselves ever since as professional men. Colleges of Pharmacy, many of them associated with great Universities, have been established in every civilized land. The problems that face the pharmacist in the materials he handles make it necessary for him to have a wide acquaintance with the sciences upon which his art depends. Merchant he must be, too, in order to maintain a prescription pharmacy. To make sure that he will be in your neighborhood when you most need him, go to him for such of your every-day needs as he can supply.

—MERCK

For Prescriptions—Physicians prescribe and Druggists dispense the pure products of Merck's laboratories. For Your Medicine Cabinet—Select Merck's pure products as your Doctor and Druggist do.

Harrell Drug Co.
 A GOOD DRUG STORE

Butter In Religious History

The ancient Hindu used butter for the greatest and holiest sacrifices in his worship.

Butter is mentioned seven times in the Scriptures. Abraham offered butter to his angelic guests.

Though stale butter was highly prized in early days, an onion-tainted product would probably have been considered a mark of irreverence and disregard.



A study of market demands leaves no uncertainty about the standing of onion-tainted butter in 1929. It is less expensive to remove cows from onion-infested pastures even six to seven hours before milking than it is to sacrifice cream profits to Wild Onions.

It Pays to Produce Good Cream

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

Many Books on Weather
 The saying that much has been said about the weather is substantiated in the report that the United States weather bureau has a library of 47,000 books, all on the weather.

We recommend the use of a FORK in slicing our Steaks and Roasts--- Knives are Unnecessary,
Highest Quality K. C. Beef
CHAS. DEAN & SON
 Phone 25 Collierville

The New Spring Styles in
SHOES
 are here
 We have a Style and Size for every member of the family.
J. M. Mann & Son

Your New Easter Bonnet is Here

Felts New Straws
 Horsehair Braids

of the New Fashionable Shapes-- Off-face or with Brims--and in all the pretty Spring Shades such as Orchid, Green, Blue, Black, Red, Sand

Hinton & Hutton Company
 Dry Goods Department

COMPARE OUR PRICES
 ONE PRICE--ONE SERVICE
 the BEST-to all alike-

Specials for Friday and Saturday

Wild Rose Flour, 48 lb Sack, \$1.98
 24 lb Sack, 1.15
 Made from Pure Soft Winter Wheat

Salt Meat, Pound, 19c
 Meal Fancy Cream, Pound, 4c
 French's Mustard, 9oz 14c Tomatoes, No. 2, 2 for 25c
 Gem Mayonaise, or Sandwich Spread, 1-2 pint jar, 19c
 Kentucky Home Macaroni or Spaghetti, 8c
 Apples, Fancy Arkansas Black, 29c per doz
 LARD, Special, 2 lbs for 25c
 Arrow Laundry Soap, 7 Bars, for 25c
 Limit 7 Bars to Customer

W. F. Bryant's General Cash Store
 Collierville, Tenn,
 Watch for Our Specials Each Week

Debt of Helpfulness
 Such help as we can give to each other in this world is a debt to each other; and the man who perceives a superiority or a capacity in a subordinate, and neither confesses nor assists it, is not merely the withholder of kindness, but the committer of injury.
 --Ruskin.

Metal Shield Bars Ants
 To prevent termites, the destructive insects that devour wood, from entering homes, University of California engineers have devised a metal shield to be placed on top of the concrete foundation immediately under the wooden sill that rests upon it.--Popular Mechanics Magazine.

AMONG THE TOWN FOLK

Mrs. L. P. Carruth was in Memphis Wednesday.
 Mrs. Wiley of Memphis is the guest this week of Miss Pearl Chilton.
 Mrs. W. W. Hutton who is in the Methodist Hospital is improving.
 Henry Rutledge has accepted a position in the Post Office.

Mrs. M. L. Weaver and Mrs. Perry Piper were in Memphis Tuesday.
 The King's Daughters Circle met on Thursday with Mrs. Cecil E. Lot.

BORN: April 1, to Mr. and Mrs. Amos Johnson, a boy.
 Mrs. Rivers Burke of Byhalia is visiting friends here this week.

Mr. and Mrs. W. W. Atkinson of Moscow spent Sunday here with his sister, Mrs. Emmette Hart.
 Mr. and Mrs. T. B. Jamerson spent Sunday in Memphis with their daughter, Mrs. T. R. Grady.

Mrs. Howard Jamerson of Memphis spent the week end with her parents, Mr. and Mrs. Joe Powell.
 Little Miss Martha Jean Hughes of Memphis is visiting relatives here this week.

FOR SALE--NO. 1 Pine Land Delta Cotton Seed, and Delfas. Cotton Seed at \$1.00 per bushel
 R. A. Jones, Bailey, Tennessee.

Little John Williamson has been sick this week but was improving yesterday.
 Bill Freeman, who has been on the sick list, was able to be out again Thursday.

Mr. J. C. Salmon and daughter, Miss Florence, visited in Oakland, Tuesday afternoon.
 Miss Alma Livingston spent last week end in Memphis with her aunt, Mrs. Coyle.

WILSON (Ark.) BIG BOLL Cotton Seed at \$3.25 per 100. Will exchange some for pigs and calves.
 Bickham P. Wilson, Rt. 1 Collierville

Mr. L. L. Carrington and wife of Memphis spent last week in the home of his sister, Mrs. C. W. Fleming.
 Mrs. J. K. Swoope, who has been ill for several days, was again able to be down town Thursday.

Mr. Roe Cartwright, who left some time ago for points in Southern Texas, is expected home soon.
 Hays Hurdle, who is attending the Miss A. and M., spent last week end with his parents, Mr. and Mrs. A. L. Hurdle.

Mrs. R. L. Strong underwent an operation for appendicitis at the Baptist Hospital last Friday. At last reports she was doing nicely.

Miss Ora Jacobs of Muskogee, Okla. was a guest in Mrs. Sam Hinton's home Monday night enroute to Middleton, Tenn., and Norfolk, Va.

Mr. and Mrs. C. W. Fleming and family spent Sunday in Victoria, Miss with Mrs. R. P. Carrington, Mrs. Fleming's mother.
 The Louisa Bedford Chapter, U. D. C. will meet on Wednesday, April 9, with Mrs. S. R. Craig and Mrs. M. K. Mann. All members, who can not attend, are asked to notify the hostesses.

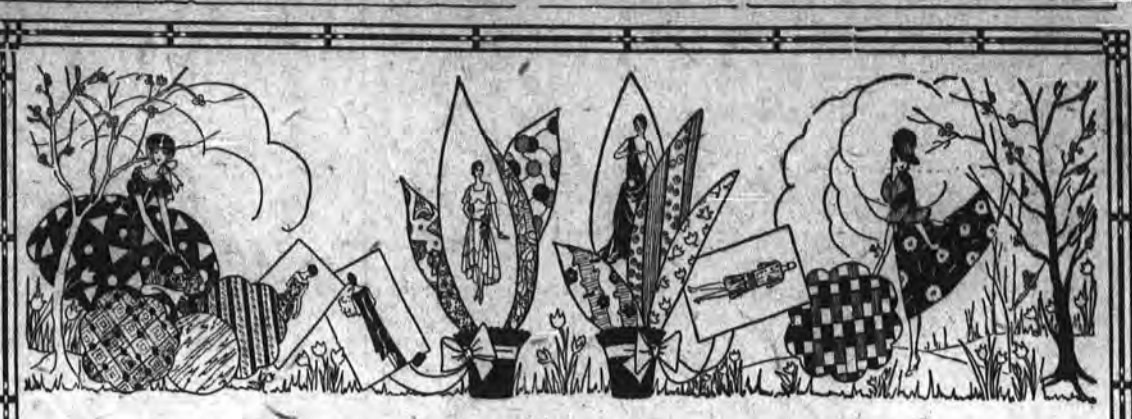
Dr. and Mrs. J. W. Oursler and young daughter, Martha Thomas, of Humboldt; Dr. and Mrs. W. W. Oursler and little son, Waddy, Jr., of Memphis and Mr. and Mrs. W. M. Berry of Memphis were guests Sunday in the home of Mrs. Mattie Oursler.

NEW and USED SEWING MACHINES for sale. Any make repaired
 Call Riley, Phone 105--W

The Ladies Aid of the Christian Church will meet with Mrs. C. W. Jackson, Tuesday afternoon, April 8, at 3 o'clock. Every member is urged to attend. Visitors are welcome.

Pleasant week end visitors in the town were Miss Ruth Craig with her guest, Miss Ehren Foster of West Point, Miss., both students at M. S. C. W., Columbus, Miss.

FOR SALE--A Fordson Tractor in good condition, with or without Pully. F. A. Cory, near Cordova on the Hall Road.



BEAU MONDE SILKS
 In an array of New Patterns and Beautiful Colors for Springtime, 98c yd to \$1.95 yd
PALO PIQUE, Solid colors and new patterns, 49c yd
KELSEY BROTHERS

BORN: To Mr. and Mrs. Sam Dunn on April 1, a boy.

Mr. and Mrs. W. W. McGinnis were guests, Sunday, of Mr. and Mrs. Robert Ezzell of Memphis.
 Mr. and Mrs. W. H. Jamerson of Rossville spent Sunday evening with Mrs. Virginia Piper.

Watt Powell, who has recently finished a business course at Nelson's is now employed as bookkeeper at the Pittsburg Plate Glass Company.

LOST or STRAYED:--One Dark bay horse mule, 5 years old, split in ear, Has harness rub on each side. Reward for return or information leading to recovery. Call H. H. Farley, Rossville, Tennessee.

Miss Mabel Coyle, who has been quite ill at Milligan College, is well again.
 Mr. Gordon Williams and mother of Memphis visited in the home of Mr. and Mrs. R. J. Livingston, last Sunday.

Dr. L. P. Pearce attended a meeting of the Memphis-Shelby County Medical Association, Tuesday night, where he read a paper on Appendicitis.

Messrs. Ralph Hall, Britt Baldwin, Boggan Carrington and Dr. W. D. Parr attended Loew's State in Memphis Tuesday night.
 Mr. and Mrs. E. W. Martin have moved this week into the new home recently completed on Washington Street by Boyd Pleasant.

The Hinton and Hutton Company reports the sale of a Farmall to Mr. Ozler of Somerville, last Friday and to Cooper Hurdle of Mt. Pleasant, last Monday.

The prayer meetings at the Christian Church are proving a very helpful mid-week service. The subject this week was Gethsemane, and the solo, "The Beautiful Garden of Prayer" by Miss Oneida Leake was very appropriate and enjoyable. The topic for next week "Trial of Jesus and Peter's Denial." These lessons are taking the life of Christ to Easter week. Special music at all of these services.

LOST or STRAYED--One Black Horse Mule, 15 hands high, about 5 years old, white blaze on face. Reward for return. See Gail Wilson or call 140.

Some Extra Good Buys this week end, in
Mules and Horses
 FOR SALE or TRADE
 Can be seen on the Square at Collierville
TOM COSTELLO

Germantown School Auditorium
 Friday Night, April 4th, at 8 o'clock
 The First, Second and Third Grades Present the Operetta
"Peter Rabbit"

CAST OF CHARACTERS

Peter Rabbit Earline Wise
 Flopsy Bettye Coopwood
 Mopsy Ruth Pattison
 Cotton-tail Mike Ryan
 Mother Rabbit June Robertson
 Mr. McGregor John May
 Frog Walter Gardner

Garden Vegetables

PEAS--Mary Ella Mosby, Mary Elizabeth Bickers, Hazel Tiller, Theo Chandler, Mary Robertson.
 LETTUCE--Louise Snover, Nellie Ray Gorman, Modena Munns, Maggie Glenn Norris, Dorothy Kirby, Emily Jane Payne.
 SUN FLOWERS--Elsie Lonati, Margaret Lonati, Mary Garoli.
 ONIONS--Pierce Thomas, Arthur Thomas, Tom Chandler, Edwin Sandridge Andrew Wallace.
 CARROTS--Velma LaCroix, Elizabeth Speer, Margaret Pattison, Eloise Williams, Virginia Schwam, Catherine Snider.
 BEANS--J. B. Bowling, Everett Speer, Raymond Dickey, Walter Norris Foster, Charles Moore, Robert Rhew, Chester Webb, Joe Greenslade.

ACT I. Home of Rabbits, in early morning.
ACT II. Mr. McGregor's Garden, midday.
ACT III. Home of Rabbits, evening.
 Director--Mrs. Robt. Harrison
 Accompanist--Miss Hester Frances Anderson
 Costuming--Mrs. Frank Hancock

ADMISSION, 15c. and 25c.

Your Dreams Have Come True!

5c HAMBURGERS and HOT DOGS

Cox & Roach
 at
The Superior Service Station