

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. II

Collierville, Tennessee, Friday, August 15, 1930

No. 25

FACTS and FICTION BEING

a little bit about anything
"Read not to contradict and
confute, nor to find talk and
discourse, but to weigh and
consider."—Francis Bacon.

By Harry Williamson

Most unusual weather conditions seem to prevail throughout the country. While that portion of the United States in which the rainfall is usually ample for growing crops is sweltering from the unprecedented drouth, the arid sections of the west where irrigation is depended upon are receiving an abundance of rain. Who knows? The Mississippi Valley may one day become a desert, depending altogether upon artificial means of irrigation.

As this is written, the tri-states drouth is entering on its 86th day. Along with the dry weather the temperature has seemed determined to set some records also. The thermometer at the one hundred mark has been common, and in many places it has soared to 104 to 110.

Do you have your amount of the money? According to the Treasury estimate, as of July 31st, the money in circulation in the United States amounts to \$4,426,611,703, or \$36 for each person. This is \$2.86 less than the amount in circulation last year.

Now we can sit down and wait for it to rain. We have our county, state and government officials selected for Tennessee, and so far as we are concerned it seems that a very good job has been done.

Few of us realize the seriousness (and the danger) of the revolution that is now going on in China. If the Russians succeed, as they well may be expected to do, in fomenting a "Red" rebellion among the millions of that ancient country, there is no way of guessing the amount of trouble it might cause civilization. It is not at all doubtful that within this generation there may be a war even greater than the holocaust of 1914-18.

Now that we are just getting over the suspense from the Hunter Brothers endurance flight, at Chicago, Jackson and O'Brien, who have formerly held the record are up in the Greater St. Louis, and say they are good for 3 days. With the uncertainty of the outcome of the Gump-Zander affair, and the weather to be talked about constantly, these boys should have waited about this endurance record. The Hunter brothers should be allowed to keep the honors they won for a month or so.

Just how do you feel, anyway, after you have managed to exist thru the greater part of a heat record breaking day, and one of these perpetual nuisances comes puffing along and shouts: "Is it hot enough for you?"

With all our colleges and universities, and our boast of higher education, there is now less than one percent of the people of the United States who hold a degree.

President Hoover celebrated his fifty-sixth birthday a few days ago. We'll bet he's glad he hasn't been president all those years.

A woman bridge player in Hungary—a Countess, by the way—became excited over how she should have played a certain card that she dropped dead. We don't know anything about bridge, but it seems to us that if a person would get excited before the card is played it would be more effective than dropping dead afterwards.

Some of the "Wets" will doubtless pray for rain now that the press reports that water for distillery purposes in some sections is giving out.

Mrs. J. H. Brakefield left Saturday for Chicago where she will visit her sons, Messrs. Wyle, Jeff and Van Brakefield. She will remain with them several weeks.

LOCAL PARENT-TEACHER ASSOCIATION ANNOUNCES CHAIRMEN

Mrs. H. F. Kelsey, president of the P. T. A., assisted by her daughter Virginia, entertained the executive board and the nominating committee at her home on Southern Avenue, Thursday afternoon. Plans for the year's work were discussed, after which a social hour was enjoyed during which a delicious salad course and iced tea were served.

The following committees were announced:

Mrs. Winston Jones, aide to the president will be assisted by the following committees: Miss Lena Leth program; Mrs. John Neely, membership; Miss Louise Farabee and Mrs. Perry Piper, publicity; Mrs. T. E. Watkins, Mrs. Joe Hughes and Mrs. Delaney, sunshine; Mrs. John Kirk and Mrs. John Crawford, child welfare; Miss Willie Lynch, budget; Mrs. Cecil Cox, Mrs. E. K. Farley and Mrs. W. B. Mebane, Mother's Chorus; Mrs. L. P. Pearce and Mrs. J. H. Burkam, Mrs. J. F. Dudley, Mrs. Cecil Elliot and Mr. W. E. Robertson, school grounds and highway beautification.

Mrs. A. L. Hurdle, first vice-president in charge of the department of organization will have as assistants Mrs. V. Leake, Mrs. J. M. Glenn, Mrs. P. O. Baker and Mr. J. H. Jacobs. Mrs. Harry Williamson, second vice-president, who will have charge of the pre-school circle, will be assisted by Mrs. Charles Fleming, Mrs. V. M. Carrington, Mrs. D. Jones and Mrs. J. B. McFerrin. Chairmen in the department of public welfare of which Mrs. A. E. Guy, third vice-president, is director, will include Mrs. Sam Hinton, Mrs. Robert Wilson, Mrs. Robinson and Mrs. Elgin Leake.

Mrs. John Lynch, fourth vice-president, will be assisted in the department of education by Miss Lavelle Rhodes, Mrs. Karr Hinton, Mrs. Williams, and Harry Williamson. The home service department in charge of Mrs. W. W. Clay, fifth vice-president, will include Mrs. Kate Holden, Mrs. Patterson, Mrs. Vance C. Roy, and Mrs. Mark Kirk. Chairmen to serve in the health department with Mrs. J. K. Hinton, sixth vice-president, are Mrs. Thomas Dean, Miss Tommie Thornton and Miss Bertie Fleming.

Appointment of Mrs. Baxter Humphries as treasurer to succeed Miss Dossia Hinton who resigned, and of Mrs. Paul Wilson, assistant treasurer, to fill the vacancy caused by the resignation of Miss Louise Williams, was announced.

WHITE MICE

During the late war, part of the equipment of each division of men engaged in active duty in the front line trenches, was a cage of white mice.

These mice with their highly developed sense of smell, were invaluable to the men in warning them of impending gas attacks. With the warning which these mice were able to give the men had ample time to don gas masks, thereby offsetting the effects of the gas attack.

These mice gave a service which was valuable, but without the scientists, the inventive geniuses, and the capitalists, back home who could invent, perfect, and manufacture the gas mask then the service which these mice gave would have been of no account.

In these times of business depression there are plenty of white mice. The "corner-loafers philosopher," the peanut business man, the ne'er do well seer" can all tell us that times of depression are upon us but there they stop.

What we need today is men of courage, vision, and fortitude who can tell us what to do in face of conditions, or in other words to supply the masks which will neutralize the effects of the times. We have more than enough of those who can take the place of the mice but we are short on those who can take the place of the scientist, the genius, and the capitalists.

—E. C. W.

Mrs. Royer and children of Nashville and Mrs. A. Sanderlin of Fisherville were visiting their sister, Mrs. W. E. Anthony last Thursday.

MRS. CECIL ELLIOT ADDED TO WOMAN'S BOARD OF FAIR

At a Board Meeting of the Mid South Fair, held in Memphis, Tuesday, Mrs. Cecil Elliot was appointed as a new member of the Woman's Board. Mrs. E. W. Hale, general chairman, appointed Mrs. Elliot to take charge of the Shelby County Exhibit to be held in the Educational Building, which is to also house the city and county school exhibits.

Mrs. Elliot, one of the most active club women of the county, is also co-chairman of the Home Economics Department of the Nineteenth Century Club of Memphis, this season, along with Miss Jacqueline Hall.

ANOTHER AUTO ACCIDENT

In driving to Memphis last Sunday morning about 11 o'clock, Mr. and Mrs. S. C. Attaway and Maynard Wingo had what might have been a very serious accident when their Ford car collided with a Ford truck, belonging to a Mr. Lemmons.

Mr. Attaway suffered a severe jolting Mrs. Attaway was cut on the forehead with broken glass, but Maynard escaped without injury. Their car was damaged to the extent of about \$5. The truck was only very slightly damaged.

HAS AN ATTRACTIVE DISPLAY WINDOW OF ELECTRICAL GOODS

An interesting and attractive show window is that of the Memphis Power and Light Company at the Harrell Drug Company. The display was arranged by J. P. Creely, local manager, and shows a neat arrangement of Electrical Appliances and a "Mystery Lamp," and electric light burning in an ordinary glass, seemingly without any electrical connection.

Electricity is your servant who comes to you by wire and will serve you faithfully at all times.

TAILORING EXPERT TO BE HERE AGAIN

Mr. St. Clair Thompson, tailoring expert and style authority on men's clothes, representing the Kahn Tailoring Company, will be here two days, Friday and Saturday, of this week. Mr. Thompson, as on his previous visits, will be at Kelsey Bros. store, showing the newer samples and styles of mens' made-to-order clothing. He has made on his other trips, many friends. In this section who will be glad to see him.

IS NOT WORRYING OVER DROUTH SITUATION

In spite of the dry weather, army worm, etc., E. W. Parker of Route 2, says he is not so worried. He has 16 acres of good cotton, and 16 acres of good corn, besides a garden that so far has not dried up, and is milking 25 cows that furnish a steady income, so that he is not so worried as some seem to be.

TO MANAGE NEW SERVICE STATION

Mr. Bill Freeman, who, for the past three years, has been with the Kelsey Chevrolet Company, is now taking over the management of the new Norris Service Station to open today at Brooks Inn on Poplar Pike. Mr. Norris will continue to operate his station here in Collierville and has secured Mr. Freeman for the new one. Bill is well known in the territory and is splendid mechanic, and his many friends extend to him every good wish in his new undertaking.

BAPTIST REVIVAL CLOSED LAST SUNDAY NIGHT

The Baptist Revival closed last Sunday night with the Baptist service, conducted by Rev. J. P. Horton, pastor. The meeting has done much good already, the pastor feels, there having been splendid crowds at every service, and the attendance Sunday night was exceptionally good. There were seven additions, to the church, three by letter and four by baptism.

Mrs. J. K. Swoope is improving after an illness of a few days.

HOLDING REVIVAL MEETING AT THE CHRISTIAN CHURCH



—Photo Courtesy Memphis Mirror

The Revival meeting which opened at the Christian Church Monday morning is being well attended.

The Rev. Grady Spiegel is doing the preaching and is holding services both at the morning hour of ten, and the evening hour of eight. Rev. Mr. Spiegel is a forceful speaker and his sermons are being enjoyed by all who are attending, and the attendance has been exceptionally good. A most enjoyable feature of the services is the song service under the direction of Mrs. Cecil Cox and Miss Oneida Leake.

The meeting will continue through this week and probably until the middle of next week. A most cordial invitation is extended to everyone to attend and enjoy these services.

REV. MR. HOOD RETURNS FROM VACATION

Rev. R. W. Hood, pastor of the Methodist Church, returned home last Friday from his vacation visit with his son in Colorado, and held regular services Sunday. There was an increased attendance at Sunday School and a good congregation at the morning worship service. No services were held Sunday night because of the Revival at the Baptist Church.

Regular services will be held Sunday morning but none that evening account of the Revival at the Christian Church. Every member is asked to attend Sunday School and worship services.

BAPTIST CHURCH NOTICE

There will be regular services at the Baptist Church Sunday morning with the pastor, Rev. J. P. Horton, in charge. There will be no evening services however, because of the Meeting at the Christian Church.

MT. PLEASANT NEWS

Miss Mildred Powers of Cincinnati, Ohio, and Miss Nell Jowers of Germantown are visiting in the home of Mr. Jim Jowers.

Mrs. N. M. Carpenter has as her guest this week Miss Winnie Gurkin of Rossville.

Miss Ruth Karr of Memphis is the guests of relatives here.

Mr. and Mrs. Aubrey Briscoe of Oxford, Miss., moved here in the teacher's home. They both have positions in the local school.

Mrs. M. E. McCandless is on the sick list this week.

Mrs. A. L. Chandler and Miss Maxine Conner motored to Memphis one day last week.

Buzz Moore, Jr., of Collierville spent a few days last week in the N. M. Carpenter home. Ludwell accompanied him home for a short visit.

Miss Lillie Hammond has returned to her home in Hernando, Miss., after a week's vacation spent here with home folks.

Misses Maxine Conner, Ruth Karr, Mattie Lou Knox and Janie Kathryn Jones spent Saturday in Memphis.

Mrs. A. L. Chandler has been visiting Mrs. Buster Goodman of Red Banks, Mississippi.

Mr. and Mrs. J. R. Bugbee and Lanier Burrows were visitors Sunday in the home of Mr. and Mrs. W. E. Anthony.

ON GOING TO COLLEGE

By Dean Massey, University of Tenn.

The high school senior occupies a very important place in his school and community. Both the faculty and student body recognize this, and frankly say so on all occasions. As a result of this attitude toward him, the average senior high school boy does not hesitate to think of himself more highly than he ought to think. Within ten days after graduation, the pendulum swings in the other direction and the average high school graduate finds himself in the midst of an overpowering case of "blues."

For the first time in his life he is not sure of himself. He wants to go to college, but he does not know definitely what he is going for. His teachers and his friends have talked about medicine, engineering, law, etc. in abstract terms, but no one has been able to tell him just what is necessary for him to do before he can become a successful engineer, lawyer, physician, or bond salesman.

More than ever before colleges are realizing this hunger on the part of young students, and are making an honest effort to help them find their bearings as they try to settle this all-important question of life work.

In order to be of the greatest service, college registrars and deans of men and women will be glad to furnish certain printed matter that may help to clarify the thoughts and ambitions of these late seniors who are still in the throes of indecision.

MARSHALL INSTITUTE NOTES

Mr. and Mrs. Raymond Thompson spent Sunday with Mr. and Mrs. J. M. Polk.

Messrs. P. P. McFerrin and James Person made a trip to Memphis last Wednesday.

Tuesday, Mr. and Mrs. R. B. McCalla of Memphis visited Mr. and Mrs. P. P. McFerrin.

Mrs. P. P. McFerrin with her little daughter, Sarah Alice, visited her sister, Mrs. Virge Cox in Collierville.

Mr. and Mrs. Bryan Vick visited their mother, Mrs. Ida Vick in Cayce last Sunday.

Mr. and Mrs. H. W. Jones and daughter, Miss Janie Katherine Jones spent Saturday in Memphis.

John Berry McFerrin and P. P. McFerrin motored to Holly Springs Friday.

Mr. and Mrs. Virge Cox and children of Collierville spent Saturday here in Marshall Institute with relatives.

CAYCE NOTES

Mrs. Luther Spence and daughter of New Albany, and Mrs. Tom Jones of Victoria, Miss., spent Tuesday afternoon in the home of Mrs. Jack Williams.

Mrs. J. H. Vick and daughter were shopping in Memphis last Tuesday.

Mrs. Tom Williams from Memphis was a visitor among relatives here last week.

Misses Stella Elizabeth Corrington and Mary George Arrington of Memphis visited in the home of Mrs. D. L. Lumsden and Mrs. F. M. Sloan Saturday afternoon.

Mr. and Mrs. Will Vick and daughter, Miss Ruby were in our community this week.

Mrs. D. R. Williams and children spent last Tuesday with their mother, Mrs. M. A. Jones in Byhalia.

Misses Nell Harper and Federal Snipes of Memphis are spending their vacation with Mrs. J. R. Williams.

The people of Cayce appreciate Mrs. T. A. Robertson getting up money and help to have New Salem Cemetery cleaned off so nice.

Mr. and Mrs. J. J. Williams and Mrs. Tom Williams visited friends in Byhalia last week.

Mr. and Mrs. Virge Cox, son and daughter, Mann and Mary Louise, visited Mr. and Mrs. F. M. Sloan on last Saturday afternoon.

Mr. and Mrs. P. P. McFerrin and little daughter, Sarah Alice, were callers in Cayce Sunday afternoon.

Mr. and Mrs. Bryant Vick spent Sunday here with his mother.

Mr. Steve Mullins of Holly Springs was in our community Friday afternoon.

Mr. Dover Funderbuck is busy at work here putting in an oil engine at the Carrington and Williams gin.

Mr. M. M. King was a business visitor in Rossmore last Friday.

D. R. Williams made a trip to Memphis last Monday.

ARMY WORM MAKES APPEARANCE

During the past week the army or leaf worm has shown up in several cotton fields near town. Mr. Andy Holley came in Monday morning bringing with him some stalks of cotton from his farm three miles south of town on the Henderson place. These stalks were bearing quite a few ear marks of these pests and Mr. Holley tells us that these worms have ruined about 12 or 13 acres of his cotton. However Mr. Holley says that his crop, as a whole is very good.

Many of the farmers are already plowing and hope to control the worm in this manner. Most of the cotton is holding its own in spite of the drouth.

TO HOLD REVIVAL AT ROSSVILLE

The Revival Meeting at the Baptist Church of Rossville, will begin Sunday and last through next week.

The Rev. D. E. Montgomery of Lexington, Kentucky, will do the preaching. He is well known to the people around here, having held the revival for the Rossville church last year and there are many friends to welcome his return.

You and your friends are cordially invited to attend the services.

NEWS FROM CORDOVA

Mr. C. E. Bowers is spending a few days this week in the Ozark Mountains of Arkansas.

Mrs. D. A. Webber left Wednesday to visit her daughter, Mrs. Sanderlin of Highland Heights.

Mrs. Doris McDuffy and little son from Arkansas are guests of her mother, Mrs. J. A. Walls.

Miss Ethel Scott is entertaining her cousin from Memphis this week.

Dr. and Mrs. J. L. Minor have returned home after a three weeks' stay at Signal Mountain, Chattanooga, Tenn.

Miss Rebecca Morton spent last week in Memphis visiting friends.

Miss Helen Neely of Memphis was a charming week end visitor of Miss Martha Humphreys.

Mrs. Marie Hooper and daughter, Miss Augusta Sue Hooper, were visiting here last Thursday.

Mr. and Mrs. Clyde Hamner visited their mother, Mrs. Annie Hamner last week.

Mr. J. W. Yates from New Orleans is here visiting his parents, Mr. and Mrs. John F. Yates.

Mr. Clyde Yates and Mr. Walter Yates have returned from Knoxville having gone there with the Little Kiwanis Club of Memphis who are making a tour of the state. Twenty-eight boys and five men made the trip.

Rev. B. B. LeVander and family left here Monday for Enid, Miss., to visit relatives and before returning to his home in Knoxville they will visit points in Florida.

Mr. and Mrs. H. R. Williams had as their guests last week end his brother and wife.

Mrs. Clara McNeely of Memphis spent Saturday night and Sunday with her sister, Miss Ora Lurry.

Mrs. Lena Adams is spending a while with Mrs. Schwam and Mrs. Priddy.

The Missionary Society of the Presbyterian Church met Tuesday afternoon with Mrs. Rogers Humphreys.

Misses Virgie and Effie Weas are enjoying a trip to Niagara Falls and places of interest in the East.

The Revival Meeting at the Baptist Church, with Dr. Ben Cox to do the preaching, will begin Sunday the 24th.

E. C. Cooper of the Cooper Motor Company, returned Monday from a two weeks' motor trip to St. Louis, Chicago, Detroit and other points. He was accompanied by his friend, J. J. Collins, of the Ford Motor Plant of Memphis. While in Detroit, they visited the Ford Plant which has recently re-opened after being shut down several weeks. On their return, Messrs. Cooper and Collins visited in Columbus, Ohio, the Mammoth Cave in Kentucky and other points of interest. Mr. Cooper says that they found business conditions and crop prospects about the same as in this section.

RECEIVES CAR LOAD OF NEW CHEVROLETS

A car load shipment, containing Chevrolet Coupe, two coaches and a Truck was received Tuesday by the Kelsey Chevrolet Company. Wire wheels are new optional equipment on all passenger models of the New Chevrolet Six, at no additional cost. The bodies may be had in different colors.

HEARD FROM ROSSVILLE

Misses Louise and Doris Baird spent several days last week with friends in Pinkney, Ark.

Misses Mal Belle and Beatrice Rives were recent visitors of Miss Phillips of Moscow.

Miss Warree West who has just returned from a visit with her grand mother in Taska, Miss., will be away this week with relatives in Askew, Mississippi.

Mr. Sam Kirk and family of Collierville were callers Wednesday in the home of Mr. and Mrs. J. B. Rives. Mrs. Herman Bryant and children and Mrs. Fannie Patterson are at home after several months' stay in Oklahoma.

Miss Bessie Lee Crawford who has been with her sister, Mrs. J. W. Boyd returned Sunday to her home in Collierville.

Rev. G. K. Seliars and family of Whiteville spent Thursday with Mrs. F. K. West and were the dinner guests that evening of Mr. and Mrs. A. W. Morrison. They were present at the meeting in progress at the Methodist Church. Rev. Mr. Seliars and son favored the congregation at both morning and evening services with special songs.

E. H. Jameson, Marvin Harris and I. H. Petty motored to Horseshoe Lake last Sunday.

Mrs. Driver of Memphis and Miss Hattie Murphy, a nurse in Jackson Hospital, spent Sunday with their parents, Mr. and Mrs. Y. S. Murphy.

The Ballgames played here this week between Rossville and Mt. Pleasant and Rossville and Collierville were enjoyed by large crowds, the Rossville team being victorious.

Mrs. Frazier and daughter and Misses Knox, Louise and Doris Baird spent Monday afternoon with friends in Mt. Pleasant, Mississippi.

Rev. Mr. Bell who has assisted in the meeting the past week left Monday for Murray, Ky., where he will spend a week before returning to his home in Houston, Texas.

Miss Elizabeth and Leon Lowrey of Memphis visited in the Baird home recently.

W. W. Murphy and family and Mr. and Mrs. A. E. Farley took a motor trip of many miles Sunday to Reelfoot Lake, Mason, Newburn, Alamo and other points.

Miss Louise Baird and Mrs. Harrell Jameson spent Wednesday with Mrs. Robert Acklen in Memphis.

Several from here enjoyed the all day meeting Sunday at Pleasant's church where a meeting was conducted the past week by Rev. Mr. Coyle of Collierville assisted by Rev. Mr. Spiegle.

Gus Baird, Leon Lowrey and Grady Carpenter attended the Alumna Banquet at Slayden's Mississippi, on last Monday evening.

MICKIE SAYS—

"I KNOW TWO BUSINESS MEN—ONE BELONGS TO ALL THE LOGS IN TOWN AND BUSTLES AROUND TOWN ALL DAY, TRYING TO BE NOTICED—THE OTHER FELLOW DOES HIS ADVERTISING IN OUR NEWSPAPER, AND DEVOTES ALL HIS TIME TO LOOKING AFTER HIS STORE, AND HE'S MAKING TWICE THE MONEY."



The Collierville Herald

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WALTER H. HARRIS, Editor.
MRS. KATHLEEN HARRIS,
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Friday, August 15, 1930

WEEKLY SERMONETTE
By Our Local PastorsJESUS, A SUFFICIENT SAVIOUR
By Rev. R. W. Hood

"But this man, because he con-
tinueth ever hath an unchangeable
priesthood.

Wherefore he is able to save them
to the uttermost, that come unto
God by Him, seeing He ever liveth
to make intercession for them."

Heb. 7: 24-25.

1. There is but one savior.

a. He must be a great savior be-
cause no greater work can be done
than that of providing salvation.

b. Jesus, the Christ has stood this
test in the redemption and salvation
of the individual and society where
ever and whenever men have experi-
enced faith in Him.

c. There can be but one time to be
saved, so the Bible says: "Today is
the day of salvation; now is the ac-
cepted time."

The values involved make this
part of redemption's plans a neces-
sity. To put off this great matter
is to invite eternal death.

d. No mere man can afford to take
the responsibility of saying to an
immortal soul: "At a certain time
or place I will help you to obey
Christ so that you then and there
may be saved."

No mere programme or conven-
tion of man can stand between the
Christ and the salvation of souls.
Let it be as God directs: "Who-
soever will—here and now—come and
take the water of life freely."

RIDGWAY ITEMS

Mrs. Goodrich of Laurel, Miss.,
spent last week with her parents, Mr.
and Mrs. Low Tidale.

Mr. Joseph Massey of Memphis
spent last week with his aunt,
Mrs. K. T. Massey.

Mrs. Mann returned last week after
a visit with her daughter in Sat.
Louis.

Mrs. Ramsey entertained a few
friends from Memphis Sunday.

We are glad to know that Mr.
Slaughter, who has been ill is fast
improving.

Mrs. Mattie Haynes from White
Station spent Friday with Mrs. K. T.
Massey.

Mr. and Mrs. Walker of Memphis
visited Mrs. Joseph Kirby Sunday.

Mrs. Mann was so unfortunate as
to lose all of her hay, the field hav-
ing caught fire from a spark from a
passing train. Had it not been for
the aid of the Fire Department of
Memphis the loss would have been
much greater.

Mrs. K. T. Massey spent several
days of last week visiting relatives
and friends in Memphis.

Mr. and Mrs. F. S. Smith were out
at their Ridgeway farm recently.

Mrs. Morehouse entertained her
little niece, Dorothy Dugan, by giv-
ing her a birthday party last week.
Quite a number of little tots enjoyed
the fun and ice cream and cake with
little Miss Dorothy.

The
Advertised
Article

is one in which the mer-
chant himself has implicit
faith—else he will not ad-
vertise it. You are safe in
patronizing the mer-
chants whose ads appear
in this paper because their
goods are up to date and
not shop worn. : : :

AMONG OUR CHURCHES

Episcopal Church
Services every Third Sunday at 11:00
A. M., conducted by Rev. Charles K.
Weller, Archdeacon of West Tenn.
The Guild meets the third Wed-
nesday.

Presbyterian Church
Rev. B. M. Cowan, Pastor

Preaching 2nd and 4th Sundays at
11:00 A. M. and 7:45 P. M.
Sunday School at 10:00 A. M.
The Woman's Auxiliary meets on the
first Tuesday of each month.

Christian Church

Sunday school 10 A. M.
Preaching service 11:00 and 8:00
o'clock on 2nd and 4th Sundays.

Senior and Intermediate Endeavors
7:00 P. M.

Junior Endeavor Monday 3:00 p. m.

Prayer meeting every Wednesday
night

A hearty welcome to all.

Methodist Church

Rev. R. W. Hood, Pastor

Preaching every Sunday at 11:00 A.
M. and 8:00 P. M.

Sunday School 9:45 A. M.

Junior League 1:30 P. M.

Senior League 6:45 P. M.

W. M. S., Monday at 3:00 P. M.

Prayer Meeting every Wednesday at
7:45 P. M.

Baptist Church

Rev. J. P. Horton, Pastor

Preaching 1st and 3rd Sundays at
11:00 A. M. and 7:45 P. M.

Sunday School 9:45 A. M.

B. Y. P. U. 6:45 P. M.

Business Meeting 1st Monday night

W. M. S. meets the first Wednesday
of each month.

Prayer Meeting every Wednesday
Evening.

SUCCESSFUL
HOMEMAKING
By GRACE VIALI GRAY

BAKE AT HOME

Baking at home is a simple process
today compared to what it used to be.
Formerly a woman had to measure
out the flour, the baking powder and
the salt. If she were using soda and
buttermilk she would have to guess
at the acidity of the milk. Some days
her biscuits or cakes would be per-
fect while the next day they would
be far from palatable. There was too
much guess work in baking at home.
Today all guess work has been taken
out of baking by the appearance on

the market of self-rising flour. Self-
rising flour has the leavening or bak-
ing powder accurately proportioned by
weight, and has the right amount of
salt for seasoning.

With self-rising flour, baking at
home is a great indoor sport. It is
easy; it is reliable; it saves from 25
to 40 per cent time in mixing biscuits
and from 25 to 60 per cent in mix-
ing cakes.

Furthermore, baking at home makes
the money go further. From actual
statistics we know that money goes
from 20 to 40 per cent further than
if one buys bakery goods.

Why not try an Up-Side-Down cake
for dinner tonight? Here is the recipe
for that unusually attractive dessert:

Make a cake batter of one egg as
follows:

1/2 cup butter 1/4 cup milk
1 cup sugar 1 1/2 cups self-ris-
ing flour
1 egg 1/2 tsp. vanilla

Cream the butter thoroughly, add
sugar and continue to cream until the
granules have dissolved, add the un-
beaten egg and beat until blended.
Add the flour and milk alternately,
then the flavoring.

Fold the flour in quickly and gently,
handling as little as possible.

From this batter the Up-Side-Down
cake is made this way:

Standard one egg 1/2 cup diced pine-
apple
1 cup brown sugar 1 cup raisins or
4 tbls. butter dates
4 cup nuts 1 cup cherry or
other preserves

Melt the butter in an iron skillet;
add the sugar and stir until blended;
remove the skillet from the fire;
spread the sugar and butter mixture
in an even layer; then add the fruits
and nuts in layers; pour the batter
on top and bake in a slow oven about
forty-five minutes. Loosen the cake
from the edges, and turn out as quick-
ly as possible after taking it from
oven. Serve with hard sauce or
whipped cream.

First Paper Currency

Spain was the first European coun-
try in which paper money was issued,
an event which took place in the Fif-
teenth century.

THE FARM AND HOME
PRACTICAL SUGGESTIONS
FOR FARM FOLKS.
AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF TENN.

VOL. 14

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NO. 7

EXPERIMENT STATION
WANTS NAMES OF
FARMERS

The Agricultural Experiment Sta-
tion, University of Tennessee, wants
the name of every farmer in Tennessee
who would like to receive free bulletins
and circulars issued by the station.

The Station is now revising and
enlarging its mailing lists with a view
of issuing and distributing a number
of new circulars which will contain
much valuable information for farmers
on many different subjects.

Several thousand farmers are now
on the mailing list of the station. The
list is classified by subject and farmers
are asked to state what subject or
subjects they are particularly interested
in so that they will receive only bullet-
ins and circulars of special interest
to them.

The subject classification of the
mailing list is as follows: 1, Soils and
Fertilizers. 2, Crops (grains and hay).
3, Cotton. 4, Tobacco. 5, Dairying.
6, Beef Cattle. 7, Hogs. 8, Sheep.
9, Poultry. 10, Fruits. 11, Vegetables.
12, Insect Pests. 13, Plant Diseases.
14, Agricultural Economics.

Readers who desire to have their
names placed on the station mailing
list will find a blank below on which
they may check the subjects of inter-
est to them, clip, and forward to the
station.

The Station has 54 different bullet-
ins and circulars available for free
distribution at the present time. A
list of these may be secured on request.
If your name is not already on the
station mailing list, fill out the blank
below today.

PROFITS FROM HOGS WHEN
PRICES ARE LOW

That there is money in the produc-
tion of hogs, even at times when many
farmers are inclined to lose faith in
the business, has been clearly demon-
strated by several hundred Tennessee
farmers who have fed hogs by the Ton
Litter Method.

This method, in so far as feeding is
concerned, is merely based upon a
balanced ration combined with full
feeding. That it has proven success-
ful is shown by the fact that numer-
ous farmers throughout the state have
produced pork at a feed cost of \$7.00
per hundred when corn was valued at
from \$1.00 to \$1.25 per bushel.

The Ton Litter feeding project as
used in the state contest applied only
to litters of pigs fed in competition,
the object being to make a litter weigh
a ton or more in six months or 180
days from date of birth. The method
however, can be applied to any num-
ber or to hogs of any age. Farmers
who have felt that they have not been
as successful as they desired in the
economical fattening of hogs should
study the steps suggested in Extension
Publication 147, "Profitable Pork Pro-
duction in Tennessee," by J. H. Mc-
Leod, Extension Livestock Specialist.
Copies of this publication can be
secured from County Agents or by
writing the Agricultural Extension
Service, University of Tennessee, Knox-
ville.

WHAT TO DO WITH
VEGETABLES

A varied, abundant and delicious
assortment of vegetables can be grown
in Tennessee. Some contain protein
and starch but their particular value
lies in the Minerals, vitamins, acids
and cellulose they contain.

Extension Publication 137, prepared
by Miss Maude L. Guthrie, tells all
about the composition of vegetables
and the part each plays in the diet.
The publication also describes different
methods of cooking and serving vege-
tables. Copies can be secured from
County Home Demonstration agents or
by writing the Agricultural Extension
Service, University of Tennessee, Knox-
ville.

CHECK, CLIP AND MAIL TODAY

Agricultural Experiment Station,
University of Tennessee,
Knoxville, Tennessee.

Please place my name on your mailing list to receive bulletins
and circulars on the subjects checked below.

- | | |
|----------------------------------|-------------------------------|
| 1 () Soils, Fertilizers | 8 () Sheep |
| 2 () Crops, (grains, hay, etc.) | 9 () Poultry |
| 3 () Cotton | 10 () Fruits |
| 4 () Tobacco | 11 () Vegetables |
| 5 () Dairying | 12 () Insect Pests |
| 6 () Beef Cattle | 13 () Plant Diseases |
| 7 () Hogs | 14 () Agricultural Economics |

Name _____

Post Office _____ R. F. D. No. _____

County _____ State _____

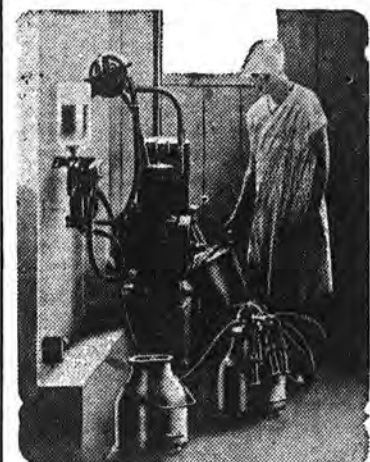
NEW FARM ENGINE
HAS A "BUILT-IN"
HEATER FOR WATER

Running of Engine Fur-
nishes Water for Wash-
ing Milking Utensils.

A gasoline engine with a "built-in"
heater that heats water for washing
the milker while it runs the milking
machine or performs other tasks, is
a new development in dairy farming.

The engine differs from the usual
type of farm engine in that it is pat-
terned after the modern automobile
engine, according to the De Laval
Bureau of Dairying. Extremely sim-
ple in construction, the engine is about
as fool-proof as a piece of mechanism
can be, and capable of being run by
anyone without the slightest me-
chanical knowledge. An efficient mag-
neto delivers a hot flaming spark at all
speeds, a carburetor of novel design
makes for starting ease in any weath-
er, and an automatic governor con-
trol makes attention or manipulation
on the part of the operator almost un-
necessary.

Water Heater is Built In.
But the unique feature of this en-
gine, and one sure to be appreciated
by the man who uses the milking ma-
chine, is the water heater built right
into the engine. This consists of a
four and a half-gallon tank which is
connected to the cylinder water jacket
of the engine. When the engine is be-
ing run, the water used to cool the



Farm housewife drawing water from
built-in water heater in new type
of farm engine.

engine circulates through and around
the water jacket and heater tank and
becomes heated to a temperature high
enough for use in washing the milker
or other dairy utensils. This takes
place without mechanical assistance,
and the result of thermo-siphonic ac-
tion—warmest water rising to the top
—the very same principle used in auto
radiators. A convenient drain cock at
the bottom of the water heater en-
ables the water to be easily drawn
into a pail.

The economy and convenience of
this water heater will appeal greatly
to every dairy farmer, according to
the De Laval Bureau. It makes for
cleaner milk because it makes easy
the cleaning of the milking equipment
after each milking. The fact that
there is a sufficient supply of hot wa-
ter on hand for use immediately after
milking also saves labor by reducing
the time required to thoroughly wash
the milker. The bother and expense
of heating water on the kitchen stove
or some other place is eliminated, and
the water has no chance to cool off
because it does not have to be carried
far, the engine necessarily being lo-
cated close to where the milking is done.
And all this—and this is probably the
best feature of the heater—is accom-
plished without any added expense be-
cause the water is automatically heat-
ed during the period in which the en-
gine runs the milking machine.

Has Other Uses, Too.
After it has been used for milking,
the engine can be run to operate the
cream separator, the churn, the farm
lighting plant or any other equipment
coming within power range. Tests
have shown that the operation of the
engine is so smooth and its governor
control so definite that when used to
drive a lighting plant not the slightest
flicker is noticeable.

TRACE BIG CREAM
LOSS TO SEPARATOR

Practically any farmer can have his
separator tested by merely saving the
skim milk, adding the bowl washings
to it, and having the can of skim milk
re-skimmed with a new, high-class sepa-
rator of known dependability. In or-
der to emphasize the universal neces-
sity of "checking up" on every kind of
separator, over 1,000 public demon-
strations were made during the past three
years by De Laval-trained dairymen.
Before audiences totaling 100,000 farm-
ers, the skim milk from some cream
separator in use in the community was
re-skimmed with a new, dependable
machine. The cream recovered in this
manner was weighed and tested and a
check obtained for the amount of but-
terfat recovered from the skim milk.
Last year, in 523 tests, an average of
0.2 gallons of skim milk was re-
skimmed at each test. An average of
3.6 pounds of cream was recovered,
worth 21.5 cents at prevailing prices.
This means an average loss of over
\$79.00 per year for all the separators
from which skim milk was obtained.

YOU can now get your
Chevrolet equipped with
Wire Wheels at no addition-
al cost.

The Wire Wheels are now
optional equipment on all
passenger models of the
New Chevrolet Six

Kelsey Chevrolet Company

for Economical Transportation

Sales  Service

WHITE CAFE

H. W. Schrader, Prop.

Fortune's
INCORPORATED
ALL-CREAM ICE CREAM
Made of Pure Cream—No Artificial Flavors

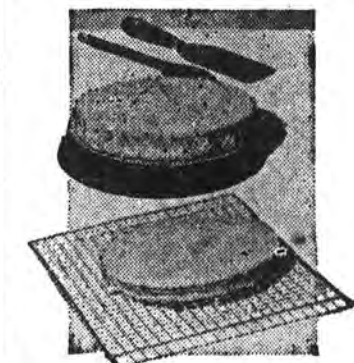
Sandwiches Cold Drinks

SUCCESSFUL
HOMEMAKING
By GRACE VIALI GRAY

QUICK BAKING

The keynote of today is more lea-
sure for women. Women today are
just as excellent housekeepers as
their mothers and grandmothers be-
fore them but they are not willing to
spend every minute of the day hang-
ing over the stove, the kitchen sink or
the dish pan. They systematize their
housework and so plan their meals
that they have leisure time for read-
ing, for club meetings, for playing
with their children and time for their
husbands.

From laboratory experiments we
know that a cake calling for three
cupfuls of self-rising flour can be
mixed in 8 minutes against the 15
minutes required for the same cake
of plain flour. This is easily ex-
plained. Self-rising flour has to be
sifted only once, there is no baking
powder to measure, the eggs are ad-
ded unbeaten and the cake is mixed as
quickly and gently as possible. This
all saves time against the old method



A Delicious Cake of Self-Rising Flour
Can Be Made in Seven Minutes.

of sifting flour three or four times,
getting out the baking powder and
measuring it, separating the yolks and
whites of the eggs into separate
bowls and then beating them sepa-
rately.

Women would make cakes oftener
if they did not have to go to so much
trouble. A package or bag of self-
rising flour eliminates all this trouble
and makes cake and pastry making
simple and quick.

Here is a very delicious cake that
can be made in seven minutes. The
family will love it:

Quick Cake.

Sift three and one-third cups of
self-rising flour into large bowl. Break
two eggs into standard measuring cup.
Fill cup with melted shortening or
cooking oil. Put into flour but do not
beat. Add two cups sugar, one cup
milk and one teaspoon vanilla. Beat
entire mixture two minutes. Pour into
a greased and floured loaf pan or two
large layer cake pans and bake in a
moderate oven (350 degrees F.) for
30 minutes.

For variety's sake, nuts, raisins,
melted chocolate or spices may be
added. Any desired frosting may be
used on this cake.

CAN YOU
DEPEND ON YOUR
MEDICINE CABINET?

In minor accidents and illnesses—
cuts, bruises, burns, sore muscles,
headaches, faintness and indiges-
tion, can you reach out swiftly and
surely to your medicine cabinet for
relief?

Be ready for the inevitable emer-
gencies. Look over your supplies
and replenish them now. These
standard medicine cabinet neces-
sities are your first aid insurance!

Borax, Salicylic Acid, Menthol, Eucalypti,
Castor Oil, Menthol, Camphor, Peppermint,
Spirits of Camphor, Adhesive Tape,
Iodine, Peroxide, AND
Aspirin, Absorbent Cotton, Ammonia,
Boric Acid, Glycerine, Rubbing Alcohol

SAL
HEPATICA

The standard
SALINE LAXATIVE
since 1895
A MEDICINE CABINET NECESSITY

Harrell Drug Co.

Simple Care Lengthens
Life of Household
Appliances

Now that every home has its lawn
mower, chest of tools, ice cream
freezer, typewriter, vacuum cleaner,
sewing machine, electric fan, etc.,
through the long list, the modern
housekeeper must know how to care
for these tools, which are part of her
equipment.

Chief among her duties is the oiling
of the various machines and motors
so that they may run smoothly, light-
ly, and evenly. She must keep on
hand—just as the machinist does—
an oil which will help these motors
do their work.

"Standard" Household Lubricant is
a light, high-grade machine oil, par-
ticularly adapted to the oiling of small
motors. It never gums or corrodes.
Its consistent use makes machines
operate efficiently and adds years to
their life. Manufactured by the Stand-
ard Oil Company of Louisiana and
sold by groceries, drug, hardware, and
department stores. 2-oz. bottle, 15c,
4-oz. squirt can with spout, 25c.—Adv.

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

HESTER HOTEL

Good Meals at Reasonable Prices
Phone 42

J. M. Mann & Son

Dry Goods and Groceries

Phone 41

HINTON & HUTTON

FUNERAL DIRECTORS

AMBULANCE SERVICE

Phone 15

Night Phones 137 and 177

DON'T FORGET-- McGinnis Has It

Paint
Lumber
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Sash and Doors
Lime and Cement
Galvanized Roofings
Face and Common Brick
Red Ash and Jellico Coals
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THE MAJESTIC RADIO
W. W. McGinnis Lumber Co.
Collierville Phone 21 Tenn.

AN UNTIRING SERVANT
that comes to you by wire

ELECTRICITY

It will come into your home and furnish that extra effort that is so helpful when you are tired. . . It will help wash, cook, bake, sweep, iron for you during the day and when night comes on, light your home, run your radio, turn your fans and serve to make life easier for you

LET ELECTRICITY WORK FOR YOU. . . .

Memphis Power & Light Company

Our Poultry Column

Edited by
Prof. Frederic H. Stoneburn

Without charge, our readers may secure expert personal advice on poultry topics. Address inquiries to Southern Poultry Bureau, Box 125, Memphis, Tenn. State your problem fully; enclose stamped self-addressed envelope.

"WHAT about the future of the commercial poultry industry? What may we expect in the way of prices and possible profits during the balance of the present season? What may we hope for next year?"

Such questions have been fired at me from all over the South during recent months. Poultrymen everywhere are deeply concerned and are groping for light on matters like this which so seriously affect them. I wish, devoutly, that I might give correct, specific, detailed replies. But this I cannot do. But I do hold a deep-seated faith in the poultry industry as a profit-producing agricultural specialty, a firm belief that already there is a marked change for the better and that conditions will improve progressively until by next season we will be back again on a basis which will be entirely satisfactory to every efficient poultryman.

It must be admitted that during recent months poultrymen have really found themselves in a trying position. But who hasn't? Producers of all other kinds of agricultural products have been in the same condition. Unemployment has hurt our working population. In the last analysis the efficient poultryman has been far better off than those engaged in industry or other lines of agriculture.

LET US consider the actual facts as they now exist and draw our conclusions therefrom.

At intervals we experience periods of stress in the poultry industry. Without exceptions such bad seasons have been followed by one, two or even three years of unusual prosperity for poultry producers. Those poultrymen who have the vision and courage and carried on were richly rewarded. It is fair to assume that this will happen again. Just on the basis of past experience I look for 1931 to be a very satisfactory year in the poultry field.

But equally important is the fact that conditions today seem to be shaping themselves as to force a decided improvement in the national poultry field.

THE MOST unfavorable factor in the whole picture is the cold storage situation. As of July 1, the storage warehouses contained 9,000,000 lbs. of frozen poultry in excess of the five-year average and 1,200,000 cases of eggs in excess of that average. The presence of this surplus is sure to have its effect upon quotations on fresh stock until the storage holdings are reduced.

The second unfavorable factor is the possible sharp increase in the cost of poultry feeds. At this writing, early August, the level of grain prices is moving upward due to the probable great decrease in crops resulting from the unprecedented drought. Prices of all feed grains are affected.

RELIEF TO the producer will come through increased consumption of all poultry products to quickly absorb the storage surplus and or from national production. Both are probable.

Business and financial interests are generally in accord in the belief that industrially and commercially America is on the upgrade again and that basic conditions will improve rapidly and continuously. That simply means that purchasing power will be increased, people who have been doing without poultry products will again consume these in great quantities and the surplus in storage will be wiped out. Again, consider what happened in former years when this condition maintained.

A sharp reduction in the production of market eggs seems inevitable and probably in the supply of table poultry also. This will follow the drastic cut in farm poultry flocks (from which the major part of our nation al poultry products come), a poorer quality of layers due to scanty feeding of pullets during their growing period and reduced rations given the present laying flocks. This tendency to "save feed" has been intensified by the effects of the nation-wide drought and is general. The results are bound to be noted in the form of greatly reduced output of eggs which can not fail to have a favorable effect upon egg quotations.

FROM THE national survey made by the Bureau of Agricultural Economics, U. S. Department of Agriculture, we learn that on July 1 the number of layers in farm flocks was below the five-year average.

Since that date there has unquestionably been a further big decrease as farmers, hurt by the drought, have sold their birds to secure ready money and have used them freely on their own tables. The official report quoted predicts a lower output of eggs this fall and winter due to the decrease in number of laying hens. The probability that fewer pullets will be carried over and the effect of reduced rations due to the shortage of feedstuffs. The new tariff operates here also as, because of the higher rates on shell eggs and table poultry, the importation of these commodities will be discouraged and the market left to American producers.

Finally, the report says: "The probable decrease in the production of eggs during the winter and next spring should improve the relative price situation of eggs next spring." UNDERFEEDING and hot weather have lessened normal production during recent weeks. In most sections egg prices have already moved upward in a satisfactory way. The poultryman who follows modern methods is making money now and is in better position than other agricultural producers. The outlook for the future seems bright. In my opinion this is a good time to remain in or get into the poultry business, provided one is willing to adopt improved methods of management and feeding and use stock of proper breeding, thus cutting production costs. (Copyright.)

French Strain in Canada
Almost one-third of Canada's population is of French origin.

"Good-Bye, Daddy"
by Lawrence Hawthorne



Seems like Daddy never is at home!
He goes to his office every day,
An' he jus' gets back at dinner-time,
Then he hasts hurry right away;
Says he hasts work again tonight,
Or he's got a meetin' at the club,
Or his bowlin' team has got a game
An' the captain says he'll hafta sub.

Even if he plans t' stay right here—
Even then, he hasn't got a chance;
Mother makes 'im take 'er to a show
Or somebuddy else's house t' dance,
Or they've been invited to a feed,
Or the Bridge Club has a party due . . .
Daddy fusses lots an' tries t' pike,
But he hasts go—an' like it, too!

I think Daddy wants t' be with me!
I jus' bet he'd rather play my games
Than t' get dressed-up 'most every night
An' be meetin' folks with funny names!
I jus' bet, if he could have his way,
He'd be home a lot more than he is—
But it looks like everybuddy's plans
Work out best when they are spollin' his.

Dixie's Corn Yields Rival Nation's Best

The Corn Belt, long famed for its economical corn production, is in danger of losing some of its laurels.

For instance, a Dixie farmer, W. Y. Thrash, of Walnut Grove, Miss., might well contest the honor of producing the highest yield of corn during 1929. In an official contest his average yield on a 3-acre field was 130.52 bushels of shelled corn an acre. In making this exceptional record, Thrash made liberal use of fertilizers. He side-dressed twice with Chilean nitrate of soda during the season, using 200 pounds an acre at each application.

A striking illustration in economic crop production was furnished by another southern grower, Paul Simmons, 18-year-old boy of Plant City, Fla., who won the 4-H Club corn contest of that state. He produced corn at a net cost of 18 cents a bushel. His yield on a one-acre plot was 111 bushels. The only fertilizer young Simmons used was 200 pounds of Chilean nitrate, which was applied as a side-dressing when the corn was knee-high.

Noted Planter Tells How He Side-Dresses Cotton

Every acre of cotton from East Texas to the Carolinas which did not receive 200 to 400 pounds of nitrogen fertilizer at planting will make a larger yield if it is side-dressed during the early growing season, says B. L. Moss, well-known farmer and agricultural writer of Soso, Miss.



Side-dressing cotton on Moss farm, Soso, Miss.

On his own farm, where as many as 750 acres are planted in cotton, Moss side-dresses with 200 pounds of Chilean nitrate of soda, in addition to using about 100 pounds at planting time.

"The safest rule to follow in side-dressing," declares Mr. Moss, "is to make the application any time after the cotton is chopped out and put in a clean state of cultivation, but not later than the time the first blooms appear."

He scatters the material in a shallow furrow alongside the cotton row, on one side only, and lightly covers it by running a broad-sweep or heel-sweep once to each middle. The application is made by hand, and the nitrate dropped from 2 to 6 inches away from the plants. Following this system one man can side-dress about 8 acres a day.

GOOD FARM PRACTICES REDUCE WEEVIL LOSS

Close spacing of cotton combined with the judicious use of fertilizer is helping thousands of farmers to outsmart the boll weevil. These two practices make it possible to hurry the development of a large number of bolls so that they are out of danger when the weevil begins to do its worst damage.

Where weevil infestation is heavy it is always difficult to mature the bolls on the upper half of the stalks. Experiments have shown, however, that a full crop of cotton may still be grown by spacing the stalks closer and by leaving two stalks per hill instead of one.

An abundance of plant food is necessary to form and develop the bolls on the two stalks in half the time as was formerly required to mature the same number of bolls on one stalk. The best way to supply this food is to side-dress with quick-acting nitrogen fertilizer at the first or second cultivation after chopping. The extra plant food speeds up the formation of squares and the development of bolls before the heavy weevil attack begins. Although the weevil will likely destroy the bolls at the top of the stalk the large bolls at the bottom, set early in the season, are safely out of danger.

The side-dressing is applied 35 to 40 days after planting or at about chopping time. The common application is 100 to 200 pounds of Chilean nitrate of soda per acre. The nitrate dissolves in the soil just like sugar and is absorbed at once through the roots of the plant.

"Ladies Choice"



is a **GOODYEAR** backed
by our prompt, polite service

We pride ourselves up on the increasing number of women drivers who drive in for our service

Courtesy, Cleanliness and Quickness we know, appeal to them. Without question, also the ladies much prefer **GOODYEARS**

--they tell us they've found them "more reliable," they "feel safer" on Goodyears

As should be the case! Isn't it a fact that more people ride on Goodyear Tires directly traceable to their super-measure of trouble-free performance?

PHONE 163

Cooper Motor Co.

Sales——Service

"ON POPLAR PIKE"

COLLIERVILLE, TENN

BIGGS & DUDNEY

GENERAL MERCHANDISE

Service

Quality

Phone 43

Not All in Same Mold

Our vanities differ as our noses do; all conceit is not the same conceit, but varies in correspondence with the mental make in which one of us differs from another.—George Elliot.

Fountain of Knowledge

The head of a business administration course in one of the Eastern universities advises college men to acquire a knowledge of world affairs and general information through reading of the newspapers.

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

Asa Wilson

PUBLIC HAULING

We Go Anywhere Any Time.
Phone 160-W

Hauling Milk a Specialty

And Now for Cotton Sacks

We have Pick Sacks Ready Made
in 4 1-2 ft. and 6 ft. sizes,

OR

if you want to "Make Your Own"
Cotton Sacks, we have

8 Oz. Duck

Hinton & Hutton Company

Dry Goods Department

To Give Even Better Service
we are opening

The Norris Service Station

on Poplar Pike at Brooks Pig Stand

J. C. Norris, Mgr.

COMPETENT MECHANICS

ROAD SERVICE

We will continue to operate the NORRIS SERVICE STATION
in COLLIERVILLE.

When You are Hungry

The NICKLE INN

M. V. MOORE, Manager

at The Superior Service Station

"Those Good Hamburgers for 5c"

Try our Home-Baked Pies!

COLD DRINKS

CURB SERVICE

A Balanced Feed for Greater Egg Production

Breeding, Care and Feeding are
Three Great Essentials for

Profitable Egg Production

Many Poultry Flocks are "shot to pieces" during these summer
months by being turned out to pick their own living....Laying
Hens that have had access to hoppers filled with Mash and an
ample supply of Scratch Grains find themselves running the timber
lot and pasture for what they can get....Result not enough feed.

Jewel Egg Mash

fed with the right proportion of Scratch Grains makes

A BALANCED FEED FOR EGG PRODUCTION, and

WILL MAKE YOUR HENS LAY WHEN THE EGG MAR-
KET IS PROFITABLE.

Now is the Time to Begin
Feeding for Fall Laying

COLLIERVILLE CASH FEED STORE

Our Telephone is No. 184

"A FEED FOR EVERY FEEDING PURPOSE."

Bring Us Your Cream.

SOCIAL AND PERSONAL

H. W. Schrader was in Memphis
Wednesday afternoon.

Miss Mildred Watkins spent the
past week with friends in Memphis.

Mrs. Laura Williams of Memphis
spent Tuesday here with friends.

Mrs. Virginia Piper was in Mem-
phis Tuesday.

Mrs. G. L. Jones is on the sick list
this week.

Miss Mary Looney of Barton visit-
ed friends here Tuesday.

Miss Louise Farabee and Mrs.
Paul Bennett were in Memphis yes-
terday.

Mrs. Joe Powell is visiting her
daughter, Mrs. Howard Jameson in
Memphis, this week.

Mr. and Mrs. T. J. Finger of Ter-
rell, Texas, are visiting their niece,
Mrs. J. P. Horton.

Mr. L. H. Jones of Memphis was
a guest Thursday of Rev. and Mrs.
J. P. Horton.

Miss Beatrice Burrows and Miss
Callie Ellis of Memphis are visiting
Miss Evelyn Moore this week.

Rev. and Mrs. J. P. Horton spent
Monday in Water Valley, Mississippi,
with their daughter, Mrs. Byers.

Earl Clayton of the Hinton and
Hutton Company is away on his va-
cation this week.

Messrs M. V. Kirk, J. F. Dudley
and D. G. Delaney were business vis-
itors in Memphis Wednesday.

Misses Mary and Martha Thomas
of Rossville are visiting their sister,
Mrs. H. G. Keough, this week.

Miss Prussia Hansen of Hardy,
Ark., has accepted a position with
the Millin Drug Company.

G. D. Mebane of Hughes, Arkan-
sas, will spend the week end here
with homefolks.

I. M. Hooper of Memphis was vis-
iting Mr. and Mrs. Walter Harris
Thursday.

Miss Lena Leith was out from
Memphis Wednesday visiting among
friends.

Mrs. Watkins Graham of Little
Rock, Arkansas, visited Mr. and
Mrs. Walter H. Harris, Tuesday afternoon.

A. Dodson left this week for Daw-
son Springs, Kentucky, where he will
spend several days.

Miss Bernadine Reed of Memphis
spent the past two weeks with Miss
Paul Chilton.

Mrs. W. E. Anthony and children
spent Saturday in Fisherville with
her brother, Mr. Grady Sanderlin.

Mrs. H. B. Ward and baby daugh-
ter, Caroline, returned home Thurs-
day from the Methodist Hospital.

Mr. and Mrs. Milton Mann and
Milton, Jr., spent Thursday at their
farm down in Arkansas.

Mrs. W. C. Crawford and daughter
Miss Caroline of Williston were the
guests of Mrs. J. M. Mann Tuesday.

Mr. and Mrs. J. B. Gunn are en-
joying a new Ford Coupe, purchased
last week from Cooper Motor Co.

Miss Esther Watkins left Monday
for Salisbury, Tenn., where she is
the guest of friends.

Mrs. Ella Spinks of Phoenix, Ari-
zona, was a guest this week of her
cousin, Mrs. Walter H. Harris.

Miss Elizabeth Baker returned
from Hardy, Arkansas, where she
spent the past week with friends of
Memphis.

Mrs. M. V. Dunn, Miss Bliss Dunn,
Miss Elizabeth Parr, Miss Dorothy
Dean and Miss Elizabeth Baker re-
turned to Rogers Springs, Wednesday.

Mrs. Tom Jameson and Mrs. Luth-
er Caruth were in Memphis Tues-
day the guests of Mrs. Howard Jam-
eson.

J. L. Ray who was a member of
the faculty of Collierville School last
session and who is now of Walnut,
Miss., was here Thursday.

Miss Grace Piper has returned
from Elba, Tenn., where she was
visiting her grandparents, Mr. and
Mrs. Jameson.

Messrs. Douglas Hill, Brit Bald-
win and Herbert Lehman attended
the American Legion meeting in
Memphis last evening.

Mrs. Betty Craig has returned
from Caruthersville, Missouri, where
she was visiting her niece, Mrs.
Jumper.

Mr. and Mrs. Paul Wilson and son
Madison, spent two days this week
motoring to points in Mississippi and
Tennessee near here.

Miss Ruth Rush returned Monday
from Philadelphia, Miss., where she
spent a pleasant vacation of two
weeks with homefolks.

Miss Evelyn Moore will leave soon
for Nashville, for a visit of several
weeks in the home of her uncle, Mr.
J. W. Moore.

T. J. Simmons left Monday for a
business trip to Blytheville, Arkan-
sas, and while away will visit his
sister and other relatives.

Mr. and Mrs. Chas. Jameson and
Mrs. Serena Burchett attended the
all-day services at Pleasant Grove
church-near Rossville last Sunday.

Mrs. M. Priddy and daughters,
Misses Lela Belle and Nellie, of Mem-
phis were the week end guests of
Mr. and Mrs. Baxter Humphreys.

The many friends of Mrs. Sam
Hinton, Sr., are glad to know that
she is rapidly convalescing at her
home following a few days illness.

Mr. and Mrs. W. W. Hutton and
son, Billie left Sunday evening for
a vacation trip to Asheville and other
mountain cities of North Carolina.

Mr. and Mrs. E. P. Strong and
daughters, Misses Mary and Eula,
spent Sunday with friends in Mem-
phis.

H. R. Wooten of Memphis who is
operating the WREC Service Station
at the corner of Central and Park-
way was visiting here Wednesday.

Mrs. James Cartwright and four
children, Billy, Jimmy, Helen and
Betty, and Mr. Milton Cavett of Hel-
ena, Arkansas, have been visiting
Mr. and Mrs. Milton Mann.

Mr. and Mrs. A. T. Crawford had
as their guests Tuesday, Mrs. J. D.
Hewlett and daughter, Miss Irene,
of Rosvill, and Mr. and Mrs. Willie
Hewlett of Memphis.

Mr. and Mrs. Marion Davis and
daughter, Miss Mary, and Mrs. Anna
Davis and daughters of Memphis are
the guests this week of Mr. and Mrs.
John Little Dean.

Miss Nannie Flannigan was a call-
er at the Herald office Thursday and
renewed her subscription to the pa-
per besides giving the Intertype op-
erator some very fine peaches.

B. B. Isbell who has been quite ill
the past several weeks is much im-
proved this week. He was able to
be up Tuesday, and is rapidly re-
gaining his health.

The little son of Mr. and Mrs.
Sherlock Johnson has been sick the
past week. He was taken to Mem-
phis Tuesday for treatment, and is
much better now.

Mayor J. T. Patrick who hasn't
been feeling so well for some time
due probably to the hot weather is
some better this week. He is able
to come down town each day for his
mail any way.

Mrs. E. W. Martin has as her very
pleasant guests this week her father,
Mr. R. H. Stroud, and her sister,
Mrs. J. Murray Taylor, and two
children, Margaret and Murray III,
of Grand Junction, Tennessee.

Dr. and Mrs. S. M. McCall return-
ed home Tuesday from a motor trip
through Mississippi, Alabama and
Florida. They were accompanied by
Dr. McCall's brother, J. W. McCall,
and his wife of Memphis.

Mrs. Walter B. Mebane who has
not been well for some time is in
Memphis now with her mother, Mrs.
R. L. Person. Mrs. Mebane will prob-
ably undergo sometime next week
an operation for chronic appendicitis.

V. T. Bryant, wife and daughter,
Miss Margaret Ann, of Van Buren,
Arkansas, and Mr. and Mrs. Jack
Chilman of Fort Smith, Arkansas,
were visitors last week of Mr. Bry-
ant's brother, Frank Bryant. They
returned home Saturday.

NOTICE

Friday and Saturday
August 15th and 16th

MR. ST. CLAIR THOMPSON

will be at our store to hold a special

TAILORING SALE

BY THE
KAHN TAILORING CO.
OF INDIANAPOLIS

You are invited to meet this style expert who
will present the newest ideas in fabrics and
fashions for Fall and Winter, 1930-31. He will
be glad to give you the benefit of his authentic
experience and personally take your mea-
sures for Kahn Tailored-to-Measure Clothes.

FEATURE VALUES

in Men's Suits and Overcoatings at

\$35 and \$50

(OTHERS \$25 to \$75)

MADE TO YOUR MEASURE

Kelsey Brothers



Geo. A. Hagy of the Brown Shoe
Company, was a business visitor in
our town Wednesday. Mr. Hagy is
our idea of an optimist: we found
mud chains, raincoat, and a pair of
overshoes in his car.

Little Claudia Jordan, seven year
old daughter of Mr. and Mrs. Pearl
Jordan, suffered a painful accident
Sunday afternoon when she fell from
a swing, a hook on the chain having
caught in the side of her jaw and
cutting it badly. She was carried
to the Baptist Hospital for treatment
and was able to return home Monday
and was doing nicely at last reports.

DR. AND MRS. ROY ENTERTAIN

The Night Club members of Col-
lierville and a few friends from Mem-
phis enjoyed a pleasant game of
Bridge with Dr. and Mrs. Vance C.
Roy last Thursday evening at their
home at 2181 Monroe, Memphis.
Refreshing iced punch was served
during the game and a delicious ice
course followed the game. The high
score for the gentlemen was a silver
cigarette case; for the ladies, was
a hand-painted vase; and the conso-
lation, was a deck of cards.

BEG PARDON

In the advertisement last week of
the Nickel Inn, we had the initials
of Mr. Moore, the manager, H. W.
instead of M. V. as they are. We
correct the error and will go get one
of the delicious hamburgers he can
make then call it square.

Great River at Normal

The district engineer of New Or-
leans says that the normal width of
the Mississippi river immediately
above the delta at the mouth of the
river is 8,650 feet.

YOU READ the Other Fellow's Ad

You are reading this one.
That should convince you
that advertising in these
columns is a profitable
proposition; that it will
bring business to your
store. The fact that the
other fellow advertises is
probably the reason he is
getting more business than
is falling to you. Would
it not be well to give
the other fellow a chance

To Read Your Ad
in These Columns?

Before You Buy Tires



See Us--

We have a Com-
plete Line of
Miller Tires
and Tubes

Superior Service Station

H. W. Cox, Manager

We recommend the use of a fork in slicing our
Steaks and Roasts--Knives are unnecessary.

HIGHEST QUALITY K. C. BEEF

Inquire about--

THE SAME HIGH QUALITY MEAT AT LOWER PRICES

CHAS. DEAN & SON

Phone 25

Collierville

Collierville Insurance Agency

MRS. W. N. CRAIG

Phones 99 and 15

Fire and Automobile

Insurance

Cro-Magnon Tragedy

A scientist has been trying to find
out what the cave lady, for lack of a
door, used to slam. Perhaps it was
the cave man. --Minneapolis Journal.

"Say It With Flowers"

FLOWERS
FOR ALL
OCCASIONS

Call Mrs. Delaney

Agent for Irby Harris
Florists

View of a Boss

There are two kinds of men; the
kind you can teach and the kind you
have to break. --American Magazine.