

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. III.

Collierville, Tennessee, Friday, February 27th, 1931

No. 1

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

Governor and Senator-elect Huey P. Long, of Louisiana, has made his first national bow since being elected United States senator by stirring quite a controversy on the question of eating corn bread and pot-luker. The depth of this question indicates very clearly the type of statesmanship we are to expect from Louisiana's new senator. He will doubtless fill very creditably the space left vacant by the forced retirement of South Carolina's Cole Blaise.

As this is written, February 23rd, Chicago is fighting it out at the polls in an effort to elect a mayor. William Hale Thompson, who is seeking re-nomination for a fourth term, carried around with him as a part of his campaign menagerie a donkey, a jackass, a camel and an elephant. It is our opinion that the people of Chicago would do themselves credit to elect the jackass instead of the gang-dominated Thompson. One of his opponents branded him as "the biggest liar and the biggest crook who ever broke an oath."

Now that Major General Smedley Butler has profited by all the free advertising he received from the Mussolini incident, he announces his retirement from the marines with a view to going on the lecture platform.

How long, we wonder, will the people put up with the useless expenditure of the many so-called investigating committees from the United States congress, and the various state legislatures, that rove over the country in luxurious ease at the expense of the tax payers.

Senator Gerald P. Nye, who has been running about over the country in luxurious ease at the expense of the tax payers.

Senator Gerald P. Nye, who has been running about over the country prying into the expenditures of senatorial candidates has broken into the headlines with his expense account. It seems that the 38-year-old member of our upper house is also chairman of the Public Lands Committee. During the Christmas holidays last year he took his entire committee, their wives and relatives, on a trip to Florida. A part of the time they traveled in a Miami yacht, with orchestra and other Lydian lights that cost we, the people of the United States \$1,687.50.

His committee on campaign investigation is getting ready for their annual rove after congress adjourns, March 4, and has been provided with a fund of \$96,000, and there is another \$50,000 so arranged as to make it possible for him to draw upon it if needed.

Our own state legislature has committees roving around with their members drawing \$16 per day, and the combined efforts of all of them will not be worth thirty cents to the taxpayers.

Here are the real wonders of the world, according to Dr. Rose Gunn, of the Naval Research Laboratory: No. 1. The enormous amount of power in the universe; 2. The immensity of space; 3. The intricacy and magnificence of things; 4. The orderliness of nature.

If we could add another it would be the Time. When did it begin, and when will it end. Go back two hundred thousand billion trillions of years, and how far are you from the beginning of time, and in what way can it ever end?

It is estimated that the world weighs six thousand million million tons—6,000,000,000,000,000,000—and if you don't care to accept the figures get out and weigh it yourself.

And just to think that after all these years of waving red flags in front of us to make them mad, scientists have found that all bulls are color-blind, and a white flag would be done just as well.

COUNTY HEALTH DEPT. MAKES TOOTH SURVEY

How many cavities do you have? That may be a very popular question among the elementary children in the Collierville school since 218 of them have been carefully examined by Dr. McRae, representing the Department of Health of Shelby county.

Out of the 218, Dr. McRae found only 34 with teeth absolutely free from cavities.

However, 138 were checked as "good," 73 as "fair," and only 7 as "poor."

Each child has a card upon which all defects have been marked, and they are being encouraged to go to a dentist and have such corrections made as are needed.

Dentists throughout the county are cooperating with the Health Department in trying to improve teeth among school children.

THE TEN COMMANDMENTS OF CHICK RAISING

The Ten Commandments of chick raising . . . as essential to the poultryman's success as Moses' original laws . . . are offered in the 1931 edition of the Purina Poultry Book . . . a handy hip-pocket volume of 100 pages, devoted entirely to the feeding, care, management, diseases and cures of poultry.

In brief form this outline gives a simple plan of what the poultryman should do to raise a high percentage of his chicks . . . to care for them properly . . . to give them what they need for life, health and growth . . . to cure their ailments . . . to guard them against infection and disease.

Numbers one and two of these commandments lay the foundation for chick raising: "Move the brooder house to new ground," and "thoroughly clean and disinfect all equipment." These precautions are deemed necessary to prevent and chance of disease being carried over from last year and to give this year's chicks the chance to start without handicaps of any kind.

The third commandment advises that brooder houses and stoves be carefully regulated for several days before the chicks arrive to insure even, steady temperature conditions, proper ventilations, and the elimination of drafts.

A sound piece of advice is offered next: "Start with early-hatched, vigorous chicks"; with the explanation given that early-hatched chicks mean pullets laying early in the fall at the beginning of high prices, and broilers ready before the market is glutted.

Not more than 360 chicks should be placed in a 10x12 brooder house, the next law declares, since more than this number will mean crowding, with the consequences of poorly developed, stunted, and possibly diseased birds.

Commandment No. 6 explains that a drinking fountain and a two-foot Startena feeder should be provided for each 50 chicks to allow each individual chick all the room it needs to get feed and water . . . upon which life and health depend.

Frightening or stampeding chicks by sudden movements is advised against in No. 1 since, if done only a few times, it will mean highly temperamental chicks which are thrown off feed by slight disturbances, resulting in poor development. Chicks should be taught to roost early, says No. 8, usually beginning about the third or fourth week.

The ninth commandment advises the adoption of a plan of feeding which will give the chicks the right start and the best chances for growth throughout.

Finally it is recommended that every poultryman remove the cockrels, which are usually about half his flock, fatten them in a separate pen, and market them as broilers as soon as possible.

The complete set of commandments is contained in the Purina Poultry Book together with a full explanation and detailed information on poultry raising. A copy may be obtained from Hinton and Hutton, the local Purina dealer, at the store with the Checkerboard sign.

NO SHORTAGE OF SEED CORN IN STATE, SAYS U. T. CROP EXPERT

There is no shortage of seed corn or seed of other crops commonly grown in the state, J. C. McAmis, U. T. Extension Farm Management Specialist, states in reply to rumors that are being circulated in certain sections for the purpose of selling seed corn and other crop seed from sources outside the state.

"There is no indication of a shortage of seed supplies of corn, resistant red clover, lespedeza, Tokio soybeans or other crops commonly grown in the state in most localities and farmers should not be misled by these rumors but should plant the best seed they have available or can secure from other farmers or seed growers in their own sections or other sections within the state," says Mr. McAmis.

Home grown seed corn of native strains is best for planters even though the ears are small due to the drought of the past season. There may be a considerable movement on the part of seed growers in some states to ship seed into Tennessee this spring if farmers show a tendency to purchase such seed. This would be a mistake as there is plenty of home grown or native strains.

Farmers can locate supplies of home grown seed by getting in touch with their county agents, or writing the U. T. Agricultural Extension Service, Knoxville.

MANAGING EDITOR OF HERALD IS IN HOSPITAL

Mrs. Walter H. Harris, managing editor of the Collierville Herald, is in the Methodist hospital in Memphis, where she underwent a major operation last Saturday morning. Thursday noon her condition was considered very good. So as you read this issue of the Herald and find some errors, blame the editor, as we are having to read proof, get copy, rewrite, make-up, set ads, and do numerous and sundry things "all by my lonesome," until Mrs. Harris is able to get back on the job.

MOVES ROAD CAMP

J. C. Pearce moved his road camp and crew this week to Pisgah, where he will be stationed. Mr. Pearce has been here the past eight months and has built a number of miles or roads as well as doing considerable amount of work in the city limits. He hopes we will enjoy the roads he has built.

GERMANTOWN

The boys' basketball team will leave Thursday for Covington, Tenn., where they will enter the Fourth district tournament, to be held at Covington. The tournament will start Wednesday afternoon and close Saturday night. Germantown drew Covington for its fast opponents. The team will stay in Covington until the tournament closes.

A sermon of unusual interest was preached by Rev. Geo. W. Bell, pastor of the Methodist church Sunday night. His topic was, "Why So Many Marriages Are a Failure." A large crowd heard the sermon, showing that it is a topic of great interest to the people. Next Sunday night Rev. Bell's topic will be, "How Marriages Can Be Made a Success."

Miss Geraldine Moore is ill at her home with appendicitis.

Mrs. J. P. Neely is visiting her daughter, Mrs. J. R. Bryan, this week.

Mrs. William Miller spent Friday night with Mrs. Geo. Bell.

Mr. Minor Callis has been operated on for mastoids at the Memphis hospital. Latest reports are that he is doing fine.

Mr. J. W. Qualls and family, from Ingram Mills, Miss., have moved to Germantown. They are living about a mile east of town.

Misses Majorie Neely, Eloise Neely and Mary Daniels, of Bolivar, Tenn., were week-end visitors with Mr. and Mrs. A. B. Ewing.

Mr. William Ewing, of Nashville, visited with his father, Mr. A. B. Ewing, last week.

Health Meeting

A mass meeting pertaining to public health matters, will be held in the Collierville Community Hall, Wednesday, March 4, 1931, at 8:00 P. M.

A number of vitally interesting problems in public health, especially sanitation, will be discussed by a representative from the County Health Department.

The public is cordially invited to attend this meeting.

BOARD OF MAYOR AND ALDERMEN
Shelby County Health Department.

LADIES OF THE CHRISTIAN CHURCH MET WEDNESDAY

The ladies attending the meeting at the Christian church Wednesday afternoon enjoyed the program to the fullest extent. The devotions were led by Mrs. Joe Hughes. Interesting talks on Bible women were given by Mrs. Moore and Miss Elizabeth Thomas. Mrs. Jackson Jamerson read a poem on "The Value of Small Things." Miss Ouida Leak and Miss Ella Dudley each sang a solo. Special feature of the evening was a Bible contest.

After the program refreshing punch was served.

Next meeting March 4, at 4 p. m.

MEMPHIS COTTON CARNIVAL

Monday, Tuesday and Wednesday, March 2, 3, and 4, Memphis Cotton Carnival will be foremost in the minds of the people of the Tri-State as well as the Mid-South. It was originated and especially designed to promote the use of more cotton material and it is the duty of every one of us to help make this venture an unparalleled success.

For your enjoyment of this occasion Loew's Theatres have arranged to show the above attractions and we are sure they will blend in with the spirit of the Carnival perfectly.

King Cotton demands your presence at the Royal Court!

W. M. U. MEETS

The Leavell circle of the Baptist W. M. U. met in the home of Mrs. John Williams Monday afternoon, February 23. After the regular circle meeting, a most delightful party was enjoyed. The lovely living room was decorated in keeping with George Washington's birthday, and every feature of the party carried out this idea through the efficient committee consisting of Mrs. Baxter Humphrey, Mrs. Frank Waller, Mrs. Edgar Morton, Mrs. Sherlock Johnston and Mrs. John Williams.

After the unique contests in which Miss Mary Flemming and Miss Lena Horton won the prizes, delicious refreshments were served.

SAVE YOUR EYES

by
Dr. C. C. Breese, Secretary

THE LADIES BEAUTY

Women in the home and in business will retain their youth and beauty longer and maintain proficiency if they would give their eyes proper consideration. The fact that one can see a cat down the street and not call it a dog is not an indication of good vision and peculiarly, those who see clearest often do so with the greatest eye strain.

Frowns, ugly wrinkles, "crow's feet" and other handicaps to beauty often result from unconscious strain of the eyes. Sometimes the cause may be defective lighting of the home or office, or it may merely mean that you are overworking the eyes or using them for work for which they are not adapted or designed, or possibly they may be straining to overcome a defect which should be corrected by glasses.

In the series which follows we will consider ways and means by which seeing can be made more comfortable, by which glasses may be avoided until a later date, and ways by which we may bring about a saving of "The Ladies' Beauty."

THE COLLIERVILLE HERALD GOES IN TO ITS THIRD YEAR

With this issue of The Collierville Herald we begin our third volume, the Herald was two years old last week. And we have enjoyed these two past years. It hasn't all been "easy sailing" either—what is? But there has been the joy of "doing things" (yes, some of you said the paper would not last) and there has been the joy in trying to serve a bit. Possibly we could have done more, we know, but does one of us ever do all they should or could do? And there is another joy of making new friends, and we know we have some real friends in Collierville and around through the territory. We are going to try our best to keep them and to make more. We know without friends we could not get along. We appreciate every co-operation that has been given us by our readers and the business that has been given the plant, both advertising and job printing. Every business house and firm in Collierville has advertised in The Herald and we especially appreciate the fact that we have eight business houses who have never missed an issue of the paper since the very first. They are Kelsey Brothers, Hinton and Hutton Company, Biggs and Dudley, Charles Dean and Son, Harrell Drug Company, Collierville Cash Feed Store, Hinton and Hutton Funeral Directors, W. W. McGinnis Lumber Company. Every other concern has advertised during the past two years but these stores have never missed an issue.

This fact has been commented on by many out of town readers and is a record we are proud of.

As we go into the third year, here's hoping that The Collierville Herald will have everybody in this section for its friend, before many months have passed and we pledge our best efforts in making the Herald "Your Home Paper."

THE PUBLISHERS.

CAYCE

Mr. and Mrs. Jackson of Sharon, Tenn., who have been the guests of Mr. and Mrs. W. D. Watson, have returned home.

Mr. and Mrs. Fred Polk were out to spend Sunday with their parents, Mr. and Mrs. J. M. Polk.

Mr. L. B. Jamison, from Memphis, visited his sister, Mrs. C. H. Broadway, this week.

Messrs. J. H. Pearson, B. M. Vick and P. P. McFerrin visited Mr. M. E. Boyd, Sunday who has been sick for some time at Mt. Pleasant.

Mr. M. E. Flanagan, from Memphis, is a week-end guest in the home of Mr. H. P. Flanagan.

Mr. and Mrs. D. V. Jamison and children of Memphis, were the guests Sunday of Mr. and Mrs. J. P. Miller-son.

Mr. and Mrs. Robert James and children, from Memphis, spent last week-end here with her mother, Mrs. Butler.

For the past week Mr. and Mrs. Herman Terry and daughter, from Memphis have been visiting in the home of Mr. and Mrs. W. D. Wilson.

Mr. and Mrs. P. P. McFerrin and little daughter of Marshall Institute, spent last Sunday with Mr. and Mrs. F. M. Sloan.

Mr. and Mrs. P. T. Sandlin motor-ed to Memphis Friday.

Mr. and Mrs. F. M. Sloan, Mrs. W. J. Attaway, M. E. Attaway and little daughter, Earline, visited relatives in Memphis Thursday.

Mr. Ray Parker made a business trip to Arlington Friday.

Messrs. V. D. Brooks and E. C. Brooks were business visitors in Memphis Monday.

Mr. and Mrs. P. T. Saddlin and son spent the past week-end with relatives in New Albany.

Mrs. D. R. Williams spent Friday in Byhalia with her mother, Mrs. M. A. Jones.

Rev. E. F. Tucker of Mt. Pleasant, was a dinner guest last Sunday of Mr. and Mrs. Jack Williams.

Mr. and Mrs. R. H. Jones and daughters from Collierville, were callers in Cayce Sunday.

Messrs. L. B. Slayden and son of Holly Springs, were in our community last week.

COOPER MOTOR COMPANY HAS NEW MECHANIC

The Cooper Motor Company has employed Mr. O. V. Smith in charge of the mechanical department. Mr. Smith is a mechanic of ability and is especially trained in Ford work. He has been with Ford garages and shops for the past years, specializing in the care of Ford cars.

Mr. Smith was formerly with the Cooper Motor Company and has many friends here who will be glad to know of his return.

LOEW'S PALACE

Saturday, Feb. 28th, Loew's Palace offers Nancy Carroll with Philip Holmes in "Stolen Heaven." This latest Carroll sensation is a real drama and the best she has been featured in. It deals with the lives of two young people bored with life such as it is and plunge, as man and woman, recklessly into a gay adventure with stolen money. They seize the one way out—gamble their lives for one wild chance—they had nothing to live for they thought, but when love really intervened and brought these two to their sane sense of mind, that was a different story and now they wanted a fighting chance for their future happiness. You may have a happy sigh as safety appears certain—but not too soon. There's a surprise finish that will lift you to amazing emotional peaks.

Coming

Douglas Fairbanks in "Reaching For the Moon." Doug at last in modern dress.

LOEW'S STATE

Friday, Feb. 27, Loew's State presents the Metro-Goldwyn-Mayer picture "The Eastest Way" with Constance Bennett and Robert Montgomery, Anita Page, and Majorie Rambeau. In the story Miss Bennett gomery. Other players are Adolphe Menjou, Anita Page, and Majorie Rambeau. In the story Miss Bennett is seen working with an advertising agency. Here she attracts the attention of Adolphe Menjou, the head of the firm. Later she travels west with Menjou as his "secretary." In with Montgomery, a young newspaper man, who leaves immediately for the Argentina. She promises to wait for him, and gives up the wealth and luxury shared with Menjou. Weeks pass and due to economic urge she again sees her former employer. Montgomery returns and a scene ensues between the three which carries the play to its surprising climax.

Beginning this week also, Loew's "Ace" Vaudeville is to offer a new type revue, something entirely different to the theatre-goers of this vicinity. Talent gathered from Hollywood and Broadway will form the stage attractions from week to week. "Gems and Jams" will be the first of these elaborate stage shows.

LOEW'S STRAND

Monday, March 2nd, Loew's Strand presents "Finn and Hattie" with Leon Errol, Zasu Pitts, Miltie Green, Lilyan Tashman, Regie Toomey and Little Jackie Searl. With "Finn and Hattie" you're here today, in Paris tomorrow. And seeing Paris with the Haddocks is seeing Paris like nobody's monkey business. There is something funny doing every minute, so let's all go from Peoria to Paris—in a journey full of glee.

METHODIST CHURCH NOTICE

Rev. R. W. Hood, Pastor

Preaching every Sunday at 11:00 A. M. and 7:00 P. M.
Sunday School 9:45 A. M.
Junior League 1:30 P. M.
Senior League 6:15 P. M.
W. M. S., Monday at 8:00 P. M.
Prayer Meeting every Wednesday 7:00 P. M.

Every member of this church is earnestly urged to make a contribution to "Kingdom Extension" and later than March 5.

Bring a worthy offering for this next Sunday if possible.

Your pastor,
R. W. HOOD.

The Collierville Herald

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

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able in advance.

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Friday, February 27, 1931.

MR. S. S. FINGER

By David E. Gayton

(Below we print an article
which appeared in The Southern
Sentinel of Ripley, Miss. Mr. Finger
is the father of Mrs. B. B. Isbell of
Collierville, and is well known in
this section.)

"The high cost of living put us
in the hole? Poo! The cost of
high living—that's what knocked
us off the Christmas tree. I tried
to warn Tippih farmers. Everybody
turned up their noses at me, called
me old fogey, branded me 'calamity
howler', and passed me as an old
tight wad and cracked-brain enemy
of progress. I guess people see now
I was right all the time. I'm no prop-
het, I'm no scholar, I'm just a hard-
headed, business man with enough
common sense to know in advance
that people can't spend more money
than they make and get by with it,
that's all."

That's how Uncle Simon Finger,
Hon. S. S. Finger, still talks to his
neighbors about hard times which
did not catch him napping, but
found him with his pockets full of
money, his funds safely and sanely
invested and enough laid up for a
rainy day to last through a Noah's
flood.

Uncle Simon is one of the oldest
active business men in Tippih
county. He still looks after his large
holdings, and his mind is as clear as
a silver bell. He looks straight into
the heart of a problem, and he finds
a way out, too. Uncle Simon used
to be regarded as pretty much of a
pessimist, but now the people of Tip-
pah are turning to him and listening
with their mouths wide open to what
he has to say.

Uncle Simon could live in a man-

son if he wanted to; could ride in
his own Packard special; could buy
up a whole flock of gilded foreflush-
ers and still have plenty of shiny
dimes to give away like John D.
Rockefeller. But Uncle Simon's
tastes are simple. He's a good deal
like Benjamin Franklin in his out-
look on life, less progressive, per-
haps, but full of home-spun wisdom
and just the kind of man to have
around when everybody is going
crazy over the perils of depression.
"Of course, there's a way out,"
exclaims Uncle Simon, "the very
same way we got into the hole, ex-
cept in the other direction. We have
been perching too high. We must
come down off our perch, plant our
feet on solid earth and live like
sensible men and women ought to
live."

"We must cut out spending money
for too many of the so-called luxu-
ries. We must work harder, spend
less, ride less, walk more, think
more about the future and not live
just for the day. We have plenty of
good land, plenty of good labor,
plenty of good capital. We lack pru-
dent management of these three fac-
tors of production. We must live at
home. We send too much money out
of our county and state. We don't
need to buy much, we can grow
nearly everything we need right here
on our farms."

Uncle Simon was reared in the
country, on a farm in the upper end
of Mississippi, just under the Ten-
nessee line. He worked hard when
a boy, saved what he made and
with a small beginning, he steadily
added to his savings until he has
piled up a snug little fortune. Uncle
Simon used to run a store up at
Finger, Miss., miles from the near-
est railway section. He sold good
goods, gave good measure, credited
his neighbors, lent a helping hand,
but insisted on collecting what peo-
ple owed him. He gradually ex-
panded his business and his hold-
ings.

Uncle Simon is not surprised that
the country is in the throes of de-
pression. He has been predicting
it for years. But he's not crowing
over it. He's keeping his head and
helping his neighbors keep theirs.

When the Bank of Blue Mountain
closed, Uncle Simon made one of
the most stirring speeches for re-
opening. He said:

"Of course, you ought to reopen.
If your notes are good, reopen; if
your notes are bad, reopen. If ev-
erything looks bright, reopen; if ev-
erything looks dark, reopen. Don't
shy off like a mule shying at a mud-
hole. Face the music. Freeze your

deposits, keep your nerve, buck the
line and cut down your cost of op-
eration. You can get back on your
feet."

His speech had a lot to do with
giving the stockholders and de-
positors fresh courage and new hope.
Uncle Simon is constructive as well
as destructive in his criticism; and
he has a canny way of seeing to the
bottom of things.

"Uncle Simon does not favor float-
ing bonds for highway construction.
He holds that going into debt deeper
is a poor way of taking care of the
present unemployment. He argues
that our people spend too much
time riding in automobiles over
highways not paid for when they
really ought to be at work making
a surplus to turn into ready cash. He
thinks that people should pay as
they go, as far as possible, and
should not borrow money except for
emergencies and for permanent and
practical investments. He has not
patience with superficial luxuries.
He thinks there is too much in life
of real value to barter away the best
things for painted bubbles."

Uncle Simon is a pillar in the
Methodist church. Religion is a real
thing with him, and he regards the
Golden Rule as the best business pol-
icy possible for any young man to
adopt if he means to succeed in bus-
iness and in life.

Uncle Simon expects to see the
country emerge from the present
depression, better for the bitter ex-
perience. He does not look for a
sudden miracle to snap us out of the
tangle. It took a good while to get
into the hole and he insists it will
take a good while to climb out. But
he is sure, absolutely sure, we can
climb out and that is what makes
him such an inspiration to those who
are down in the dumps because ev-
erything seems dark.

Uncle Simon has been trying to
hold a light up for his people for
more than fifty years. They have
snapped their fingers at his flick-
ering candles. Now they are crying
to him for a little more light. Big-
hearted, clear-headed friend that he
is, he is softly chuckling and calling
upon his neighbors to set their
shoulders to the wheel, reminding
them again:

"It wasn't the high cost of living
that put us in the hole, it was the
cost of high living. We are sure to
climb out again if we just keep climb-
ing and if we learn how to live in-
side our incomes, laying up for the
rainy days."

CORDOVA

Mr. Knox and children, of Mem-
phis, were visitors Sunday of his
mother and sister, Mrs. Knox and
Mrs. E. E. McLeag.

Miss Collie Woods is spending sev-
eral days in the home of Mr. and
Mrs. W. N. Strong.

Mrs. R. M. Houpe, local chairman
and Mrs. Clyde Yates attended a
meeting Saturday at Hotel Claridge
of the Home Service Dept. of Com-
munity work.

The Woman's Missionary Society of
the Presbyterian church held a spe-
cial prayer service at the home of
Mrs. J. F. Schwarger Friday after-
noon.

Mr. and Mrs. Will Yates, of Mem-
phis, visited Miss Ora Lurry last
Sunday.

Mrs. D. A. Webber and Mrs. F. R.
Farley and children spent last Sat-
urday with Mrs. Frank Reid and
family in Fisherville.

Miss Chaffee, of Memphis, was a
recent visitor of Miss Adelle Carl.

Mr. and Mrs. Talmage Burrows
spent last Sunday with their parents,
Mr. and Mrs. E. C. Humphreys. Mrs.
Humphreys accompanied them home
to spend a few days.

Mrs. Linnie Humphreys is recover-
ing from an attack of flu.

Mrs. Sanderlin and Miss Martha
Sanderlin visited Mrs. Webber last
week.

Miss Martha Sanderlin and Mr.
Robert Jackell were guests of Mr.
and Mrs. Rogers Humphreys last
week.

A new board of deacons were
elected last Sunday at the Presby-
terian church—Messrs. Charles and
Clinton Humphreys and Clinton
Moore.

Mrs. Miller entertained the Y. W.
A. of the Baptist church with a
Martha and George Washington cos-
tume party last Wednesday.

Mr. R. C. Conley and two children
are recovering from recent illness.

The ladies of the Baptist church
gave a surprise miscellaneous show-
er for Mrs. W. N. Strong Monday af-
ternoon. Mrs. Strong is still confin-
ed to her home.

Mrs. Dickey, of Memphis, was a
visitor of Mrs. R. M. Houpe last
week.

After spending several days with
her son, Mrs. Annie Farley has re-
turned to her home in Moscow.

Mrs. Mary Williams has returned
home after a visit with her aunt.

Sorry to report that Charles

FACTS WORTH KNOWING

ABOUT OUR

FEBRUARY SALE

Each year, we offer our stock of fine furni-
ture 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 sur-
passes anything we have every offered be-
fore.

Many of our customers have been sur-
prised to learn how much they can ac-
complish 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 fea-
tured 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 Liv-
ing 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 sav-
ings to take advantage
of new low prices.
Terms will be arrang-
ed as convenient.

GRAVES & GRAVES
FURNITURE

173-75 South Main St.

Memphis, Tennessee

(One-half block north of New Orpheum Theatre)

HINTON & HUTTON
FUNERAL DIRECTORS
AMBULANCE SERVICE

Phone 15
Night Phones 137 and 177

Not Rice-Eating Nation

Rice-eating Chinese are limited to
only certain parts of China. In large
portions of the republic the people
hardly know what rice is. The Na-
tional Geographic society estimates
that at least 150,000,000 people in
China depend upon wheat as their
chief food. North China, especially
Manchuria, is one of the world's great
wheat sections.

Shakespeare's Great Drama

Of the ten of Shakespeare's histor-
ical plays the drama, "King Henry IV"
is the most brilliant and various. It
was esteemed by Verplanck: "The
most popular of all dramatic composi-
tions in the language." Composed in
1596 or 1597, it was first printed in
the latter year. In this play Shake-
speare first introduced the rollicking
character of Sir John Falstaff.

ANNOUNCING
Cooper Motor Company
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Mr. O. V. Smith

To take charge of their Mechanical De-
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Motorists have learned through experience that it pays to use a
high quality gasoline and oil in their motors.
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No. 2

In a Series appearing in this newspaper

MY purpose in being here in business is
to supply at a fair price what you need
to make successful crops.

This year I am in better position than ever be-
fore to help you. I have contracted for my
supply of Chilean Nitrate at the lowest price
in years. I can pass this saving on to you. I
recommend Chilean Nitrate...the nitrogen the
South relies on for real money-making crops.

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CHILEAN Nitrate is the natural nitrate
fertilizer. For more than 100 years it has
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results. There is just one thing to think of
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one best nitrogen for your crops. Remember
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There are two kinds of men; the kind you can teach and the kind you have to break.—American Magazine.

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Collierville, Tenn.

Collierville Service Station

HEALTH COLUMN

By Dr. Wallace P. Moore

"WHEN A MOSQUITO PRESENTS ITS BILL NEXT SUMMER"

In many parts of the South, including parts of our own county, there has been a gradual increase in the malarial sick rate since 1927. Is history going to repeat itself in our own homes again during the coming summer?

It really does seem strange that we should allow a source of malaria carrying mosquitoes to exist close to our homes, particularly when the place is one that could be easily drained. Also it seems strange that some of us continue to live in homes not properly mosquito proofed, since we have such an economical and effective means of doing the work, thereby eliminating the mosquito from our homes for always.

Among hundreds of people who had malaria in Shelby county during last summer and autumn, there are many who yet have the malaria parasites or malaria germs in their blood ready to give back to the new crop of malarial mosquitoes that will hatch from June to September, 1931. If we could stop these persons from giving these germs to the mosquitoes that can carry these parasites into our homes, malaria would die out as surely as yellow fever (which is carried by a certain kind of mosquito) has disappeared.

Most of us who get the malaria germ in our system could get rid of it completely by taking the "Quinine Treatment" under the direction of our family physician for a period of several weeks. Your family physician will tell you so. But it would accomplish little in most cases, if we

started to take the treatment and then quit before completing it. If our neighbors or friends carry these parasites in their blood, the mosquitoes at our house get them when these persons visit us after dark. If the malaria mosquito was absent there would be no spread of malaria from one family to the next.

There are many homes in our county where the malaria mosquito sources, within flight range of the home, can be drained completely at less cost in man hours of work than it would take to pay for the chills, the time lost, the potential funeral bill, and then the suffering of the little children would cease. When mosquitoes (Anopheles) the best investment the owners or farmers or tenants could make would be to get together on the project, pitch in while the weather is cool, and get rid of the trouble once and for all by simple ditching. We also drain our fields if the corn or cotton needs it, and we and our families need this drainage as much as the plants do. If we have malaria it is our own fault in most cases and yet there are those who pay the medicine bills, lose valuable time, and have suffering in their families season after season, when often a few days work would put a stop to it all for once and for always.

WHO IS THE HEAD OF OUR FAMILY, MOSQUITO OR MAN?

Cling to Old Customs

The language spoken in the Channel Islands is not modern French, but a dialect of Norman-French, which varies from one island to another. There are many curious survivals of feudal customs and ceremonies of government, which are proudly and carefully observed. The islands have their own flag, the flag of Normandy, with three lions in white and scarlet.

JOT IT DOWN

That we do the very best line of Commercial Printing and at reasonable prices. Give us your next order and let us prove our assertion.

Bear in mind, we want your business, and we propose making ourselves deserving. Are you with us?

THANK YOU

OLIVE BRANCH

Miss Helen Droke, Correspondent

Mrs. D. C. Funderburke and Mrs. W. M. Birmingham entertained the Ladies' Missionary society of the Methodist church in the home of Mrs. Funderburke last Tuesday. Mrs. J. E. Birmingham led the program for the afternoon. After the program and business attended to, a delightful social hour was enjoyed.

Mr. Nolen Eason of A. and M. college, spent the past week-end here visiting his parents, Mr. and Mrs. E. E. Eason.

Mr. and Mrs. Graydon Flowers, of Mattson, Miss., were guests in the Flowers home here last Saturday.

Mrs. Ella Woods, of Marianna, visited her daughter, Mrs. Flynn, last week.

Mrs. W. H. McNemar and Miss Gloria McNemar have moved in the home with Mrs. Winders. Miss McNemar attends school at the A. H. S.

Mrs. E. L. Wrenn and children, of Clarksdale, were visitors of Mrs. W. T. Woods Saturday and Sunday. Mrs. Fred Carrol of Lyons, Miss., accompanied Mrs. Wrenn here and visited Mr. Mal Flynn at Miller.

Miss Irene Valden, of Lewisburg, was a guest of Miss Gladys Valden Monday night and attended the recital given by Mrs. Chalm.

Mr. and Mrs. Shannon, of Memphis, have moved in one of the houses of the Birmingham sub-division.

There will be a program at the consolidated school Friday evening, February 27. The program will be under the direction of Misses Virginia Bibb and Ellen Cassells. The famous "Dixie Fiddlers" will be on the program. The school children will have the rest of the program.

Mrs. E. E. Hudson, of Little Rock, Ark., was a visitor in the Norvell home last week.

Dr. D. C. Funderburke entertained with an oyster supper in honor of his wife Friday evening. The occasion was Mrs. Funderburke's birthday. The guests were Dr. Funderburke's family and Mrs. Funderburke's family.

Miss Vivian Birmingham has been ill for several weeks. We hope that she will soon be out again.

If you want real entertainment, come to the A. H. S. auditorium Friday evening, March 6. The following will take part on the program: The A. H. S. band will have several numbers, Miss Allida Black presents Thelma Thomas and Doris Vaughn in "She's a Gorgeous Thing." The Bustafson family, a radio sextette, "Skeets" Mayo school of dancing presents two star acrobatic dancers—Genevieve Smithers and Margaret Pennington, four harmony maids will entertain in a cycle of popular songs. Prof. Harry G. Halle, radio concert artist, with Dolly Stoker, will entertain with good Hawaiian music. There will also be other features. A small admission fee of 15 cents and 25 cents will be asked.

Prof. J. E. Brown, of Blue Mountain, Miss., was here attending to business Monday.

Mr. Alton Henley is in Jackson, Miss., this week.

Miss Maude Wesson has just received a telegram from New York announcing the death of her aunt, Mrs. Minnie Paine Wesson, widow of the late Dr. William Wesson. Mrs. Wesson formerly lived here and at Center Hill, Miss., moving to Colorado Springs a number of years ago. Recently she has made her home in New York city with her daughter. Funeral and interment will be at Center Hill cemetery Wednesday morning.



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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. 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)
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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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SOCIAL AND PERSONAL

Miss Ruth Craig was home for the week-end.

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

Mrs. F. A. Coyle and Miss Florence were in Memphis Wednesday.

Miss Nellie Bryan spent the week-end with her parents in Eads.

Mrs. E. M. Dietler of Memphis was the guest of Mr. and Mrs. V. R. Neal this week.

Mrs. Frank Latham of Memphis was the guest of Capt. and Mrs. Perkins, Sunday.

Mr. and Mrs. Jim Hester and sons of Moscow spent Sunday with Mrs. Mattie Hester.

Mrs. Virginia Piper and children spent Sunday with Mrs. W. S. Jamison in Rossville.

Miss Dorothy Glenn spent Friday in Memphis, the guest of her cousin, Miss Sadie Bell.

Miss Alma Livingston will entertain a few of her friends Saturday evening, with a dance.

Mr. J. W. Cox has been quite ill the past few days and was not doing well Thursday evening.

Miss Evelyn Moore is at home after a two-weeks visit with her aunt, Mrs. Perkins, in Memphis.

Harold Battenfield and J. P. Cowan of Memphis spent Sunday here with the latter's family.

Dr. and Mrs. Lanier Perkins of Memphis spent Sunday with their parents, Capt. and Mrs. Perkins.

Miss Edith McNeil of St. Agnes Academy, Memphis, spent the week-end with her aunt, Mrs. Dr. Watkins.

Howard Jameson who has been ill with pneumonia in Memphis, is convalescing. Mrs. L. P. Carruth who has been with him has returned home.

Mrs. J. P. Walker, Mrs. B. M. Cowan, with Misses Margaret Fleming and Mildred Cowan, attended the Vesper services at Southwestern last Sunday.

Miss Sadie Perkins and Mrs. V. H. Neal were the guests of the Commodore Perry Chapter, D. A. R., at their George Washington luncheon, at the Gayoso Hotel Saturday evening.

Mr. W. W. McGinnis was taken to the Baptist hospital where he underwent a major operation Wednesday evening. Thursday afternoon he was doing as well as could be expected.

Messrs. S. H. Hinton and J. K. Hinton attended a banquet at the Peabody Wednesday evening given by the International Harvester Company celebrating the Centennial Anniversary of the International Harvester Reaper.

W. W. Hutton attended an Alumni banquet at Webb School of Bell Buckle, Tenn., which was held at the University Club in Memphis Wednesday evening. There was about 90 present and Mr. Hutton met a number of old schoolmates and friends.

ROSSVILLE

Mr. and Mrs. Mosley and family and Mrs. Lottie Dunn of Memphis were dinner guests Sunday evening of Mr. and Mrs. H. H. Farley.

Miss Warree West entertained as her guests the past week-end Misses Virginia Kelsey and Margaret Treadwell of Collierville.

Mr. and Mrs. J. W. Boyd and family spent Sunday in Collierville with Mrs. Boyd's parents.

Miss Eva Thomas of Moscow spent Sunday with Miss Louise Thomas. They attended a Kappa meeting at Teachers' College that afternoon.

Mr. and Mrs. J. B. Rives and family and Mrs. Flora Rives visited relatives in Longtown, Sunday.

Mrs. J. T. Knox and Mrs. F. K. West enjoyed Wednesday in Memphis as guests of Mrs. Knox's sister, Mrs. E. C. Pankey.

Mesdames C. F. Thomas, H. H. Farley and Miss Irene Chick spent last Tuesday with Mrs. Ida Cox of Fishersville.

Mr. and Mrs. A. W. Morrison and Dr. and Mrs. F. K. West motored to Earle, Ark., Sunday to visit relatives and friends.

Mrs. C. W. Chambers is ill in the Methodist hospital.

Mr. J. W. Boyd entertained last

Thursday with a party in honor of her daughter, Dorothy Anne, who was four years old. All the kiddies enjoyed the fun, and ice cream and cakes.

Mr. and Mrs. J. T. Knox were the dinner guests Saturday evening of Mr. and Mrs. Willford of Pinkney, Ark.

Mrs. H. H. Farley and Mrs. C. F. Thomas were visitors of Mrs. Lottie Dunn of Memphis, Thursday.

Mr. and Mrs. A. T. Crawford of Collierville spent Monday afternoon with Mrs. John Crawford, who is ill.

Miss Rosa Bortum of Union University spent the week-end with her parents.

Mr. and Mrs. R. S. Tipler of Grand Junction were with Mrs. Tipler's parents, Mr. and Mrs. Knox, Sunday.

Those from here who attended the Baptist Institute at Oakland last Thursday were Mesdames Towles, A. E. Farley, Murphy, Younger, Patterson, Carruth, Burke, Teague, M. P. Gurkin, C. J. Gurkin, Wiggins and Miss Gueenie Gurkin.

Mesdames Bryant, Patterson, Carruth and Stone visited Mrs. George Liebkeman, Sr., of Memphis, recently.

Misses Louise and Doris Baird were recent visitors of their parents.

Mrs. H. H. Farley is entertaining at her home with a party for Little Mary Jane Murphy in honor of her fourth birthday, Tuesday afternoon.

Miss Eulalia Thomas entertained the Junior Missionary Society at her home Saturday afternoon. All enjoyed the interesting program and delicious refreshments.

Mrs. T. H. Humphries, who was operated on last week, was able to leave the hospital in Memphis, Wednesday. She will remain with her sister there for some time before returning home.

Mr. and Mrs. Eddie Hadgins entertained a few of their friends with a bridge party last Saturday evening. Mr. Ned Dunn won high score and Mr. Frank Polk, consolation. A salad course was served, Mrs. Hadgins being assisted in serving by Miss Dudley.

Mr. Al Holden of Forest Hill is in St. Joseph's Hospital in Memphis. He was doing nicely Wednesday and expected to be able to return home soon.

Mrs. J. P. Neely of Byhalia is the guest of Mr. and Mrs. J. A. Neely, this week.

Mr. and Mrs. Jessie Baskin of Barleson spent Sunday with Mrs. Baskin's parents, Mr. and Mrs. W. F. Brown. Mr. Baskin's father and mother were with them. They returned home Sunday. Mrs. Baskin remaining here until Wednesday, when she left for Memphis to visit her brother for a few days before returning home.

Mrs. Lila Crenshaw Agee underwent an operation at the Ear, Nose and Throat Hospital in Memphis, Wednesday. The operation was a success and she expects to return to her home in a few days.

MT. PLEASANT

Mrs. W. D. Howard and Mrs. C. T. Luck motored to Holly Springs Saturday.

Misses Lucy and Marjorie King of M. S. C., were visitors here Sunday afternoon.

Mrs. A. L. Chandler and Mrs. N. M. Carpenter, with Mrs. C. C. Conner were shoppers in Memphis Friday.

Mr. and Mrs. Aubrey Biscoe spent the week-end with home folks in Mississippi.

J. W. Ivy and N. M. Carpenter were business visitors to Holly Springs Wednesday.

Dr. and Mrs. C. C. Conner attended the recital at the Balhman Music school Friday evening. Miss Mayne Conner appeared on the program.

Luther Hurdle fell and fractured his arm Friday.

Mr. and Mrs. Farley Hill of Moscow, and Mrs. Bettye Martin of Rossville, were among the Sunday visitors here.

Rev. E. F. Tucker spent a few days in Oxford last week.

Misses Marjorie Treadwell, Virginia Kelsey of Collierville, Natalie Reeves, Evelyn Baird and Marie West of Rossville, were here Sunday evening.

W. O. Gardner and Mrs. Buck Parker of Memphis, spent Sunday with Mr. and Mrs. Bud Edwards.

James and Frank Elder of Rossville, were here Sunday.

Mrs. Sallie King and Mrs. Fannie Johnson spent Sunday with Mr. and Mrs. Jamie Thomas, near Union.

Old World Relief.
In some parts of Germany the belief is held that one whose teeth stand far apart is destined to travel far. A like belief prevails in some parts of England, Switzerland and other countries.

NEW LOW PRICES on SILK HOSIERY

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.

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GENERAL MERCHANDISE

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24 lb sack COMMERCE FLOUR, plain, 65c

24 lb I-D-Lite-U, Self Rising Flour, 70c

2 Regular Size Package PILLSBURY Pancake Flour, 1 sample package Free with a 5c coupon, all for 25c



**SWIFT'S PREMIUM
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Whole or Half
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CANAVA COFFEE, Pound 32c



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2 Pounds 25c.



10 lbs SUGAR, 49c

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

PURE COFFEE, good, 15c.

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