

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. III.

Collierville, Tennessee, Friday, June 19th, 1931

No. 17

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

Who says the signs of the times do not indicate an improvement in conditions? It is not economic conditions we have in mind, but conditions that are vastly more important to our civilization—MORAL CONDITIONS.

When the big bluffing scar-faced czar of Chicago's underworld walks up in federal court and meekly intones "guilty" to some 5,000 charges of evading the federal income tax laws, and of violating the prohibition laws, conditions are getting better. Capone faces the possible penalty of 34 years in prison, and \$30,000 in fines.

The world is going to look with interest on Federal Judge James H. Wilkerson when he pronounces sentence on June 30th. The decent portion of civilization will not be satisfied with anything less than severity.

All honor to youthful Elliot Ness, the 28-year old university graduate who headed the corp of "untouchables" who wove the tangled threads of evidence. These men were so clean that the entire underworld could not get anything on them even though every effort was made to do so.

If Uncle Sam will select more men of that type to enforce the prohibition laws we will not hear so much about the impossibility of its enforcement.

Memphis has another "Pink Palace" on its hands—or is this one "Pink"?

At any rate, Clarence Saunders is "broke" again, and has listed his 300 acre Woodland estate as a part of his \$287,105 worth of assets. The receiver in bankruptcy, whoever he happens to be, will have \$412,700 of debts to pay with this amount. No wonder Mr. Saunders splurges. Most any of us could if we had the ability of fooling the public into handing over its money, then go into bankruptcy.

Sir Hubert Wilkins had a date with Dr. Hugo Eckener at the North Pole. The date of this meeting has not been set, but it is understood that the adventurous captain has planned to meet at the top of the world, and one of them come up, and the other come down for a little meeting—perhaps to drink tea together.

Sir Hubert, as you know, is undertaking to dive to the North Pole in his submarine, the Nautilus, and the doty Dr. Eckener will fly up in his Graf Zeppelin.

That Dr. Eckener might be able to keep his appointment most of us will agree, as he has sailed over his particular lonesome spot in his zeppelin on one occasion before. But since the Nautilus was unable to cross the Atlantic, and had to be taken in tow by one of our war ships, many will doubt that Sir Wilkins will be on time at his North Pole appointment.

Collierville just witnessed a revival meeting in which few people appeared to be interested. It seems that the gentleman in charge made up his mind that this community needed a little religious awakening and came out and undertook the job.

A revival of religion in any community can only come when every person in that community, interested in religion, pulls together for the one common cause. Billy Sunday and Gypsy Smith never drop into a town and announce a revival meeting. They are invited, and must have the backing of practically every minister and congregation in the community before they will agree to go.

It doubtless would not be a mistake for the churches of Collierville to go together and hold a revival meeting, but unless they do decide to "go together," and are all willing to get behind some man and work

SUNDAY SCHOOL PICNIC AT JOYNER'S CAMP GROUND

Sunday Schools Are Urged to Join and Send Representatives

The annual joint Sunday school Picnic is to be held this year at Joyner's Camp Ground on the Sixteenth of July, according to W. W. Stamps, President, and plans are steadily going forward for one of the best picnics ever held. Sixty Sunday schools have been invited to take part, to send representatives and to enter the contests. The various committees are working hard in order to insure the success of the meeting.

Mr. Stamps left Tuesday to visit the towns near here, and to invite the Sunday schools to come to the picnic. The morning program will consist of religious exercises including an address by a prominent speaker. The contest will follow the basket dinner, which of course, is a big feature of the day. The questions used for the contest are taken from the Sunday school lessons of the past twelve months, and a banner is awarded the winning school. The banner is being made this week.

There will be other forms of entertainment, especially for the children. The picnic is non-sectarian; all Sunday schools are invited to take part.

BAPTIST MISSIONARY SOCIETY HAS INTERESTING PROGRAM

The Baptist Missionary Society had a most interesting program at the monthly business and program meeting on last Wednesday afternoon.

The Lila Robinson Circle presented the program, using as the topic of discussion, "The Youth of Today." Special vocal numbers were given by the G. A.'s, and by Miss Sadie Perkins who was accompanied by Mrs. J. B. McCandless.

Mrs. J. B. McCandless presided at the business session when several important matters were discussed. It was reported that the Society had paid its amount in full towards the Co-operative Program.

The Society was pleased to have as visitors eight members of the Society of Rossville Church. About twenty-five members of the local Society were present.

OPTOMETRISTS MEET

Dr. Vance C. Roy, Chairman of the District, presided at a meeting of the Tennessee Optometric Association last Monday evening at the Elk's Hotel, Memphis. Three splendid lectures were given by Drs. R. E. Gowing, Frank V. Green and J. M. Hall.

Under the leadership of Dr. Roy, a great deal of interest is being aroused among the members of this District Association, and much good is resulting from their meetings.

One of the aims of the Association is to bring to the attention of the public, through the press, the need of proper care of the eyes.

and pray for a "revival, there doubtless will not be one experienced in this community.

If such a meeting is ever undertaken, a man of ability who has accomplished something worthwhile in other fields, will doubtless be selected.

Religious revivals can not be forced upon us. We, as a people, have to come together and work and pray one "down" to us.

"Colonel House." Do you remember him? The quiet, silent Texan who resembles Uncle Bim Gump just a little? He is back on the front page again for the first time since the days of Woodrow Wilson. This time he comes out of his retirement to announce that he is for Franklin Roosevelt as the Democratic nominee for the presidency. If Mr. Roosevelt would like to have the nomination, which, by the way, may mean election this time, he is indeed fortunate in having Col. House back of him.

Any man that could hold the unwavering confidence of Woodrow Wilson as Col. House did, is worth having for you.

WILL CAN VEGETABLES AND MEATS AT SCHOOL FRIDAY

All Day Meeting Begins at Ten O'Clock. Bring Your Vegetables and Use School Canner

An all day meeting will be in progress at the Collierville School, today, Friday, June 19th, when the new steam pressure canner will be used. Citizens are requested to come and bring their vegetables, fruits, meats, etc., to be canned, either in glass jars or tin cans. The tin cans may be bought at the school building at 2.3 cents each for the No. 2 cans, and other cans in proportion. If using glass jars, bring them and have them sterilized and ready for use.

Have your canning materials, as nearly ready for canning as possible that is, have the vegetables, washed, cut, etc., ready for work.

Miss Doris Strong, student of the Collierville High School, who has won honors in 4-H Club work, will be present to advise, and assist in the work as much as possible. Mrs. Warren Clay is in charge of all arrangements. Mrs. John Walker and Mrs. Harry Williamson will also be present to aid in the work.

Lunch will be served at the noon hour.

COTTON FARMING MADE PROFITABLE BY GROWING HEAVY ACRE YIELDS

Growing seed cotton at 2 1/4 cents a pound is the record established in 1930 by twenty-two state prize winners, including farmers, 4-H Club members, and students of vocational agriculture, in contests conducted in nine of the leading cotton states.

Careful study of the reports shows that low growing cost was obtained by heavy acre yields. It is readily understood that the labor and other expenses were cut almost in half per unit when the yield of one acre was as much as the yield of two acres.

Without exception the prize winners were careful in choosing the soil, seed, and fertilizer. In addition to the fertilizer applied before planting, each contestant side-dressed the crop with 200 pounds Chilean Nitrate of soda per acre, which was put out after chopping and before squaring.

With present outlook for price this fall, farmers whose acre yields are low may find the pound-cost of growing the crop greater than the sale price. Experience has shown that low yields are caused from poor stands and nitrogen starvation. A hungry field of cotton will pay its owner well for a good side-dressing of quick-acting fertilizer.

WILL OPEN SWIMMING POOL SATURDAY

On Saturday, Mr. and Mrs. Maurice Woodson will open the swimming pool at "Maywood," their country home, which is located one mile north west of Olive Branch, Miss., on the Pigeon Roost Road.

The pool is about 150 by 300 feet. has sand bottom and is bordered by a sand beach and shade trees. Fresh water runs continually into the pool.

A reputable chemist has been engaged to test the water at regular intervals in order that the water may be watched and kept pure and clean. Modern bath houses, with shower baths, a pavilion for dancing and many other conveniences for picnickers have been installed, making this place an ideal spot for a good time. A cordial invitation is extended to you to visit this place.

A MIGHTY GOOD BUY-- IF YOU NEED ONE

Some one is going to get a real buy in a Truck—a mighty good buy but he must hurry.

In this issue of the Herald, there is appearing an advertisement of a truck for sale at a bargain. If you are in need of a truck at all, this one will help you save money.

Rev. J. P. Horton, Edgar Russell, and W. B. Huffstickler, attended a meeting of Park Avenue Masonic Lodge in Memphis, Tuesday night.

BELOVED CITIZEN OF COLLIERVILLE PASSES TO HIS REWARD

Following an illness of two weeks, most of which time was spent in the hospital in Memphis, Mr. W. S. Hill, aged 52 years, died Friday morning, June 12th, at 2:30 o'clock.

Mr. Hill was taken suddenly ill with a violent headache, at his home here, and was carried to the hospital for examination and treatment. On last Thursday morning he underwent an operation from which he never regained consciousness.

Mr. Hill was born and reared in Piperton, moving to Collierville soon after his marriage to Miss Eva Evans in 1906, and has since made his home here. For the past ten or twelve years he has been engaged in the transfer business, being very active and industrious, and being highly esteemed among his business associates for his integrity and upright life. He was a very faithful member of the Presbyterian Church, having served as Deacon for a number of years, and having been a Ruling Elder for about six months. No higher tribute could be paid a man than that paid Mr. Hill by his pastor, the Rev. B. M. Cowan, with whom Mr. Hill had worked untiringly in the upbuilding of the local Presbyterian church. Mr. Hill had lived to make his town and community a better place in which to live.

The large number of friends who gathered at his home Saturday morning to pay him a last tribute, showed the love and respect in which Mr. Hill was held. He will be greatly missed.

Mr. Hill is survived by his wife, and two children, a daughter, Miss Mary Hill, and a son, Leo Hill; a half brother, Mr. Frank Waller; a half sister, Mrs. Claude Ballard.

Funeral services were held at the residence, Saturday morning, at 10 o'clock, with the Rev. B. M. Cowan in charge assisted by Rev. J. P. Horton pastor of the Baptist Church, Rev. R. W. Hood, of the Methodist Church, and Rev. F. A. Coyle of the Christian Church. Interment was made in Magnolia Cemetery, with Hinton & Hutton Co. in charge of arrangements.

MR. HERSCHEL HEWITT

Mr. Herschel Hewitt, of near MacLean Lake in Arkansas. The day was far spent and two tired fishermen were getting ready to call it a day and go to camp. One of them was busily engaged in "balting" a trot-line, while the other, who failed to learn to swim when he was growing up, was impatiently fishing from the bank with a hand-pole.

Everything was quiet save the occasional bellow of a giant bull-frog, or the flop of a big alligator as he exercised in the shallow waters of the lake.

The trot-line baiter went about his work, and the bank fisherman piddled about in the waters near the shore.

All at once the occupant of the boat heard a warwhoop that made the welkins ring, and startled the bull-frogs and the other inhabitants of Millseat Lake vicinity. The trot-line baiter looked up from his place in the little boat, and discovered his friend on the bank in excited action.

He was down near the water's edge going through all the gyrations of a champion wrestler, while occasionally letting out a yelp like an Indian war chief. In a few minutes all was quiet.

The Rev. J. P. Horton had caught a five-pound fish on his little hand-pole, and as he came up from the edge of the water he had a grip on the unfortunate fish's body that would make Strangler Lewis look like a piker. This added to one he had already caught, caused him to lead the day's fishing with not less than eight pounds of eatable fish.

It is with sincere gratitude that we express our thanks to our hosts of friends who were so very kind and thoughtful to us and to our dear husband and father, W. S. Hill, during his illness and upon his death.

We appreciate all that was done for him and for us, and we especially thank all for the beautiful floral offerings.

Mrs. Eva Evans Hill, Mary and Leo Hill,

Revival Meeting Begins Sunday at Methodist Church

BAPTIST CHURCH NOTICE

Regular services will be held at the Baptist Church, Sunday morning, with Sunday School at the regular hour, followed by worship services conducted by the pastor, Rev. J. P. Horton. There will be no services on Sunday evening, however, because of the revival services to be held at the Methodist church.

METHODIST SUNDAY SCHOOL WILL OBSERVE LAMBUTH COLLEGE DAY SUNDAY MORNING

At the Methodist Sunday School, Sunday morning "Lambuth College Day" will be observed, at which time it is hoped to make a 100 per cent enrollment in the Sunday school for Lambuth College. Bring an offering for Lambuth College, Sunday morning.

WILL SING OVER WNBR FRIDAY AFTERNOON

Misses Sadie and Lerdeanya McCandless will sing over radio Station WNBR, Friday afternoon at 5:15 o'clock, taking part in the regular B. Y. P. U. program which is broadcast from that station every Friday afternoon. They will be accompanied at the piano by Miss Katherine Burchett.

NO MAIL ON SUNDAY EVENING TRAINS

Effective last Sunday, Mr. T. L. Hill, Southern Railway Agent, will be on duty only two hours, from 8 to 10 o'clock each Sunday. Hence, no mail will be received or dispatched on the Sunday evening train, the post office closing at 10:30 A. M. after handling the mail from the morning trains.

FISHERMAN'S LUCK

It was on the quiet bank of Millseat Lake in Arkansas. The day was far spent and two tired fishermen were getting ready to call it a day and go to camp. One of them was busily engaged in "balting" a trot-line, while the other, who failed to learn to swim when he was growing up, was impatiently fishing from the bank with a hand-pole.

Everything was quiet save the occasional bellow of a giant bull-frog, or the flop of a big alligator as he exercised in the shallow waters of the lake.

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METHODIST MISSIONARY SOCIETY TO MEET MONDAY

The monthly social and program meeting of the Woman's Missionary Society of the Methodist church is to be held on next Monday afternoon June 22nd, beginning at 3:30 o'clock with Mrs. S. R. Craig as hostess. All members are urged to attend.

REV. OTIS G. ANDREWS WILL PREACH OTHER CHURCHES INVITED TO TAKE PART

With Rev. Otis G. Andrews doing the preaching, a two weeks' meeting will be held at the Methodist church beginning next Sunday, June 21st, 11:00 A. M.

Mr. Andrews has for a number of years been in charge of the Wesley house and City Missions in Memphis. His preaching is evangelistic, and his work in revivals has been very successful. He has held meetings in some of the larger churches of the Conference this year.

REV. RALPH E. JOHNSON



Rev. Ralph E. Johnson, song evangelist and special worker with children and young people, will be in the last week of the meeting. Brother Johnson is now in a great meeting at Union City. He has been in several successful meetings with Dr. F. H. Peoples, who is well known in Collierville.

As pastor of the Methodist Church, and representing the entire membership of the Collierville Methodist Church, I am most truly inviting and urging the whole town and community to unite with us in an evangelistic meeting for every body.

We specially invite the choirs of the other churches to help in the singing. I am glad to say that the four resident pastors of the town are in agreement not only as to the need of a revival, but also as to the importance of oneness of purpose and co-operative effort for our public welfare.

The hours of service will be 10:00 A. M. and 8:00 P. M.

R. W. Hood, Pastor, Collierville Methodist Church.

MASONIC MEETING

Call meeting of Collierville Lodge, No. 152, F. and A. M. will be held Friday night, June 19th, 8 o'clock. Work in W. M. Degree. Park Avenue Degree Team will confer the Degree. All members are urged to attend and visiting brothers welcomed.

J. P. Horton, W. M. J. W. Kelley, Sec'y.

TIMELY TOUR SERVICE

Readers of this paper who are planning vacations, by car this summer can obtain valuable and reliable information as to routes and road conditions throughout the United States and Canada by addressing "Standard" Touring Service, 2134 St. Charles Avenue, New Orleans. Convenient inquiry post cards can be obtained from any "Standard" dealer or service station. The service is free and includes maps, suggestions as to the best route and information in regard to general road conditions.

Also Robert C. Dean and children, of Boston, Mass., will arrive today, to visit her parents, Mr. and Mrs. Charles Dean, and family.

The Collierville Herald

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

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ROSSVILLE NOTES

Mrs. W. H. Jameson, Correspondent

Miss Elizabeth Lowrey of Mem-
phis, spent Thursday here with her
cousin, Miss Doris Baird.

Mrs. J. T. Knox Mrs. J. N. Bob-
bitt, Mrs. E. H. Jameson, Mrs. H. H.
Farley and son, Billy, spent Friday
in Grand Junction, guests of Mrs.
R. S. Tipler.

Mr. Robert L. Baird returned to
Helena, Ark., Sunday, after spend-
ing the week end with his parents.

Miss Bess Crawford has returned
to her home in Collierville after a
week's visit with her sister, Mrs. J.
W. Boyd. Dorothy Anne Boyd ac-
companied her home for a short visit.

Mrs. A. S. Wilder of Galloway,
and Mrs. Bryce of Shreveport, La.,
spent Wednesday with Mrs. Wilder's
daughter, Mrs. A. G. Neville, Jr.

Mr. and Mrs. A. M. Edwards and
her mother, Mrs. Dora Bell, of Bem-
is, were Sunday guests of Mr. and
Mrs. J. B. Rives.

Mr. and Mrs. Hershel Keough and
family, from Memphis, spent Sunday
here with her father, Mr. P. H. Thom-
mas.

Dr. and Mrs. F. K. West enter-
tained as their dinner guests, on last
Tuesday evening, Mr. and Mrs. J. N.
Bobbitt and Mr. and Mrs. E. H. Jameson.

Misses Gladys Peeples and Roberta
Lou Fitzgerald, Mr. Earl Peeples
and Mr. Carl Wade of Jackson, Tenn.,
visited Miss Rosa Borum last Fri-
day evening.

Among the Rossville ladies who
attended the Baptist Missionary So-
ciety in Collierville last Wednesday
afternoon, were: Mesdames A. E.
Farley, F. B. Towles, C. C. Carruth,
A. B. Teague, M. P. Gurkin, C. W.
Baker, Fannie Patterson and Dora
E. Murphy.

Miss Mary Shinauld, of Somerville
spent Wednesday here with Miss
Warree West.

Miss Elizabeth Watson, of Galloway,
was the week end guest of
Miss Evelyn Baird.

Mrs. A. M. Younger, of Oakland,
visited local friends Tuesday.

Mr. and Mrs. A. S. Waller, Jr.,
and her mother, Mrs. Eastep, from
Florence, Alabama, spent Sunday in
the home of Mr. and Mrs. A. S. Wal-
ler, Sr.

Miss Warree West was a recent
visitor of Miss Mary Shinauld, of
Somerville.

Mr. and Mrs. L. G. Shelton are
the owners of a new Frigidaire and
a fine Majestic Radio.

A good congregation enjoyed the
program put on at the Methodist
church, Sunday night by the Oak-
land Leaguers.

The Blues lost in the contest held
by the Methodist Sunday School,
and will entertain the Reds next
Thursday evening.

Mr. and Mrs. Warren Howell and
daughter, Mary Jane, and Mr. and
Mrs. John Ballard, of Memphis, vis-
ited in the home of Mrs. West, last
Sunday.

Mrs. R. L. Pulliam returned, Sun-
day, from Memphis where she has
been visiting friends and relatives.

Mr. and Mrs. J. W. Boyd and chil-
dren spent Sunday in Collierville
with her parents, Mr. and Mrs. A. T.
Crawford.

Mrs. H. H. Farley entertained as
her guests last Tuesday, Mrs. Lottie
Dunn, Mrs. Mosley and children, Mr.
and Mrs. A. M. Younger, and Miss
Kraus.

Miss Beatrice Rives enjoyed a vis-
it of several days with Mrs. Farley
Hill, of Holly Springs, Miss., last
week.

Mrs. A. W. Morrison will enter-
tain the Methodist Missionary Socie-
ty, Tuesday afternoon, at her home.

Mr. and Mrs. Farley Hill, of Hol-
ly Springs, Miss., spent Sunday at
the home of her mother, Mrs. Bet-
tie Morton.

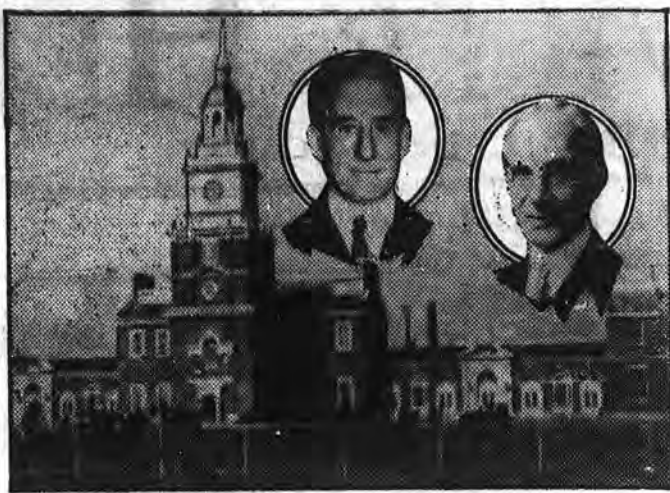
Dr. Vance C. Roy

OPTOMETRIST

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



Eyes Examined and Glasses
Supplied

Ford's Edison Institute Gets
Millionth G. E. Refrigerator

A view of Henry Ford's vast museum. (Above left) Gerard Swope who presents the one-millionth electric refrigerator, manufactured by the General Electric Co., of which he is president, to Henry Ford (right above).

TWO of America's leading in-
dustrial and business executives
will be heard over a nation-wide
radio hook-up Saturday night, June
20, when Gerard Swope, president,
General Electric Company, will
present the one millionth General
Electric refrigerator to Henry Ford
for the latter's Edison Institute of
Technology, located at Detroit.

The institute is part of the vast
Ford museum which houses articles
and products symbolic of America's
industrial and social progress.

The presentation of the refrig-
erator will be staged in a dramatic
manner. Swope, in the National
Broadcasting Company's New York
studios, will present the gift and
Ford, in the Edison institute at De-
troit, will accept it during a na-
tion-wide radio broadcasting pro-
gram. Floyd Gibbons, radio cele-

brity and war correspondent, will
describe the scene at the Detroit
institute to the radio audience,
while John S. Young, of the N. B.
C., will announce the program in
New York. Many leaders of the in-
dustrial, business and scientific
world will attend the ceremonies in
Detroit and New York.

The manufacture and sale of
more than one million electric re-
frigerators in less than four years
is pointed to as an outstanding
achievement inasmuch as it was 22
years before there were a million
users of electricity in this country;
it was 32 years before the first mil-
lion telephones were in use; it was
25 years before a million auto
trucks of all makes were registered,
and it even took Henry Ford much
more than four years to produce his
first million autos.

Misses Boyd and Armand and Mr.
Coleman, of Somerville, were busi-
ness visitors here Monday.

The Rossville "Regular" Ball team
was challenged for a game last Tues-
day afternoon by the local Rossville
"Scrubs." A large crowd witnessed
and enjoyed the game, with the
"Scrubs" winning by a score of 11
to 8. The main features of the game
was the pitching by Bill Piper and
the heavy hitting by the Scrubs.

Monday afternoon the Collierville
Junior ball team played match
game here with the local Junior team,
Rossville winning with a score of 7
to 6.

Last Saturday, June 7th, the Bun-
tyn Normal Baseball team played the
Rossville team here and were defeat-
ed by a score of 1 to 0. The locals
played the return game Sunday after-
noon at Buntyn, this game resulting
in a score of 7 to 6 in favor of the
Buntyn team. A large crowd en-
joyed the hard fought game. The ex-
cellent pitching of Bill Piper and the
catching of E. K. Scott were the main
features of the game. The batter-
ers were: Buntyn, Price and Smith.
Rossville, Piper and Scott.

Give Dad Ties, a Shirt, or Socks,
or a Hat or Suit, on Father's Day,
next Sunday. Kelsey Brothers.

OLIVE BRANCH NEWS.

Miss Helen Droke, Correspondent

Mr. and Mrs. Ed Hutchinson, Miss
Janie Bilderback and Mrs. Senie
Haraway, of Memphis, were guests
of Mrs. W. M. Maxwell, Sunday.

Mr. and Mrs. Russell McCargo, of
Sherman, Tex., and Mrs. J. W. Back-
strom and daughter, Emma Stuart,
are guests of Dr. and Mrs. H. A.
Stuart, this week.

Miss Kate Compton, of Mineral
Wells, has been the guest of Miss
Light Henley, the past week.

Mrs. A. W. Cathey, of Ingram's
Mills, has been visiting Mrs. J. D.
Baker, during the past week.

Mr. and Mrs. Hugh Birmingham
and son, Hugh, Jr., were guests the
past week end in the Elder and the
Birmingham homes.

Mr. Alton Henley visited friends
at Gloster, Miss., a few days this
week. Mr. Hunter Causey, of Mem-
phis, accompanied him on the trip.

Miss Maude Walker, of Memphis,
was a guest in the Stanback home
last Sunday.

Dr. and Mrs. Leroy Wilkins and
family, and Mrs. Earl Wrenn and
family, from Clarksdale, Miss., and
Dr. W. T. Wilkins, of Cotton Plant,
Ark., were guests in the Wilkins'
home here, during a few days the
past week.

Mrs. C. C. Kerr was carried to the
Methodist Hospital, Memphis, last
Saturday. The doctors report that
she is in a very serious condition.
Her hosts of friends wish for her a
most speedy recovery.

Miss Dorothy Flinn, of Memphis,
has been visiting in the Henley home
during the past week.

Mr. and Mrs. Roy Flowers, from
Mattson, Miss., have been guests in
the Flowers home here the last week.

Mr. and Mrs. C. W. Gilliland, of
Hernando, Miss., were visitors of Mr.

and Mrs. R. B. Johnson, during the
past week-end.

Mr. and Mrs. T. H. Norvell, J. W.
Norvell and Mrs. E. E. Hudson are
taking a tour to Atlanta, Ga., this
week. While there, they will be the
guests of Mr. and Mrs. Howard
Brooks.

Mr. and Mrs. Pierce Thomas and
family, from Germantown, Tenn.,
and Mr. and Mrs. Irvin Sandridge, of
Byhalia, were guests in the Sand-
ridge home here, last Sunday.

Mr. A. Y. Sibley is spending a few
days this week in fishing near Wat-
terford, Miss.

Mrs. W. B. Flynn has been with
her mother, Mrs. Ella Woods, who
has been ill at McKee, Ark., during
the past week.

Miss Elizabeth Doddridge enter-
tained the young people at an infor-
mal dance, on last Tuesday evening.

Mr. and Mrs. Roscoe Lauderdale,
of Hernando, were guests, Sunday,
of Mr. and Mrs. T. D. Elder.

The Rev. W. A. Bowlin is visiting
his sister, Mrs. R. B. Smith, of Jack-
son, Tenn., this week.

Little Miss Annie Belle Luger, of
Memphis, is spending this week with
her grandmother, Mrs. J. R. Belle.
Mr. Otis Redding has been visit-
ing relatives at Quitman and A. and
M. College, this week.

Mr. and Mrs. E. E. Long and chil-
dren, Madeline and Austin, are vis-
iting relatives this week in Meri-
dian, Miss.

Mr. and Mrs. K. M. Heflin and
baby, from Baldwin, Miss., Mrs. S.
Butler and daughter, Sue, of Ripley,
Miss., spent Tuesday here in the
Bowlin home.

Mr. Dan Joyner, of Kansas City,
Mo., has been a guest of his sister,
Mrs. H. W. Winders, this week.

CORDOVA

Mrs. J. C. Pierce, Correspondent

Miss Adelle Carl has gone to Clin-
ton, Ky., to spend a while with her
father, Rev. J. S. Carl. James Ed-
ward Carl is visiting his sister, Mrs.
J. L. Arrington.

Upon their return last week from
Pittsburg, Penn., and Revenna, O.,
Mr. and Mrs. A. L. Moore were ac-
companied home by their nephew,
Mr. Edwin Anderson, who will visit
them for several weeks.

Miss Helen Neely, of Memphis,
was a week end visitor of Miss Mar-
tha Humphreys.

Mr. W. W. Stamps, of Collierville,
was in our town this week in the
interest of the Sunday School picnic
to be held at Joyner's Campground
on the 16th of July. He is very
anxious that the three Cordova Sun-
day schools enter this annual event.

Mrs. J. F. Godbold, of Memphis,
but formerly of Cordova, was a plea-
sant visitor here last week.

Mrs. Freeman Randle and daugh-
ter, Frances, and Miss Brooks were
visitors of Mrs. J. E. Bazemore last
Monday afternoon.

Mrs. Neely Ramsey spent last
week with Mrs. Sallie Ellis and Miss
Mamie Ellis.

Miss Marjorie Ramsey entertained
a few friends at a Rook party, last
Friday night, Miss Sara Ellis, Messrs.
Franklin Yates and Malcolm Rogers

INSIST
on the INSIDE FACTS

For Your Protection Make These
Comparisons Before You Buy Your Tires

UNDERNEATH the surface
is where you get the cold
truth about tire values. It's the
inside of the tire—the method
of construction and the quality
and quantity of materials—
that determines its Stamina,
Performance, Safety, VALUE.
You can no more tell the qual-
ity of a tire by its outside appearance than
you can tell the character of a man by the
kind of clothes he wears.



own comparisons, uninfluenced
by any sales propaganda. We
urge you to thoroughly check
every vital point—rubber
volume, weight, width, thick-
ness, and plies under the tread.
Then buy accordingly—ON
FACTS AND FACTS ALONE.

Against the various claims pre-
sented about different tires, isn't this the
most logical suggestion ever made to you?
Could there be any more positive way to defi-
nitely determine which tires offer you the
most for your money? There can be no
question or controversy when you get the
FACTS yourself.

We have arranged to show you cross sec-
tions of Firestone and special brand mail or-
der tires. You can come here and make your

MOST MILES per DOLLAR

COMPARE
THESE PRICES

AUTOMOBILE Manufacturers do not take chances
with special brand tires. Why should you take the
risk when you can save money by buying Firestone
quality Oldfield type from us and in addition get
our service.
We list below the leading replacement sizes.

MAKE OF CAR	TIRE SIZE	Our Cash Price, Each	*A Special Brand Mail Or- der Tire	Our Cash Price, Per Pair
Ford Chevrolet	4.40-21	\$4.98	\$4.98	\$ 9.96
Chevrolet	4.50-20	5.60	5.60	10.90
Ford	4.50-21	5.69	5.69	11.10
Ford Chevrolet Whippet	4.75-19	6.65	6.65	12.90
Erskine Plymouth Chandler DeSoto Dodge Durant Graham-Paige Pontiac Roosevelt Willys-Knight	4.75-20	6.75	6.75	13.10
Essex Nash	5.00-19	6.98	6.98	13.90
Marquette Oldsmobile	5.00-20	7.10	7.10	13.90
Buick	5.25-18	7.90	7.90	15.30
Auburn Jordani Reo	5.25-21	8.57	8.57	16.70
Gardner Marmion Oakland Peerless Studebaker	5.50-18	8.75	8.75	17.00
Chrysler Viking	5.50-19	8.90	8.90	17.30
Franklin Hudson Hupmobile	6.00-18	11.20	11.20	21.70
LaSalle Packard	6.00-19	11.40	11.40	22.10
Pierce-Arrow	6.00-20	11.50	11.50	22.30
Stutz	6.00-21	11.65	11.65	22.60
Cadillac Lincoln	6.50-20	13.10	13.10	25.40
	7.00-20	15.35	15.35	29.00

COMPARE
Construction and Quality

4.50-21 TIRE	OUR TIRE	*A Special Brand Mail Order Tire
More Rubber Vol. . .	173 cu. in.	161 cu. in.
More Weight . . .	16.99 lbs.	15.73 lbs.
More Width . . .	4.75 in.	4.74 in.
More Thickness . . .	.627 in.	.578 in.
More Plies at Tread	6 plies	5 plies
Same Price . . .	\$5.69	\$5.69

Double Guarantee—Every tire manufactured
by Firestone bears the name "FIRESTONE" and
carries Firestone's unlimited guarantee and ours.
You are doubly protected.

*A "Special Brand" tire is made by a manu-
facturer for distributors such as Mail Order Houses,
oil companies and others, under a name that
does not identify the tire manufacturer to the
public, usually because he builds his "first line"
tires under his own name. Firestone puts his
name on every tire he makes.

All we ask is this: Come in to our Service Stores and see
for yourself sections cut from various tires.

Compare Quality—Construction—and Prices.

COOPER MOTOR COMPANY

SALES  SERVICE

On Poplar Pike Collierville, Tennessee Phone 163
Remember no Wrecker Charges for FORDS brought into our shop for Repairs.

being present.

Mrs. Charlie Hopper and son,
Charlie Jr. and wife from Memphis
visited in the J. E. Bazemore home
last Sunday.

Miss Marjorie Ramsey is enter-
taining her cousin, Mrs. Searey, of
Little Rock, Ark., this week.

Misses Susie Bazemore and Sarah
Ellis and Messrs. Andrew Miller and
Malcolm Rogers went to Brownsville
Tuesday, to attend the West Tenn.
B. Y. P. U. Conference.

Louise Rogers had as her guest
last week, her cousin Marjorie Reid.
Mr. R. C. Conley has built a new
addition to his garage and filling
station, and has moved his family in.

Mrs. J. E. Bazemore is gradually
improving after a severe attack of
illness last week.

Mr. and Mrs. Bennie Priddy and
Miss Eva Priddy were guests last
Sunday afternoon of Mr. and Mrs. J.
C. Pierce.

Miss Virginia Harold, who gradu-
ated at Blue Mountain College, re-
cently is at home with her parents,
Mr. and Mrs. Dan Harold.

The regular meeting of the Bap-
tist Missionary Society met with
Mrs. W. N. Strong, Tuesday.

Mrs. C. E. Bowers entertained the
Presbyterian Society in her home on

Wednesday afternoon

Miss Frances Bazemore won in an
oratorical contest at the Young Peo-
ples Conference which convened at
McKenzie last week.

Mrs. J. F. Schwaiger is spend-
ing a few days this week in Memphis
with her father, Mrs. J. B. McCalla.

Mrs. Baxter Humphreys of Col-
lierville, visited Mrs. F. R. Farley,
last week.

Douglas Hall, of Memphis, was a
guest of his sister, Mary Elizabeth
Hall, last Tuesday

LOEW'S PALACE, MEMPHIS

Saturday, June 20th, Loew's Pa-
lace offers "THE LAWYER'S SE-
CRET" with Clive Brook, Jean Ar-
thur, Charles "Buddy" Rogers, Fay
Wray and Richard Arlen. Charles
makes his initial appearance in a
real dramatic role. For the first
time on the screen, the engaging
and much-engaged young juvenile
has an opportunity to display the
real acting talents which undelay
his romantic popularity. He does a
great job in a stirring manner. "The
Lawyer's Secret" is an intense drama
based on the ethics of the legal pro-
fession which compels a lawyer to

respect his client's confidences whe-
ther or not they conflict with his
duty as a man. The plot of the
story is swift and direct, and pre-
sents a social problem in an excit-
ing way. Smashing all conventions
"The Lawyer's Secret" bares the in-
timate lives and loves of five human
hearts.

LOEW'S STRAND, MEMPHIS

Monday, June 22, Lowe's Strand
presents "FORBIDDEN ADVENT-
URE" with Mitzi Green, Louise Fa-
zenda, Jackie Sari and a big cast of
your favorite comedy stars. The story
was taken from a novel by Sin-
clair Lewis and promises a bunch
of fun as you have never witnessed
before.

Thursday, June 25th, THE SE-
CRET SIX" will be presented with
Wallace Beery, Lewis Stone, John
Mack Brown, Jean Harlow, Marjorie
Rambau and a great supporting
cast. You've seen gangster pictures
before, but never a thriller like this,
and never a performance like Wal-
lace Beery's as the stockyard killer
who graduates to ruling a city by
terrorism. "The Secret Six" is po-
sitively the last word in gangster
pictures.

SOCIAL AND PERSONAL

Mrs. R. L. Strong spent Wednesday in Memphis.

Mrs. Julian Jenkins is on the sick list this week.

Miss Ruth Piper is spending a few days in Memphis with her aunt, Mrs. Lottie Dunn.

Eugene Dunn, of Memphis, spent last week end here with friends and relatives.

Ewing Lee Hurdle is in Memphis this week, enjoying a visit in the home of his aunt, Mrs. D. T. Jowers.

Mrs. Thelma Cargill spent last week end in Eads, with her parents Mr. and Mrs. Huley Keough.

Mrs. Blanche Anderson, of Eads, was a guest this week of Mr. and Mrs. W. W. McGinnis.

Dr. and Mrs. Vance C. Roy and Mr. and Mrs. Luther Turner spent last Sunday at Edgewater Beach.

Miss Mary Fleming enjoyed several days in Memphis this week with Miss Edna Earl Rosenheim.

Mrs. Everett Wilson, of Columbus, Ohio, arrived Sunday to visit her parents, Mr. and Mrs. J. L. Parker.

Mrs. Robert Sims and Mrs. Bessie Matthews, of Memphis, were guests Tuesday, of Mrs. J. M. Mann.

Mrs. Will Cargill and Mrs. D. V. Hawthorne were shopping in Memphis, Tuesday.

Mrs. W. J. Jameson and Billy Piper, from Elba, were shopping in Collierville, Wednesday.

Mrs. Robert Jenkins will make her future home in Rossville, with Mrs. Davie Pulliam.

Give Dad Ties, a Shirt, or Socks, or a Hat or Suit, on Father's Day, next Sunday. Kelsey Brothers.

Mrs. Lura Braden and granddaughter, of Memphis, were guests last Sunday of Mr. and Mrs. J. L. Parker.

Mr. and Mrs. D. B. Hill and Mr. and Mrs. Jack Jameson spent Sunday at Rogers Springs.

Mrs. J. P. Horton left Monday for Whitford, Ark., where she will visit her sister, Mrs. Albert Talbot.

Messrs. Henry Schrader and Sorghum Morton were business visitors in Memphis, Tuesday.

LOST—A pair of gold frame eye glasses, Tuesday evening. Notify, V. Leake.

Mrs. Blanche Pulliam, Mrs. Cecil Baxter, Mrs. Robert Pulliam and Mrs. Flossie Reid spent Wednesday with Mrs. Robert Jenkins.

Dr. L. P. Pearce, who has been confined to his home for the past ten days on account of illness, is much improved.

Mr. and Mrs. John Starks and little son from Somerville, were guests last Sunday of Mr. and Mrs. V. Leake and family.

Mrs. L. H. Clayton is returning to her home in Ripley, Miss., today, after having been a pleasant guest of Mrs. H. L. Sigrest, the past week.

Misses Helen and Dorothy May Norris left Monday for Vandale, Ark., where they will spend a few weeks with their aunt.

Prof. and Mrs. C. G. Byers and children, from Water Valley, Miss., spent Sunday with their parents, Rev. and Mrs. J. P. Horton.

Mr. and Mrs. R. C. Cavitt left yesterday for their home in Oklahoma City, after a visit of several days in the home of Mr. Cavitt's sister, Mrs. S. H. Hinton, and Mr. Hinton.

Mrs. T. E. Watkins, little son, and daughters, Misses Esther and Mildred, have returned from Philadelphia, Miss., where they enjoyed a visit with relatives.

Hayes Hurdle, who last week received his degree from Mississippi A. and M. College, has been elected to the position of Smith-Hughes teacher in the schools of Houlika, Miss.

Mr. and Mrs. Paul Bennett are at home for the summer months in the residence of Dr. and Mrs. J. C. Parr, who with their daughter, Miss Elizabeth Parr, are spending the summer at Rogers Springs.

Mr. and Mrs. Jesse Brown have returned to their home in Bastrop, Louisiana, after a visit of several days with his parents, Mr. and Mrs. W. F. Brown. Their sister, Ida, accompanied them home.

Mrs. W. D. Moore and daughter, Marion, of Hopkinsville, Ky., and Mrs. S. S. Morrison, of Earle, Ark., are guests to day of their uncle, Mr. R. D. Humphreys, and Mrs. Humphreys, and Mrs. and Mrs. Karr Hinton.

BUSINESS OPPORTUNITIES
Local Man, now employed, if interested in splendid sideline business, send stamp for instructive folder and full details of our proposition; out-door advertising; no selling. American Advertisers Service, 515 W. Goodale St., Columbus, Ohio. 3t.

Mr. and Mrs. John E. Stamps are receiving the congratulations from their many friends upon the birth of a fine boy, who arrived Wednesday morning, June 17th. The little man weighed eight pounds, three and one-half ounces. Both mother and son are doing well.

Rev. and Mrs. R. W. Hood and Dr. and Mrs. S. W. McCall visited the Municipal Airport, Memphis, Monday afternoon, attending the opening of the Air Mail Service. They witnessed Pilot Clyde McCall leave on the first run to Fort Worth, Texas, driving a tri-motored Ford ship, with 3 passengers and about five hundred pounds of mail.

Rev. J. P. Horton carried several members of the local B. Y. P. U. to the executive meeting of the leaders of Shelby County B. Y. P. U., last Monday evening at the Bellevue Baptist Church. Those going with Bro. Horton were Misses Elizabeth Piper, Margaret Treadwell, Katherine and Loraine Burchett, Sadie McCandless, and Mary Fleming. Miss Katherine Burchett was elected vice president of the Eastern Division of the Shelby County Union.

Cards have been received from Mrs. Mattie Hester and Miss Rebecca Smythe, telling what a wonderful time they are having on their Texas and New Mexico trip. Miss Smythe drove to Albuquerque, New Mexico, Sunday, to remain for a few days with her brother, James Smythe, before returning to El Paso, Texas, where Mrs. Hester is enjoying a visit with her sister, Mrs. Andrews. They plan to be gone for a month or six weeks. On their return trip, they will visit relatives in Fort Worth, Texas.

Enjoy Motor Trip

Mr. Frank Pope, Miss Jean Craig, Mr. Roe Cartwright, Miss Marjorie Craig, Mr. Paul Duke, Miss Frances Stamps, Dr. Wm. Parr, Miss Elizabeth Baker, Mr. J. S. Everett, Miss Elizabeth Parr and Mr. E. C. Cooper motored to Iuka, Miss, Sunday, and enjoyed fried chicken dinner with Miss Louise Williams. Later the guests and hostess drove to Muscle Shoals and viewed the Wilson Dam. The party from Collierville returned here late that evening.

Sunday School Class Party.

The rain magically changed a Gypsy Tea into an informal but most enjoyable party. Tuesday evening, when the Sunday School class of Mrs. A. L. Hurdle met at the home of their President, Miss Margaret Treadwell, Games and light chatter furnished ample entertainment, and a most delightful picnic supper was served. The members of the class in attendance were: Misses Treadwell, Laura Elizabeth Hill, Loraine Burchett, Ceola Walker, Lordeanya McCandless, and their teacher, Mrs. Hurdle. Their special guests included, Misses Virginia Kelsey, Margaret Pearce, Virginia Earnhart, Earnestine Moore, and Mrs. L. E. Walker.

Mrs. H. L. Sigrest Entertains

Mrs. H. L. Sigrest honored her house guest, Mrs. L. H. Clayton, of Ripley, Miss., and Mrs. R. C. Cavitt, of Oklahoma City, Okla., who is the house guest of Mrs. S. H. Hinton, at a beautifully appointed bridge party on last Thursday afternoon when thirty-two guests enjoyed the occasion. The home was very artistically decorated with roses and nasturtiums.

Mrs. Sigrest received her guests wearing a sports frock of green and white silk. Mrs. Clayton and Mrs. Cavitt wore afternoon frocks of flowered chiffon with harmonizing accessories.

The honor guests were given dainty handkerchiefs as guest prizes.

The high score prize of silk hose was won by Mrs. J. H. Burkam. The low score prize of correspondence cards went to Mrs. Sam Hinton.

At the close of the afternoon, an ice course was served.

House Guests, Honored at Evening Bridge Party

Mr. and Mrs. S. H. Hinton entertained at bridge on last Thursday evening in special compliment to their house guests, Mr. and Mrs. R. C. Cavitt, of Oklahoma City, Okla.

The spacious rooms thrown open to the guests were fragrant with bowls and baskets of sweet peas in the pastel shades and corn flowers. For the occasion, Mrs. Hinton was wearing a lovely dress of yellow eyel embroidery. Mrs. Cavitt wore an original Parisian model of Hatlecarneigle in black with accessories in harmony.

Mrs. W. E. Robertson won ladies' high score prize, a bottle of perfume. Mrs. Elgin Leake drew the cut prize, a perfume atomizer. Mr. Karr Hinton won the gentleman's high score and was given a handsome shaving set and Mr. Mark Kirk drew a shaving set as cut prize. Mr. Charlie Fite was consoled with a cigaret lighter as low score prize.

The young Misses Dorothy and Sara Karr Hinton and Janie and Elizabeth Carrington, wearing dresses of pastel shades, served the ice course in the late evening. The ices depicted American Beauty roses in individual molds.

The guest list included Messrs. and Mesdames Irby, Norfleet, M. K. Mann, Swoope, R. D. Wilson, P. O. Wilson, Delaney, W. Jones, Baker, Lynch, Paul Bennett, Elgin Leake, V. Leake, Dudley, Tom Dean, Glenn, Karr Hinton, Sigrest, Kirk, Piper, Freeman, and Guy; Mr. and Mrs. Charlie Fite of Memphis; Dr. and Mrs. F. K. West, Mr. and Mrs. J. T. Knox, Mr. and Mrs. E. H. Jameson of Rossville; Mesdames Burkam, Clayton and Robertson; Misses Mary Collins, Marjorie Craig, Jean Craig and Janie Hinton; Messrs. E. C. Cooper, Roe Cartwright, J. S. Everett and Frank Pope.

Mrs. W. W. Norfleet Entertains

A charming bridge-tea was given on last Friday afternoon when Mrs. W. W. Norfleet entertained in her Southern Avenue home, which was beautifully decorated with a wealth of summer flowers including sweet peas, magnolias, and roses. The hostess was gowned in a summer frock of figured crepe.

Mrs. L. H. Clayton of Ripley, Miss., Mrs. R. C. Cavitt of Oklahoma City, Mrs. Lynn Sills and Mrs. Pansy Correll of Memphis, and Miss Elizabeth Parr of Rogers Springs shared honors with the members of the Senior Bridge Club at this delightful affair. Prizes were won by Mrs. Correll, Miss Parr and Mrs. J. M. Glenn.

Following the bridge games, a tempting salad course was served, consisting of tomato filled with the French dressing, pimento sandwiches, crackers, olives, pineapple mousse, angel food, devil's food and grape punch.

Mrs. J. H. Burkam Honors Attractive Visitors

On Monday afternoon, Mrs. L. H. Clayton and Mrs. R. C. Cavitt shared honors at an attractively planned bridge social, with Mrs. J. H. Burkam the gracious hostess. Bowls of summer flowers adorned the home.

Mrs. Cavitt was wearing for the occasion, an imported model of flowered silk, and Mrs. Clayton was wearing a lovely frock of Alice blue chiffon. The young Misses Lila Sigrest and Sara Karr Hinton, who assisted Mrs. Burkam in serving, wore dainty dresses of light pink.

The honorees were presented lovely handmade handkerchiefs as souvenirs of the afternoon. Mrs. J. K. Swoope proved the most skillful in the playing of bridge and won the first prize of silk hose. Mrs. J. W. Lynch won the low score prize, a handkerchief, and Mrs. D. G. Delaney drew cut prize, a fruit bowl. Mr. J. S. Everett won a deck of cards.

The refreshing ice course emphasized the color note of green and white with the white ices and white cakes decorated with the green rose.

The following guests participated in the pleasures of the afternoon:

Mr. and Mrs. Cavitt, Mr. and Mrs. Winston Jones, Mr. Everett, Misses Janie Hinton, Marjorie Craig; Mesdames J. H. Irby, W. W. Norfleet, O. P. Piper, R. D. and P. O. Wilson, Delaney, Lynch, Elgin Leake, P. O. Baker, V. Leake, Karr Hinton, S. H. Hinton, Bill Freeman, H. L. Sigrest, Clayton, W. E. Robertson, A. E. Guy, Glenn Jones, F. K. West, J. T. Knox, E. H. Jameson, J. B. Rives, Bryant, and Mrs. Paul Bennett.

Mrs. Van Riddick Neal and Miss Sadie Perkins were tea guests.

Entertains at Bridge-Breakfast

On Tuesday morning, at the home of her sister-in-law, Mrs. S. H. Hinton, Mrs. R. C. Cavitt was hostess at a beautifully appointed bridge-breakfast, complimenting a small group of friends at whose homes she has been honored during her visit here the past ten days.

Each guest was presented a lovely gift, and Mrs. Burkam won a bottle of rich perfume as high score prize, and Mrs. Sigrest a box of favorite bath powder. A delectable two-course breakfast was served the following guests: Mrs. J. M. Glenn, Mr. and Mrs. Winston Jones, Mrs. W. W. Norfleet, Mrs. Karr Hinton, Mrs. S. H. Hinton, Mrs. L. H. Clayton, Mrs. W. E. Robertson, and Mr. and Mrs. Cavitt, and Mrs. Sigrest.

Young Matrons Club

Mrs. W. E. Robertson was hostess on Tuesday afternoon to the members of the Young Matrons Club and several other friends. A profusion of vari-colored flowers lent fragrance and beauty to the rooms where the six tables were arranged for the bridge games.

An ice course was served. The guests, other than the club members were Mesdames Cavitt, Clayton, S. H. Hinton, Karr Hinton, J. M. Glenn, V. Leake, Elgin Leake, Norfleet, R. D. Wilson, Burkam, Sigrest, and H. B. Ward, Misses Martha McFerrin, Dorothy Dean, Dolly Leake, Lillian Morris, Bliss Dunn, and Marjorie Craig; Mrs. Vance Carrington, tea guest.

Honors Visitor at Luncheon

Another lovely social courtesy extended Mrs. R. C. Cavitt during her visit in Collierville was the bridge-luncheon given in her honor, Wednesday, by Mrs. J. M. Glenn.

The honoree was wearing a sports frock of blue, with hat and shoes of white. Mrs. Glenn was wearing a summer model of blue voile.

The delicious three-course menu was served at a beautiful table, centered with a green crystal bowl of pink and yellow snapdragon and lavender larkspur, and with appointments of green crystal. Green candles were used in green holders, and green, lavender, pink and yellow mints were served. The tallies used for the bridge games following the luncheon emphasized the same color note. The table prizes—hand-made curtain tie-backs of rose, green, yellow and black—were won by Mrs. Sigrest and Mrs. Clayton. Mrs. Elgin Leake won the low score prize, a basket filled with Dresden flowers made with a grape fruit containing the pink, green, yellow and lavender gum drops on tooth-pick stems. Mrs. Cavitt was given a French handkerchief of a lovely orchid shade.

The guests were Mesdames Cavitt, Clayton, S. H. Hinton, Karr Hinton, Sigrest, Burkam, and Elgin Leake.

Entertain Informally at Bridge

Mr. and Mrs. W. W. Norfleet were "at home" Wednesday evening to a small group of friends at an informal bridge party. A deck of cards was given as high score prize. A cigaret case was given to Mr. Cavitt, and a jewelry box to Mrs. Cavitt as remembrances of their pleasant visit in Collierville. A frozen fruit salad course was served. The guests included Mr. and Mrs. S. H. Hinton, Mr. and Mrs. R. C. Cavitt, Mrs. J. H. Burkam, and Mr. and Mrs. Winston Jones.

LOEW'S STATE, MEMPHIS

Friday, June 19th, Loew's State presents William Haines in "JUST A GIGOLO" with Irene Purcell and a great supporting cast. Adapted from the Belasco stage hit, "Dancing Partner," the new picture presents Haines as a British nobleman who poses as a gigolo in an attempt to "test" the girl he plans to marry—and who gets a slap in the face that opens the gate to his life romance. Whimsical comedy blends with heart interest; Haines clowns delightfully, and in other parts of the picture contributes some of the finest dramatic acting of his career.

"Say It With Flowers"

FLOWERS FOR ALL OCCASIONS

Call Mrs. Delaney
Agent for Irby Harris Florists

Park Your Car at
Peabody Garage
108 South Second Street
Parking and Storage
Prompt and Courteous Service

IT'S NEW!
SIMS SANDWICH SHOP
SANDWICHES and SHORT
ORDERS
Hot Tamales Chili
"We Deliver—Phone 16"

We Make Ends Meet



A close inspection of our stock of Lumber, Hardware, Building Material, 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.

W. W. McGinnis Lumber Co.

Collierville Phone 21 Tenn.

HINTON & HUTTON
FUNERAL DIRECTORS
AMBULANCE SERVICE

Phone 15
Night Phones 137 and 177

BETTER
ELECTRIC
SERVICE

Thirty years ago the consumer bought electricity at a high rate from a small local concern. Service was uncertain in the extreme, and when the plant shut down every now and then for a day or so, it was considered inevitable. Farm and railroad electrification, like electric saving devices, were unknown.

Now, for a fraction of the price then charged, the public gets the highest possible standards of electric service. Even short interruptions of service are rare, because the modern utility has tremendous resources with numerous sources of power, and serves many communities. Customers have many labor saving devices available and they cost very little to operate. The electric industry is busy carrying on rural electrification projects, that are bringing, at a reasonable cost, the blessings of power to thousands of farmers, as well as to people in cities.

MEMPHIS POWER & LIGHT COMPANY



Means
Better
Service
From
Your Car

LET US WASH and
GREASE YOUR CAR

CHECK YOUR OIL and BATTERY and PROPERLY LUBRICATE
YOUR MOTOR and SPRINGS.

McGinnis Service Station

EVERY BLADE

of SPRING GRASS

4/5

WATER!

THINK of it! In every 10 pounds of spring grass are 8 to 9 pounds of pure water! So much water, in fact, that a cow can't possibly eat enough pasture to get the actual feed she needs. So says the Illinois Experiment Station. Spring pasture does make the milk flow look good—because grass is a stimulant. But the cow robs her body and her unborn calf to do it—and gives you less milk when you need it most. So spring pasture does need help from the barn—in the shape of feed.

When you put Purina Bulky Cow Chow and spring pasture together you always get the same answer—milk in the pail at the fewest cents per gallon over a long-time period. The difference shows particularly in the late summer and fall. Then you see cows still filling the pail—you see calves in the barn standing on all-four—because cows didn't rob their bodies and their calves during the spring.

Come into the Store with the Checkerboard Sign—
let us tell you more about Bulky Cow Chow—or
phone us your order for prompt attention.

Hinton & Hutton Co.

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COLLIERVILLE, TENNESSEE



It Certainly
Pays

To Raise Fat Hogs in a
Lean Year

WILL YOUR PIGS BE HOGS—OR JUST
ORDINARY HALF-WEIGHT PIGS WHEN
YOU ARE READY TO KILL THIS FALL?

Get the GROWTH—then FINISH QUICK.
You don't make your profit in POUNDS.
You make it in GROWTH and body de-
velopment of young hogs.

INTERNATIONAL MAKMEAT HOG FEED is made from Digester Tankage,
Linseed Oil Meal, Soy Bean Meal, Corn Gluten, Wheat Shorts, Rice Bran,
Molasses, Corn Meal, Minerals, etc.,

COLLIERVILLE CASH FEED STORE

H. W. COX, Manager

Telephone 184

"A HOME MANAGED—HOME OPERATED STORE"

POULTRY SITUATION HAS
BRIGHTER OUTLOOK

The poultry situation has a bright-
er outlook than it has had for several
months due to the fact that storage
stocks are considerably below the five
year average and less than 60 per
cent of last year's stock, according to
the U. S. Department of Agriculture.

The number of hens on farms is
below the 5 year average and below
April 1st numbers for 1929 and 1930.
Commercial hatchings for this year
also are about 40 per cent below last
year, and storage stocks of dressed
poultry are moving out at a faster
rate than they have for the past five
years.

These conditions should brighten
the hopes of poultrymen who have on
hand their usual number of young
chickens from which to develop pul-
lets for winter layers, states A. J.
Chadwell, U. T. Extension Poultry-
man.

Give Dad Ties or Socks on Father's
Day, next Sunday. Kelsey Bros.

CAYCE.

Mr. and Mrs. M. E. Flannigan and
children, from Memphis, spent last
week end here with his father, Mr.
H. R. Flannigan, and sister, Miss
Nannie Flannigan.

Messrs. M. S. McFerrin of Lucy,
Tenn., W. H. McQuiston of Clinton,
S. C., visited in the home of Mr. and
Mrs. P. P. McFerrin, last Sunday.

Mr. and Mrs. V. D. Brooks enter-
tained as their guests last Saturday
night, Mr. and Mrs. John Ballard,
Mo., and Mrs. Warren Howell from
Memphis, and Mrs. Mattie Pulliam
of Rossville.

Mr. and Mrs. J. C. Corbett, from
Memphis, were visitors last week of
Mr. and Mrs. E. W. Parker.

Mr. and Mrs. Louis Bonar and
children, and Mrs. Osick of Mem-
phis, spent several days last week
with Mr. and Mrs. T. A. Robertson.

Mr. and Mrs. R. R. Williams, of
Byhalia, visited relatives here last
Friday.

Mrs. C. H. Hooks has returned
home after spending several days in
Byhalia with her sister, Mrs. Vick.

R. J. Williams was in Byhalia
last Friday.

R. W. Parker has joined the Navy
and is at the U. S. N. T. S. No. 30,
Great Lakes, Ill.

Miss Louise Armour, of Holly
Springs, is visiting her aunt, Mrs.
W. L. Armour.

J. W. Brown, of Ellendale, is en-
joying the week with his son, W. H.
Brown.

Mr. and Mrs. Newburn, of Kansas
City, were guests last Friday of Mr.
and Mrs. W. L. Linderman.

P. P. McFerrin and F. M. Sloan
were in Memphis Sunday evening.

Mr. and Mrs. E. W. Parker and
daughter, Elizabeth, spent Sunday
in Memphis, with J. C. Corbett and
family.

Mr. and Mrs. Rogers Salmon vis-
ited relatives in Memphis, Sunday.
Mrs. Bert Terry and little daugh-
ter, arrived Wednesday for a visit of
several weeks with her parents, Mr.
and Mrs. V. D. Brooks.

V. D. Brooks and W. L. Armour
were business visitors in Holly
Springs, last Saturday.

Give Dad Ties or Socks on Father's
Day, next Sunday. Kelsey Bros.

MT. PLEASANT

Rusty Davis, of Truman, Ark.,
was here one day last week.

Mrs. Fannie Johnson has returned
home after a week's visit with Mr.
and Mrs. R. L. Person of Memphis.

Mrs. N. M. Carpenter and children
spent Sunday afternoon with Mr.
and Mrs. Claude Rich of Moscow.

Mrs. C. C. Conner spent several
days of last week in Memphis.

SPECIALS!

Ripe Tomatoes, per lb. 12 1/2c
CREAM MEAL, 24lb Sack 55c
New Irish Potatoes, per lb. 3c

BEEF ROAST per lb. 20c
BEEF STEAK per lb. 30c
GROUND BEEF, per lb. 20c
PORK ROAST per lb. 20c
PORK CHOPS per lb. 25c
SPARE RIBS per lb. 15c

Destroy the Breeding Places of
Flies, Mosquitoes and Germs—
Suggestions in window Display at

CHAS. DEAN & SON

PHONE 25

"QUALITY MERCHANDISE"

Miss Imogene Jowers has been vis-
iting Mr. and Mrs. Albert Persons
of Collierville.

Mrs. A. L. Chandler and Miss Lu-
cy Conner were in Memphis Friday.
Miss Maxine Conner, of Memphis,
spent last week end here with her
parents, Dr. and Mrs. C. C. Conner.

Mrs. W. T. Chandler has returned
home after a week's visit with Mrs.
J. O. Boatwright of Memphis.

Mr. and Mrs. Buster Goodman of
Red Banks, and Billie Houston of
Tyro, were guests of Mrs. A. L.
Chandler, last Thursday.

John Murphy, Mrs. Ida Elder and
Mattie Lou Elder of Rossville were
visitors here Wednesday.

Mr. and Mrs. J. O. Boatwright, of
Memphis, were visitors in the W. T.
Chandler home, last Sunday.

Dr. and Mrs. C. C. Conner and
family entertained as their guests
last Sunday, George Marlow and
Jerry Barton, and Misses Gladys and
Robbie Fite of Memphis.

Mr. and Mrs. W. H. Person, Miss
Jennie Hale and Wilson Bogard vis-
ited in Memphis, Monday.

FOREST HILL NEWS

Miss Frances Downs, Correspondent

Mrs. Lula Alexander, Miss Velma
and Alva, of Somerville, and Mrs.
M. E. Crawford and Miss Frances
Downs visited Mr. and Mrs. H. Y.
Hinson of Memphis, last Sunday.

Mrs. Olivia Shelton spent the bet-
ter part of last week with her sis-
ter, Mrs. Clarence Butler, of Mem-
phis.

Mrs. Helen Anderson and daugh-
ter, Miss Evelyn Anderson, shopped
in Memphis, last Thursday.

Mr. and Mrs. Harry Williams and
a group of friends spent Sunday at
the Williams' country home.

Miss Mary Short attended the
wedding of Miss Laura G. Drake
and Mr. Perkins Yancey, last Sun-
day morning in Friendship, Tenn.

Mrs. W. B. Short spent last week
with Miss Ruby Short.

Mrs. C. M. Scott and Mrs. Olivia
Shelton spent Sunday with Mrs. R.
K. Baxter, of Covington.

Mr. C. M. Scott spent Sunday in
Hughes, Ark.

The following ladies met in the
home of Mrs. Frank Hungerford on
last Monday evening: Mrs. W. H.
King, Mrs. C. M. Scott, Mrs. G. H.
Moore, Mrs. J. H. Moore and Mrs.
Rossel Richmond. The purpose of
the meeting was to make paper holly-
hocks for Style Show which will be
given at the Auditorium June 30th.

The P. T. A. is sponsoring a series
of Progressive Tea Parties. Begin-
ning next Wednesday the first meet-
ing will be in the home of Mrs. C. M.
Scott. Admission is 10c.

Bob Lemonds, Bill King, Robert
Graham, L. O. Downs, Roy Wilson,
Mrs. Beale, Mrs. O. B. Lemonds, and
John King enjoyed a swimming party
Sunday.

Mr. and Mrs. Clifton Shreeve and
son Robert of Lebanon, Tenn., Miss
Thelma Shreeve of Jonesboro, Ark.,
and Mrs. Alice Herndon of Mur-
freesboro, Tenn., were the guests of
Mrs. M. E. Crawford this week.

Mr. and Mrs. J. P. Moews and Mr.
and Mrs. Earnest Mannish have moved
to the former's summer home.

Charlotte Con Holden enjoyed as
her guest last Monday night, little
Caroline Sullivan of Germantown.

Miss Bessie Paine is visiting Mrs.
Cartwright.

Mr. and Mrs. J. W. Skinner and
Mrs. D. A. Skinner attended the
Schniers Musicals at Shiloh last
Sunday.

Frank Alley was a visitor here
last Monday.

Miss Thelma Wilson left Monday
with her aunt and uncle, Mr. and
Mrs. T. B. Wilson and daughters,
Norma and Dorothy Ann, for the
Carolinas. They will return by the
way of Georgia and Florida. They
expect to be gone about two weeks.

Mr. and Mrs. Rossel Richmond had
as their guest last Sunday, their son
Edward of Memphis.

Miss Cornelia Cohn returned from
the University of Wisconsin last
week.

Mr. and Mrs. Hugo Rosback are
enjoying as their guests this week,
Mr. and Mrs. Dick Hawkins, and
Mr. and Mrs. Earl Hawkins of Chi-
cago.

Mrs. Rosback has been home for
a few weeks, but is returning to his
work in Dallas, Texas, next week.

Mrs. Helen Anderson and Miss Ev-
elyn Anderson enjoyed a picnic at
Overton Park last Sunday with a
small group of friends.

Mrs. R. C. Cockcroft spent Mon-
day here with friends.

The ladies did quite a lot of can-
ning last Tuesday at the school.

Immense Ocean Liners

There are steamers on the Atlantic
engaged in a heavy tourist traffic
which are so large that if placed on
end and stood up they would rise
more than 200 feet higher than the
Woolworth skyscraper in New York
city.

Today & Tomorrow
LAST TWO DAYS

Lafrance

HOSIERY WEEK
REDUCED PRICES for These Days

Kelsey Brothers



at our
Fountain

COOL, REFRESHING DRINKS Made from the
Best of Fresh Fruits and Syrups.

OUR SERVICE WILL PLEASE YOU AND YOU
WILL ENJOY A VISIT TO OUR SODA FOUNTAIN
THESE WARM DAYS

Harrell Drug Co.

HESTER HOTEL

Phone 42

Try Our SPECIAL CHICKEN DINNER—Every Sunday

50c Per Plate

BIGGS & DUDNEY

GENERAL MERCHANDISE

Service

Quality

Phone 43

A REAL BUY!

But you'll Have to Hurry—

Because a BARGAIN like this one is not to be found
every day in the week! Right at this time YOUR
DOLLAR IS ON AUCTION—the idea is to get as
Much for it as you can—and this is ONE CHANCE
you have to get a REAL MONEY MAKING BUY!
A LATE 1929 MODEL A A. FORD TRUCK with
Closed Cab, Four Speed Transmission, and Stake
Body. Has been used as a Demonstrator. Looks
like New—Runs like New—Will Guarantee and
Terms may be had.
This car IS GOING TO BE SOLD. Phone or Write:
No. 110, THE COLLIERVILLE HERALD, Collier-
ville, Tenn.