

# THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. II

Collierville, Tennessee, Friday, February 20th, 1931

No. 52

## 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

### And I Had A Friend

Signing his name as "Reginald," a writer in the Collierville Herald recently wrote an article entitled "I Had A Friend." It was a beautiful little essay on this age old subject of friendship.

Not long since we took occasion to stroll down town, and it chanced to be one of those days when everything had apparently gone wrong. A series of little incidents that now seem insignificant had followed one another, and resulted in a rather good case of what we are pleased to call "Blues."

"This friendship business is all bunk," I was doubtless saying to myself, unconsciously.

Dropping into a store on a matter of business, an unexpected thing happened. A "friend" presented himself. Notwithstanding the "Blues" this friend made his appearance, and in a most unselfish way offered to help me out of a dilemma.

"I have always felt very friendly towards you," he said, not realizing that he was lifting me out of a "slough of despond."

Out on the street I found the sun was shining brighter, and the greetings of the people along the way sounded much more friendly. Life had a better outlook.

One of the most priceless jewels on earth is friendship, and unlike the Mogul Diamond we do not have to be a Bim Gump to buy it. It is free for our giving. Wonder why we do not give more of it away?

If you had but 3 1/2 cents per day to spend for your meals, what would you eat. That is about what is being allowed for drouth victims.

THE COUNTRY GENTLEMAN is celebrating its 100th birthday as a farm journal. If you haven't seen the March issue, don't fail to get it, and read advertisements and all.

As this is written—3 p. m. Feb. 18th—the Radio is announcing a gradual raise in the market, including cotton. Who knows? Good times may be coming, just like we've been singing that it has.

Alfred W. McCann, health expert, recently passed away at the age of 52, while writing an article telling others how to live long.

February is the month of birthdays, as well as being famous for the activity of the ground-hog. Lincoln on the 12th, and Washington on the 22nd are headlines, but the eleventh stands out in our interest as the birth date of Thomas A. Edison, perhaps America's best loved great man. At 84 he is working as usual, his interest in life in general seeming just as keen as if he were many years younger.

"Ambition and the will to work are the chief ingredients for success," he told the reporters.

W. O. Saunders, Elizabeth City, N. C., speaking: "Too much optimism is at the bottom of much of our present economic disorder and depression; Rotarians and other bolters of unbalanced rations served up with weekly spasms of jazz and horseplay have harped on this one note in the whole diapason of human nature, to the exclusion of every other note." Rather plain talk to a bunch of Rotarians. Mr. Saunders made this speech before the Rotary Club of Richmond.

Thanks, Mr. Einstein, we've had the box all the time.

After looking over the universe from the huge telescope of Mount Wilson Observatory, the famous German Scientist says: "I offer it to you as a closed box, and as one who does not know what is in it."

"Mr. Einstein, it seems has abandoned his entire concept of the universe, and stands to-day, as all intelligent beings do, awed at the im-

## PARENT TEACHER ASSOCIATION OBSERVES FOUNDERS DAY

The Collierville P. T. A. observed "Founders Day" with a birthday cake and candle lighting pageant on last Friday afternoon at the regular meeting.

Mrs. A. E. Guy had arranged the following program: Piano Duet by Mildred and Esther Watkins. Edgar guest's poem, "A Package of Seed," read by Mrs. Holden. Vocal Solo by Mr. Jacobs, accompanied by Mrs. A. E. Farley. Mrs. H. F. Kelsey paid a tribute to Mrs. Burney, National Founder, and gave a brief history of the organization. Mrs. Chas. Dean spoke of the history of the local P. T. A., from the time it was organized down to the present time, and paid a tribute to its presidents. Mr. Williamson made a report of the lunch room, and thanked each and every one for the splendid cooperation it has received.

Mrs. J. H. Burkam and her efficient committee served refreshments to the twenty-five members and visitors present.

## WANTED: EXCUSES

I want to preach a sermon next Sunday night at 7:00 o'clock on EXCUSES that the non-church goers of Collierville give for not attending church services at some of our churches. Will you—any body, or every body—help me get material for this sermon? Just ask any one or all of them: Why don't you go to church? Write the answers (the more the better) and bring them or send them to me Sunday morning. A box for their deposit will be in the entry of the church. You need not sign your name or give the name of the one making the excuse; but let the excuse be a genuine home made one. Some that some body really gave to you. You will find this a very interesting in-door or out-door sport. You will enjoy getting these excuses and will be interested in hearing them discussed.

Remember, no limit to the number sent in. If you cannot come to church Sunday morning, drop a card full of excuses in the Post Office by 9:30 Sunday morning. Intermediate Endeavors have charge of the music for Sunday night.

—F. A. Coyle, Pastor.

## A WORD OF APPRECIATION

The following letter of appreciation came to two of the teachers a few days ago:

"Miss Bertie, and Miss Bryan: God only knows how proud I am of the love and respect you all have shown my children in giving them their lunches.

"I appreciate it so much, and may God's guiding hand ever be over and with each and every hand that prepares these lunches. It is so nice and sweet of you all to give them.

"May God bless you all is my prayer."

It was signed by the mother of two children that have been getting free lunches.

Something is back of it all, he says, and for a better name, he talks of "Cosmos." We talk of God.

Perhaps Mr. Einstein's visit to the United States will not be worth much to us, but let's hope that it has helped him.

"Farmers Must Work Out Own Solution," says headline in the Commercial Appeal. Now, isn't that too bad? The farm question has been such a nice political football. Many an interesting little huddle has been entered into on this farm question, and many an uncompleted pass has been made, and now to think of stopping the game, and calling upon the poor old farmer to work out his own solution.

If the farmer had all that the Government had spent trying to solve the problem, he would be in much better shape for working out his "own solution." The trouble of it, however, he has been taxed to pay for the Government's effort, and now that the Government has failed, he has the job to do with an empty purse.

## WALTER A. FRANK DIES IN MEMPHIS

Walter A. Frank, aged 59 years, died at the Baptist Hospital at 9:55 o'clock, Wednesday morning, death resulting from a self-inflicted bullet wound. Mr. Frank has been in ill health for some time, and it is believed that this caused the act.

Mr. Frank, the son of J. F. Frank, a pioneer grocer and cotton trader, was born in Memphis, but came to Collierville early in life, and for many years he has lived at the Frank home on Poplar Pike. He was well known throughout this section, and was well liked for his integrity and kindness, that were habits of his every day life.

Mr. Frank is survived by his wife, Mrs. Nettie Cartwright Frank; one son, Monroe Frank, of Memphis, one brother, John L. Frank, Memphis; and three sisters, Miss Clara M. and Elizabeth Frank and Mrs. Lenora Bower, all of Memphis.

Funeral services, conducted by the Rev. A. C. Dudley, were held at the J. T. Hinton & Son Funeral Home at 2:30 o'clock Thursday afternoon. Interment was in Elmwood Cemetery. The pallbearers were: Hugh A. Banks, Charles M. Erek, Will J. Hanker, George Burkle, R. B. Barrett, A. S. Cartwright, Monroe Cartwright, of Memphis, and John Lynch of Collierville.

## STANDFORD DALE JAMERSON

Little Stanford Dale Jamerson, the 4-year old son of Mr. and Mrs. Louis W. Jamerson, died Wednesday afternoon at 5 o'clock following an illness of several months. The funeral was held Thursday afternoon at 3 o'clock conducted by the Rev. J. P. Horton, pastor of the Baptist church. Interment was made in Magnolia Cemetery, with Hinton & Hutton in charge of arrangements.

## CAYCE

Mr. and Mrs. V. D. Brooks entertained as their guests last Wednesday night Mr. and Mrs. H. W. Jones and daughter, Miss Janie Kathryn Jones of Marshall Institute.

W. D. Wilson, V. D. Brooks and M. E. Attaway made a business trip to Memphis last Thursday.

Mr. and Mrs. Claud Salmon, from Collierville, were visiting here last Wednesday.

Mr. and Mrs. P. P. McFerrin and daughter, Sara Alice, visited relatives in Memphis last Sunday.

Her many friends will be glad to learn that Mrs. D. L. Lumsden is now able to sit up some, and is rapidly recovering from her rather long illness at the home of her daughter, Mrs. R. B. McCalla, in Memphis.

Mr. and Mrs. Clarence Brooks and daughter, Miss Elizabeth, of Victoria were dinner guests last Sunday of Mr. and Mrs. R. A. Wade.

Little Misses Katherine and Doris Williams were at home last weekend with their parents, Mr. and Mrs. D. R. Williams. These two little girls attend school in Byhalla.

Mrs. F. M. Sloan returned home last Sunday afternoon from Memphis where she spent several days with her mother, Mrs. Lumsden, and sister, Mrs. McCalla.

Boyce Higgins was in Memphis Wednesday.

Mr. and Mrs. E. M. Vick of Memphis were guests last Sunday of Mr. and Mrs. Jack Williams.

Mr. and Mrs. F. M. Sloan and Mr. M. E. Attaway visited friends in Oakville last Sunday afternoon.

Mr. and Mrs. C. W. Donaway of Memphis were the pleasant guests of Mr. and Mrs. Jack Williams last week end.

Mr. and Mrs. Walter Hooks, Mr. and Mrs. Earl Hooks and children, all of Memphis, and Mr. W. T. Vick of Byhalla, spent last Sunday with Mr. and Mrs. C. H. Hooks.

Mr. and Mrs. H. G. Brooks of Byhalla were callers in Cayce Sunday afternoon.

Mrs. M. A. Jones of Byhalla spent the past week end here with her daughter, Mrs. D. R. Williams.

Mrs. Charles Hooks spent a few days in Byhalla last week with her sister, Mrs. W. T. Vick.

Howard Jamerson, who has been quite ill with pneumonia, in Memphis, is some better this week.

## DRAWINGS FOR BASKETBALL TOURNAMENTS MADE

Drawings for the fourth district basketball tournaments were made in Somerville last Saturday, Coach Huggins getting lucky breaks for the Collierville teams.

In the boys tournament, which meets in Covington on February 25th, 26th, 27th, 28th, Collierville drew a bye, and in the second bracket will take on the winners of the Germantown-Covington set-to. If the local boys are able to handle the winners of this contest, they will doubtless take on Whitehaven or Brighton Friday.

It is felt that the boys will be able to fight their way to the semifinals, and get a chance at either Whitehaven or Brighton. Coming out of the second bracket will doubtless be Millington or Munford, and perchance Collierville could eliminate the contenders of their own bracket, they would go into the finals against one of these strong teams—Millington or Munford.

The girls will settle their championship dispute at Bartlett on the 4th, 5th, 6th and 7th of March. The girls drew a bye, but will have Brighton or Ripley on the second day, and these teams usually furnish plenty of opposition. Surviving this tilt, they would run into real fighting territory on Saturday when they meet the winners of the upper bracket which will doubtless be Millington or Bolton.

The girls will meet strong opposition earlier in the play-off, but both teams are pleased with the drawings, and bid fair to stay in the running for a good part of the time.

The drawings are given below: The boys' meet opens at 7:30 p. m. Wednesday, February 25, with Somerville playing Millington. At 8:30 Ripley will meet Munford. Bartlett and Bolton draw byes. The second bracket opens at 7 o'clock Thursday night, with Moscow playing Browns-Whitehaven, and at 9 o'clock Germantown plays Covington. Collierville drew a bye. The quarter-finals Saturday afternoon and the finals at 9 o'clock Saturday night. Boys' seeded teams are: Millington, No. 1, Whitehaven, No. 2, and Munford, No. 3.

Play in the girls' tourney will begin at 7:30 o'clock on the night of Wednesday, March 4th, when Brownsville meets Bolton. Brighton plays Ripley at 8:30. Collierville and Millington draw byes. In the second bracket Munford plays Somerville at 7:30 o'clock Thursday night, and Covington plays Bartlett at 8:30. Germantown and Whitehaven drew byes. The quarter-finals will be played Friday afternoon and night, the semi-finals Saturday afternoon and the finals at 9 o'clock Saturday night. A game to determine the third place team will be played preceding the finals.

Counties included in the district are Shelby (outside of Memphis), Tip-top, Fayette, Lauderdale and Haywood. A. H. Grantham, of Covington, is director of the boys' meet and John H. George, of Bartlett, is director of the girls' tourney. Officials for both meets will be William Osteen, of Bolton, and R. K. Castellow, of Covington, referees; J. M. Smith, of State Teachers' College, timer; Ralph Hunt, of Rosemark, scorer.

Winner of the boys' tournament will be awarded an honor plaque and sent to the state tournament at Knoxville, March 5, 6, and 7. The three teams placing first in the girls' meet will be awarded \$15 each and will be eligible for the West Tennessee meet the week following this tourney. No place for the West Tennessee meet has yet been selected, but Humboldt, Brownsville and Ripley have asked for it.

Arrangements of the schedule for the girls' meet necessitated four byes, and it is probable that the four girls teams of Memphis, St. Agnes, Messick, Tech and Catholic High, will be invited to enter.

The Lila Robinson Circle of the W. M. S. of the Collierville Baptist Church met with the leader, Mrs. J. P. Horton at the Pastorium Tuesday afternoon. After a short business session, a very interesting study was had of the character "Rachel."

## FARMERS EVENING CLASS SATURDAY

"The Best Varieties of Corn to Grow in This Section" will be the topic of discussion for the Farmers Evening Class at the next meeting to be held in the Vocational Room at the High School Saturday evening beginning at 7:30 o'clock. E. B. Jenkins, Vocational Teacher at the Whitehaven school, will be the speaker who will also bring to the Class experimental data on corn.

The interest in these classes is certainly growing, there having been 25 at the meeting last Saturday evening. The average attendance this year is almost double that of last year, and much good is being accomplished through these discussions.

## FREE LUNCH CHILDREN HAVE CAKE

The big birthday cake used in the celebration program of the Parent-Teacher Association on last Friday afternoon was given to the lunch room. On Monday, it was distributed to the children who have been getting free lunches.

The cake was a big three story affair with ample layers of filling in between. The fortunate children sparkled with delight as the portions were served to them, and seemed to enjoy and appreciate it very much.

## OFFER SPECIAL BARGAINS TO THEIR COLLIERVILLE FRIENDS

During this month of February, Graves & Graves, Furniture dealers in Memphis, are offering special bargains in furniture and home furnishings. A visit to their store at this time will be worth your while, as they are showing the new styles for Spring, and at especially low prices.

Through the columns of the Herald Messrs. Graves and Graves extend to their friends throughout this section a most cordial invitation to visit their store during the month, whether you are planning to buy furniture at this time or not.

## "PICNIC PLATES AND PAJAMAS"

As we rushed around the Square yesterday morning securing items for a show window at Hinton and Hutton Company, and the window contained only a display of "paper picnic plates and pajamas." Naturally, we wondered, and had to ask Mr. Thomas about it. He, in turn, asked us if we had heard of "pajama parties." And he made the statement that he supposed they always served refreshments at such a party, so why not "paper plates at pajama parties"? Not a bad idea at that!

## SCOUT NEWS

Because of the program given at the school building last Saturday night, there was no Scout meeting, but it is hoped that every Scout will attend the meeting tomorrow night, Saturday, at 7 o'clock, in the community hall.

If you are a mother or father you know how hard it is to keep even two children contented for one or two hours. But just think how hard it is for Mr. Houston, the scoutmaster, to run the whole troop by himself. For this reason, we would like to have an assistant scoutmaster. Anyone who would like to become one please see Mr. Houston, and anyone who would like to become a boy scout, come to the meeting Saturday night.

—Reporter.

## "WE THANK YOU"

Hearne, Tex. Feb. 16th.

The Collierville Herald, Collierville, Tenn.  
Since my visit in Collierville during the month of January, and having returned to my home in Hearne, it seems that I enjoy the Collierville Herald even more than ever. I just could not do without it, for it is truly "a most welcome letter from home."  
Sincerely,  
Mrs. W. J. Marshall.

## DAIRYMEN TO MEET AT GERMANTOWN TONIGHT

First Meeting Held Last Tuesday to Devise Some Plan to Stabilize Prices

A meeting was held at the high school in Germantown on last Tuesday at which many of the dairymen of this section met for the purpose of devising some plan of stabilizing the price of milk. Under present conditions the price varies to such an extent that the producer is operating at a very small margin of profit, and in many cases at a loss.

At this meeting last Tuesday quite a few made talks giving valuable suggestions, for the talks were made by men who have studied local conditions. A committee of five was appointed to secure further data, and to work out a plan to be submitted at the meeting which will be held tonight, February 20th, at the high school auditorium at Germantown. Every dairymen, and all others interested in the situation, should certainly attend this meeting, and help solve the situation for the dairymen, for any solution of their problem, will no doubt be a partial solution to the problems of many more.

## ENLIST IN NAVY

Messrs. Tom and Earl Parker, the sons of Mr. and Mrs. J. L. Parker, left Tuesday for Memphis where they enlisted in the United States Navy. These boys left Memphis Wednesday going to the Great Lakes Training Station. They plan to take special training for a few months, and later expect to be of the crew that will leave on a World cruise.

## CORDOVA

Mr. Billie Mullins, student Freed-Hardeman College, Henderson, Tenn., was a week end guest of his parents, Mr. and Mrs. W. G. Mullins.

Mrs. Tom Seward, of Eads, is a patient at Dr. Chaffee's Clinic.

Fathers' Night was observed at the school Tuesday night when Mr. McDonald, Chairman of the Board of Education, and Miss Sue Powers were the speakers. Several stunts by the boys under the supervision of Mr. Fulghum were given. Miss Sarah Ellis and Miss Thomas gave vocal selections; Mr. Wm. Tipton played the violin accompanied by Miss Ellis. Mr. and Mrs. E. R. Peel, of Memphis were visitors of Mrs. J. W. Carter and Miss Sadie Carter Saturday afternoon.

Mrs. Gertie Reid is visiting her son, Mr. Heber Reid, and family at Normal.

Miss Margaret Morton entertained other members and friends of her Sunday School Class with a party in her home last Saturday night. Buncos and other games were played. Delicious ice cream and cake were served.

Mrs. William Tipton made a short visit with Mrs. J. D. Ellis Tuesday evening.

Mr. Arthur Lurry, of Nashville, visited his sister, Miss Ora Lurry, last week.

Mr. Rogers Humphreys is confined to his home this week with flu. Several other cases of illness have been reported. Clarence, little son of Dr. and Mrs. Chaffee, has pneumonia.

Carter Pierce, at Baylor University is recovering from the mumps.

Miss Mary Rogers spent Saturday in Memphis.

Mr. J. H. Nichols went in to Dr. Hill's Clinic Sunday for treatment.

Mrs. Miller entertained Mr. Will Blalock at dinner Thursday evening.

Messrs. J. C. Pierce and F. R. Farley were guests at a Masonic meeting in Collierville Monday night.

Mrs. W. R. Anderson was elected publicity chairman in the Parent-Teacher Association to succeed Mrs. Lassiter who resigned because of her other duties.

Mr. and Mrs. Hunter Burrows and children visited Mrs. Burrows' parents, Mr. and Mrs. A. W. Morjon, last Sunday.

Miss Blanche Strong spent the week end with her parents, Mr. and Mrs. W. N. Strong.

We are glad to report Jo Ellen and Katherine Strong improving after having scarlet fever.



The Collierville Herald

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WALTER H. HARRIS, Editor.  
MRS. KATHLEEN HARRIS, Managing Editor.

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Advertising rates on application.

Friday, February 20th, 1931

MT. PLEASANT

Mrs. John Wade and son, of Holly Springs, were the guests of Mr. and Mrs. W. D. Howard Sunday evening.

Wilson Bogard is visiting his sister who is ill in Arkansas.

Mr. and Mrs. M. P. Parks and sons of Whitehaven spent Sunday with her mother, Mrs. Etolle McCampbell.

Mrs. Albert Hammond has returned home after spending a week with relatives in Memphis.

Mr. and Mrs. N. M. Carpenter enjoyed as their guests Sunday afternoon Mr. and Mrs. Bazz Moore and daughters, Misses Madeline and Gaylin, of Collierville, and Mr. George McCulley of Williston.

After a week here with home folks Miss Maxine Conner has returned to Memphis.

Miss Jennie Hale has been on the sick list.

N. M. Carpenter and children were in Collierville last Saturday.

The Ladies Missionary Society met with Mrs. Kit King last Wednesday afternoon.

Dr. C. C. Conner attended the medical Association in Memphis this week.

Oscar Rogers, of Potts Camp was among the Sunday visitors here.

Mrs. Burton and son, Jerry, were dinner guests last Thursday in the home of Dr. and Mrs. C. C. Conner.

The fence around the school house has been completed and shrubs are being planted under the direction of the Parent-Teacher Association.

Mrs. Lillian Stille of Holly Springs met with the Club ladies last Thursday afternoon in the home of Mr. S. S. Owen.

Mesdames C. C. Conner and A. L. Chandler were in Memphis Friday.

GERMANTOWN

The Germantown Parent-Teacher Association had the annual luncheon and bridge party in the school gymnasium last Saturday. The building was artistically decorated with the red streamers on which Valentines were hung. An appetizing luncheon was served, after which the parties played bridge or bunco. Music for the occasion was furnished by the Rhythmic Orchestra composed of pupils from the piano class of Mrs. R. C. Cockroft, and a trio composed of Malcolm Bryan, Homer France and Adelaide Sullivan.

Prizes were given for the high scores made in bridge and bunco. The gymnasium was filled to capacity, and the occasion was quite a success.

On Thursday night the teams from Collierville came to Germantown for a double header with the local teams. Both decisions went to Collierville. The boys game was one of the most exciting games had here during this season. The local team was leading until less than a minute before the final whistle when Collierville sank two field goals, winning the game by the score of 29-26.

Mrs. Clifford Giller visited with her mother, Mrs. J. W. Mauldin, during last week end.

ROSSVILLE

Mr. and Mrs. George Liebkeman Sr., of Memphis spent Sunday with

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her mother, Mrs. C. C. Carruth, who is ill. Miss Jean Marie Bryant accompanied Mr. and Mrs. Liebkeman home for a visit.

Mrs. J. W. Boyd had as her guests last Thursday her parents, Mr. and Mrs. A. T. Crawford of Collierville.

Miss Beatrice Rives spent last week end in Holly Springs, Miss.

Mr. Herman Bryant, of Oklahoma City, who spent several days here with his family last week left Tuesday for Texas where he will be employed in the oil fields.

A. W. Morrison, J. B. Rives, F. K. West, F. B. Towles, and W. H. Jameson were business visitors in Somerville one day last week.

Mrs. John Crawford who has undergone an operation at the Baptist Hospital is improving.

Mrs. A. W. Morrison entertained on last Tuesday with a dinner in honor of Knox birthday. Out-of-town guests in attendance were Miss Nell Crawford of Somerville, Mr. and Mrs. R. S. Tipler of Grand Junction.

Mrs. Herman Bryant will entertain the Woman's Missionary Society at her home Tuesday afternoon.

HEALTH COLUMN

By Dr. Wallace P. Moore

"Mosquitoes and Malaria"

Though seldom fatal, Malaria causes the patient suffering in the acute stage and robs him of his strength and efficiency for months after this stage is past. It leaves him in a condition of lowered vitality for fighting off other diseases, particularly in the case of growing children.

From an economic point of view, Malaria is even more disastrous than as a cause of ill health. It entails the expense of medicine, time lost from work and absence from school. When crops must be harvested efficient labor may be scarce because of Malaria on the farm. Fertile farming districts have been abandoned because of its ravages. In town a high prevalence of Malaria may mean curtailed production for the manufacturer, smaller volume of business for the merchant, less freight for the railroads, thus stunting the growth of the whole community and reducing property values. Such conditions would afford ample cause for alarm, but for the fact that the discoveries of sanitary science place the effective weapon of preventive measures in the hands of every community that has the sense to command it.

In communities malaria is preventable by destroying the breeding places of those types of mosquitoes which are known to carry the malarial parasite from the blood of a malaria patient to that of a well person. In sparsely settled rural section anti-malaria measures are more costly and effective screening of houses with screen having not less than 16 meshes to the inch each way is more feasible. Once malaria has been contracted, however, proper quinine treatment by a physician is required to bring about a cure.

Anti-Mosquito measures are based on the habit the female mosquito has of laying eggs in water in ponds, streams, ditches, pools, barrels, tin cans, shallow wells, cisterns, in fact wherever water is standing. The belief that mosquitoes breed in grass, weeds, and bushes is erroneous. Such places may be used as a shelter from wind and sun by the winged insect but the early stages must be lived in water. Hundreds of eggs are de-



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positioned on the water surface and hatch into "wiggly tails," then into "tumblers" and finally into winged mosquitoes full grown which leaves the water and flies off to the nearest habitation, sometimes as far as a mile, for its blood meal. This cycle of development from the eggs to the adult occurs in about eight days during hot weather.

Where there is no water there can be no mosquitoes. Permanent results in preventing breeding may be obtained both in town and in the farm by draining or filling ponds, by substituting tile drains for open ditches and by avoiding leaving containers in the yard to catch water during the rains. Open ditches must be kept clean and properly graded. When it is too expensive or impracticable to use permanent measures, coal oil or any oil that will produce a film on the water surface may be used once weekly during the summer and fall. A perfect film of oil even a light film, poisons and kills the wiggly tails in the water. When oil is used however it is advisable to remove from the water all trash and vegetation which breaks up the oil film and lessens its effectiveness.

Top feeding minnows have been used with great success to control mosquito breeding, for these little fish naturally thrive on a diet of mosquito eggs and "wiggly tails." Top minnows can be generally found in creeks and in many ponds and may be seined and transferred to other places. They can be introduced successfully into ponds, streams, shallow wells and cisterns, but in this case too it is advisable to remove trash and vegetation from the water as these provide hiding places for the wiggly tails, inaccessible to the fish.

In towns anti-mosquito measures should preferably be undertaken as a community affair, but the average householder, whether in town or on the farm can do much toward the prevention of mosquito breeding on his or her premises by observing the following precautions.

- 1.—Fill or drain off all pools under the house or in the yard. Introduce minnows into stock ponds.
- 2.—Keep the ditches cleaned out and if possible replace them with tile drains.
- 3.—Repair leaky yard hydrants and shut off faucets when not in use.
- 4.—Remove or destroy tin cans, old barrels, bottles, tubs and other useless containers to a safe distance.
- 5.—Keep all necessary containers turned up when not in use and empty every container thoroughly at least once a week.
- 6.—Keep house roof, gutters free of trash and water.
- 7.—Unused wells and cisterns should be filled up with dirt or ashes or covered with an airtight cement cover. Open wells and cisterns in use should be stocked with top minnows.
- 8.—Any collection of water that cannot be removed at once should be sprayed with coal oil or other oils weekly until properly remedied.

Dr. J. C. Parr made a business trip to Memphis Wednesday.

Mr. Douglas Hill returned Saturday morning from a business trip to Nashville.

Mrs. Lottie Dunn and family, of Memphis, spent Sunday with Mr. and Mrs. Albert Persons.

The local Masonic Lodge, of Col-

FACTS WORTH KNOWING

ABOUT OUR FEBRUARY SALE

Each year, we offer our stock of fine furniture at liberal price reductions. This February, wholesale prices are down to rock bottom levels and every price tag in the store reveals a saving that far surpasses anything we have ever offered before.

Many of our customers have been surprised to learn how much they can accomplish with but a very small outlay of money during this big event. Plan to buy while prices are down. It is evident they cannot go lower than they are featured at this old reliable store.

EXAMPLES OF OUR PRICES

Exquisite Mohair Living Room Suites, which originally sold at \$165.00 are featured at \$99.00. Pullman Living Room Suites, making a bed, formerly \$233, are now \$169.00. Other Living Room Suites as low as \$69.00. \$59.00 Bed Room Suites are offered at \$29.00. You cannot afford to miss these values.



BUDGET YOUR PURCHASE

It is not necessary for you to spend your savings to take advantage of new low prices. Terms will be arranged as convenient.

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CANOVA COFFEE, Pound 31c.

LEBANON BELLE FLOUR, 24 pound Sack.....98c.

LEBANON BELLE FLOUR, 12 pound sack.....53c.

JEWEL LARD,

1 Pound 14c.  
2 Pounds 25c.



D. S. CLEAR MEAT, per pound.....16c.

MATCHLESS PEANUT BUTTER.....Small Size, 8c.  
16 Oz. Size, 22c.

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**OLIVE BRANCH NEWS**  
Miss Helen Droke, Correspondent

Mr. Will Sandidge, of Lamont, Miss., visited his parents, Mr. and Mrs. A. Sandidge, here recently.

**Dr. Vance C. Roy**

**OPTOMETRIST**  
801 Farnsworth Bldg. Memphis  
Will be at Dr. McCall's Office in Collierville, Every Wednesday.

Eyes Examined and Glasses Supplied

Mrs. A. Sandidge, here recently  
Mrs. Charlie Olmstead, of Beebe, Ark., spent a few days here with her aunt, Mrs. A. Y. Sibley, recently.  
Mr. and Mrs. Garner Lester, from Jackson, Miss., are receiving congratulations on the birth of a baby girl. Mrs. Lester was formerly Miss Elizabeth Wilkins of this place.

Mr. and Mrs. Charles Rutland and daughter, Miss Laura Mae, Mrs. E. Y. McCormick, and Mrs. W. E. Cooper, of Memphis were Sunday visitors of Mrs. J. B. Humphreys and Miss Maude Wesson.

Misses Virginia Bibb, Annie Lee Birmingham, Kathryn Winters and Nadine Gadd attended Grand Opera in Memphis last Saturday afternoon.

Mrs. Jennie Cochran and children, Billie Mae and C. D., spent Saturday and Sunday in Memphis as guests of Mrs. Matts Bramlett.

Mrs. Homer Strickland and Miss Nora Strickland were Sunday guests of Mr. and Mrs. J. W. Davis.

The February business meeting of the Methodist Woman's Missionary Society met at the church Tuesday with Mrs. Clyde Kerr, chairman, presiding. A splendid attendance and good reports by the officers showed encouraging interest in the work. It was voted and a committee appointed including Mesdames Dickey Woods, Annie Funderburek, and Lucy Mae Kerr to raise funds for a garden fence for the Methodist parsonage.

Miss Pearl Hudson and Mr. Eugene Clark sang a duet in a very pleasing manner at the Methodist church last Sunday evening.

Choir practice is now being held every Wednesday evening at the Methodist Church. Everyone is invited to attend and learn some new songs.

Miss Gladys Valden visited Mrs. R. E. Hough at Lewisburg the past week end.

Quite a bit of interest is being shown now in the A. H. S. band, several new members having joined, making fifteen in all. This band is preparing a program to be given the 6th of March. The Melody Music Shop of Memphis will have charge of the program and there will be several professional actors on the program. Come and hear a good program. You will not be disappointed.

Mr. and Mrs. W. H. Holder of Oxford visited Mr. and Mrs. D. M. Metts last Saturday night.

Mr. and Mrs. Valda Brigrance, of Center Hill, were guests of Mrs. Katie Droke last Sunday.

Mr. D. M. Metts and Mr. H. G. Lofton accompanied some Masons of Mt. Pleasant to Grand Lodge in Jackson Sunday. They will return home Wednesday.

Mrs. W. O. Cochran visited her daughter, Janice, at M. S. C. W. recently.

Mrs. Robert Kerr, Mrs. M. E. Cochran and Miss Clyde Cochran visited friends in Cochrum last Wednesday.

Dr. H. A. Stuart is now home from the hospital where he has been for treatment. Friends are happy to see him able to be up some.

Mrs. J. B. Chain, director of the music department of the school, will present the following pupils in recital on next Monday evening: Margaret Myers, Francis Thompson, Sara Kathryn Langston, Rowerlene Robinson, Frances Malone, Virginia Clair Clayton, Mattie Lou Knox, Margaret Harrison, Madeline Long, Alise Bro-

wer, Pearl Hudson, Eugene Clark, Frances Summers, Marinelle Para, Shirley Cochran, Vera Harrison, and Frances Bell.

A beautiful selection of shrubbery has been planted about the new dormitory, carrying out the plans of Mr. McKay. About 30 trees, including willow oak, red maple, elm, and sugar maple have been planted about on the campus.

The following pupils compose the Honor Roll for the fifth month of school at A. H. S.: Freshmen: Sadie Lee Pryor, Alma Brewer, Mary Glen Franklin, and Madeline Long. Sophomores: Lurline Johnson, Dorothy Acree, Sterlin Portwood, Frances Thompson, and Floy White.

Juniors: Haynes Price, and Frances Harvey. Seniors: Sara Kathryn Langston, Christine Pryor, Rowerlene Robinson and Mary Myers.

For the semester, the Honor Roll included Freshmen: Mary Glen Franklin and Madeline Long, Sophomores: Lurline Johnson, Dorothy Acree, Frances Thompson and Floy White. Juniors: Evelyn Long, and Frances Harvey. Seniors: Sara Kathryn Langston, Rowerlene Robinson and Mary Myers.

Miss Marinelle Para spent last week end in Pleasant Hill with Miss Frances Summers.

Mr. and Mrs. C. P. Winn of Horn Lake, and Mr. and Mrs. Wren Eason of Memphis, were Sunday guests of Mrs. Fannie McCargo.

Mr. and Mrs. Louis Garner and Mr. Alfred Strickland, of Memphis, were guests last Sunday of Mr. and Mrs. P. G. Para.

Thé Rev. W. P. Bailey and Mrs. Bailey, of Horn Lake, are receiving congratulation on the birth of a ten pound baby boy, born Tuesday. Mrs. Bailey will be remembered as Miss Valera Hudson of this place.

Collierville people are interested in knowing that Mr. E. A. Moore, formerly manager of the Collierville Cash Feed Store, is now with the S. M. Williamson, Inc. He writes that he will be pleased to serve his Collierville friends in any way possible.

**LOEW'S STATE**

Friday, February 20th, Loew's State presents Lawrence Tibbett in "The Southerner" with Esther Ralston, Roland Young and Cliff Edwards. This time Metro-Goldwyn-Mayer has cast the star in the role of a singing hobo and thru the entire picture runs the haunting charm of the South. This dramatic romance portrays three moving wanderers dominated by the vagabond son of an aristocratic and wealthy Southern family. They range the road, attend a hobo convention, crash a negro barbecue and generally enjoy themselves in a most unconventional manner. After years of this wanderlust Tibbett return to his home only to enter upon his strangest and most romantic adventure. He falls in love--and with his brother's wife. "The Southerner" is Tibbett's best. It's a riot of love, laughs, and swell songs.

**LOEW'S PALACE**

Beginning Saturday, February 21, Loew's Palace offers "Scandal Sheet" starring George Bancroft, Clive Brook and Kay Francis. Three great stars in a pulsating melodrama of modern lives in modern newspaper setting. Bancroft, the editor of a scandal paper whose slogan was--"If it's news, print it, no matter whom it may hurt." Clive Brook enacts the part of a wealthy banker and Kay Francis is the woman in the case. Miss Francis, the adored wife of Bancroft falls in love with the town's biggest banker. At the same time the banker is in the shadow of disgrace because of the financial obligations of his firm. Thru a scheme to publicly expose the condition of the bank, Bancroft is himself surprised that he has news to print of his wife's elopement with Brook, which he does--in screaming headlines. Another story is dictated of the death of Brook by himself, and then he sets out to commit the deed.

**LOEW'S STRAND**

Ah! Now we have it--a college picture without the aid of a football game and it's last minute touchdown. Loew's Strand presents Monday 23rd, "Girls Demand Excitement" with John Wayne, Virginia Cherrill and Marguerite Churchill, a Fox Movie-tone collegiate comedy. Wayne heads a group of boys whose purpose it is to end co-education at the college. Cherrill learns this and sets out to "get" Wayne. With or without the psychology class' experiment on the effect of kissing, it's a great picture.

Those who missed Lawrence Tibbett in "New Moon" will have the opportunity of seeing this picture at Loew's Strand beginning Thursday February 26th. He is supported by Grace Moore whose characterization of a singing princess has brought her talents to the front in talking pictures.



**Is your car giving Good Service?**

The Trained Mechanics in our well equipped shop are competent to take care of your car needs.

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White Leghorns, \$8.00 per 100

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CUSTOM HATCHING. Prices Very Low. Setting every Third Day--Chicks Hatching every Three Days. ORDER TODAY!

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A close inspection of our stock of Lumber, Hardware, Building Materials, Paint and Coal will reveal the fact that we have one of the cleanest and best assorted stocks in this vicinity. And a similar inspection of our prices will show that we ask no more for it than others ask for much inferior stuff.

The two greatest salesmen on earth--QUALITY and PRICE, are constantly working for us and you'll always find us a step ahead of others in Quality and a step behind in price.

**MAJESTIC RADIOS and MAJESTIC ELECTRIC REFRIGERATORS.**

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**ELECTRICITY GIVES YOU TIME FOR OTHER THINGS.**

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**14 FEEDS - IN EVERY THIMBLEFUL!**

14 FEEDS... all in one tiny thimbleful. 14 good feeds which are there in just the right proportion. There's the story of a real chick starting feed... Purina Startena Chow. A real story because one thimbleful of feed is all one chick can put into its little crop in one day.

Out of this tiny thimbleful a chick must get so much. That's why the 14 different feeds are there. Cod-liver oil...dried buttermilk...alfalfa flour... granulated meat...wheat germ meal...linseed meal...these and eight other feeds are in every thimbleful of Purina Startena Chow...each one with a real job to do. Mixed over and over...960 times... every thimbleful alike.

The 1930 national feed survey of 1,834,513 chicks tells you the kind of a job these thimblefuls do. At six weeks of age, 92 out of every 100 Purina-fed chicks are alive and growing. And they weigh an average of one-fourth of a pound more than other chicks. There's the story for you! The proof that the 14 feeds in Purina Startena Chow (mash or all-mash) actually give a chick the many, many things it must get from a thimbleful of feed. Purina Startena Chow is here...ready for you to feed. Call or drop in-on us in your first spare moment.

Purina Startena Chow (Mash or All-Mash)  
Purina Chick Chow (Scratch)



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MATINEE  
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and, of course, these new shades may be had in either Service or Chiffon weight.

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Star Brand Shoes

J. M. MANN & SON

Save Your Baby Chicks



FEED THEM

International Chick Starter

INTERNATIONAL CHICK STARTER, proven over a period of twenty years, has been more than satisfactory. It furnishes all the necessary materials for health, growth and development. Money will not buy a higher quality chick starter.

INTERNATIONAL CHICK STARTER is different from ordinary chick mash. It is almost a fool-proof chick starter. The digestive stimulants aid the digestion and assimilation of food, keep the digestive tract clean, build up the physical condition of the chick, and create a healthy, natural thirst, causing the chicks to drink more water and milk, which is so necessary to proper growth and development.

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Compliments Visitors

Mrs. J. B. McFerrin is enjoying as her guests this week her sister, Mrs. J. G. Price, of Dyersburg, Tenn., and friend, Mrs. R. F. Coppage, of Carruthersville, Mo. On yesterday Mrs. McFerrin entertained informally at luncheon, honoring her two guests and several of their friends.

Entertains at Valentine Party

Young Miss Mae Montyne Treadwell honored some friends from the First Grade on Wednesday afternoon at a delightful Valentine party. Dainty Valentines and the colors red and white had been prettily used in decorating, and jolly games had been planned, so that the occasion was marked by beauty and gaiety. In the late afternoon plenty of ice cream and cake were served to the tired but happy bunch of thirteen little boys and girls.

Mr. and Mrs. E. D. Herrick Return to Former Home in Bailey

"Neighbors" in the Poplar Pike communities are heartily delighted over the fact that Mr. and Mrs. E. D. Herrick, who have been living in Memphis during the last two years, have returned to their former home in Bailey. But these neighbors are much distressed to learn that Mrs. Fred Wedgewood, who resides with her sister, Mrs. Herrick, had the misfortune to fall last Saturday and fracture her hip. Her friends wish for Mrs. Wedgewood an early recovery.

Presbyterian Woman's Auxiliary Is Entertained by Mrs. Norfleet

On Tuesday afternoon, the Presbyterian Woman's Auxiliary met with Mrs. W. W. Norfleet, with twelve members present.

Mrs. R. D. Wilson, Vice-President, presided over the meeting which was marked by enthusiasm. Devotional was conducted by Mrs. E. F. Farley.

Plans for the Foreign Mission study class were made and scrap book pages given in. Other items of business were disposed of and a social hour followed, during which enjoyable refreshments were served.

Mr. and Mrs. W. W. Hutton Entertain at Dinner

On last Monday evening, Mr. and Mrs. W. W. Hutton, assisted by their young son, Billie, entertained with a dinner party, the occasion being their ninth wedding anniversary.

The living room and dining room were beautifully adorned with jonquils and ferns. The guests enjoying the hospitality of the occasion included Mr. and Mrs. J. W. Woodward, Mrs. T. R. Alley, Mrs. S. C. Fleming and Miss Eleanor Fleming.

Former Collierville Girl Sings Over WMC

Those radio listeners who tuned in WMC Tuesday afternoon at 1:15 were given a delightful fifteen-minute program by "Periwinkle," who sang in a clear, sweet, appealing soprano three songs—"Memories," "Absent" and "In the Garden of My Heart."

And "Periwinkle" is none other than Mrs. J. C. Brown, of Houston, Texas, and a former resident of Collierville as Miss Louise Mangum. Collierville friends will be delighted to know that at this time Mrs. Brown is the guest of her mother, Mrs. M. L. Mangum. Mr. Brown has gone on to New York to attend certain business matters.

Maud Cowan Chapter, U. D. C., Meets with Miss Dorothy Wilson

An interesting meeting of the Maud Cowan Chapter, U. D. C., was held on Tuesday evening with Miss Dorothy Wilson.

In the absence of Mrs. Thomas Miller Dean, the President, Miss Oneida Leake, Vice-President, presided over the business session gifts of twenty dollars each being voted for the Community Relief Fund and the School Lunch Room.

Following, an enjoyable, appropriate program was presented by Miss Ruth Weinstein, program committee chairman.

A tempting salad plate was enjoyed late in the evening.

Applications papers for seven new members have been filled out, and there are other prospective additions to this enthusiastic chapter.

4-H Club Is Entertained

Members of the Collierville 4-H Club were delightfully entertained on last Friday evening at the home of Mr. Arnold Houston. The rooms were beautifully decorated with the

Valentine colors, red and white.

Many new and interesting games and contests were enjoyed. The most popular game was that of shooting for fortunes with a Cupid's bow and arrow. Delicious refreshments and Valentine candles were served.

Special guests were Mrs. James Northcross, Mr. A. L. Hurdle, Misses Florence Coyle, Lordeanya McCandless, Martha Hughes, Grace Piper, and Josephine Anthony. The members who were present included John Kirk, Jr., Claud Salmon, Jr., Paul Piper, J. B. McCandless, Ewing Lee Hurdle, Thomas Suggs, Willard Livingston, Aubrey Ballard, Perry Hughes, Floyd Stafford, Cecil Yarbrough, Garner Rutledge, Albert Persons, Jr., Vincent Persons, Mary Bernice Northcross, and Lowanna Collins.

Mr. and Mrs. J. H. Irby attended the funeral Thursday afternoon of Walter A. Frank, in Memphis.

Mr. C. M. Evans, who has been sick for the past several weeks, was not doing very well yesterday.

Miss Alma Livingston spent Tuesday in Memphis with Miss Katherine Burchett.

Mr. G. D. Mebane is over from Hughes, Ark., this week enjoying a few days with homefolks.

Miss Helen Williams, of Forest Hill, spent last week end with Miss Loraine Burchett.

Mr. and Mrs. Harvey Strong and son, of Memphis, spent Sunday here with relatives.

FOR SALE—Mules and Farming Implements. B. B. Isbell.

J. P. Cowan, of Southwestern, was a week end visitor with relatives here.

Miss Linnie Frances Wilder, from Galloway, was the week end guest of Miss Ruth Piper.

Miss Mildred Cowan spent Wednesday and Thursday with Mrs. R. C. Cockcroft at Forest Hill.

Mrs. Walter G. Mebane, of Greenville, Miss., with a group of friends, attended the opera "Mignon" last Saturday evening in Memphis.

Miss Nancy Cantrell, Field Agent for Milligan College, was the dinner guest Tuesday of Rev. and Mrs. F. A. Coyle.

Mrs. Ella Roach returned home Tuesday from Alabama where at different points she has been visiting relatives and friends.

Mrs. Florence Harrell, Mrs. Joe Hicks, and Mrs. Robert Ezell, from Memphis were guests of Mr. and Mrs. W. W. McGinnis last Friday.

Dr. and Mrs. J. G. Price, of Dyersburg, are the guests of Collierville relatives this week. Dr. Price is attending the Tri-State Medical Association in Memphis.

Miss Lena Leath, and Mr. and Mrs. Walter H. Harris heard the beautiful opera, "Mignon," as presented by the Chicago Civic Opera Company at the Ellis Auditorium Saturday evening.

Mrs. Kate Holden enjoyed both the Saturday matinee and evening performances of the Chicago Civic Opera Company at the Ellis Auditorium last Saturday.

Mrs. T. H. Humphreys, who was operated on last Saturday morning in Memphis, was thought to be very much improved Thursday noon, and friends are hoping that she may soon be able to return home to Collierville.

Mr. D. D. McFarland, of Memphis, dressed two very attractive show windows yesterday for the Bryant Cash Store, displaying Lucky Strikes and Cremos.

Mr. and Mrs. Henry H. Willins, of Memphis, are receiving congratulation on the birth of a baby daughter who arrived at the Methodist Hospital February 8th. The young lady has been named Anne Livingston Willins.

Mrs. Willins will be remembered as Miss Claudia Livingston of Collierville.

Mr. and Mrs. J. H. Irby enjoyed as their guest Wednesday night, Mrs. Irby's niece, Miss Frances Pope, of Washington, D. C. While looking after business affair in Memphis this week, Miss Pope has been the house guest of Mrs. Louis Morrow. She will leave today for her home in Washington, going back by way of Chicago where she will visit other friends.

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LA FRANCE Hose are good—the very best quality!



La France—full fashioned, all silk, picot top, Dull Grenadine Twist. Chiffon or Service Weight. Narrow French heel.

Former Price \$1.50, NOW, \$1.00 per pair.

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SERVE YOURSELF

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Prices Good for Saturday, Feb. 21st

No. 2 1/2 Can SAUERKRAUT	9c
Macaroni, 10c size,	6c
SUNSET SARDINES, large size	9c
Spaghetti, 10c size,	6c
No. 2 1/2 Can BANQUET PEACHES, Richfield,	17c
8 Boxes Matches,	24c
No. 2 1/2 Can PEARS, Richfield	21c
Cheese, Fancy Brick, lb.	22c
SWEET PICKLE, Banner Brand, quart jar	24c
24 lb Sack Snowflake Flour,	65c
COUNTRY PORK SAUSAGE, 20c. per pound, 2 lbs for 35c.	
12 lb Sack Liberty Flour,	38c

DRY GOODS DEPARTMENT

\$5.00 MEN'S SHOES	\$4.50
\$3.25 MEN'S SHOES	\$2.65
WOMEN'S SHOES, Regular \$2.95 Value	\$2.25
CARHARTT OVERALLS, per pair	\$1.40
CARHARTT JUMPER	\$1.40
\$5.00 Lace RUBBER BOOTS	\$4.50
\$4.50 RED RUBBER BOOTS	\$3.95
LADIES HOSE, Regular 25c. value, per pair	15c

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