

The Collierville Herald
 Published Every Friday at
 Collierville, Shelby County, Tenn.
 WALTER H. HARRIS, Editor.
 MRS. KATHLEEN HARRIS,
 Managing Editor.
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 March 15, 1929, at the Postoffice at
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 March 3, 1879.
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 Advertising rates on application.
 Friday, June 5th, 1931.

Please Tell Us How
 "A year ago a dollar would buy only two and one-tenth pounds of sirloin steak, while now it will buy three pounds. The consuming public should know of these attractive prices."—C. B. Dnman, Member Federal Farm Board.
 Now if Mr. Dnman will tell the 6,000,000 plus of unemployed, the impoverished farmer and the business man facing a deficit how to get the dollar, a rapid reduction of the meat surplus ought to follow.

A Pertinent Parallel
 Mr. John E. Parrish of Washington, D. C., suggests the following illustration of the so-called "logie" and alibi of Mr. Hoover and the present Republican party:
 "My wife keeps me up so late at night entertaining friends, that I cannot get up early enough in the morning to earn enough money to enable her to entertain enough friends to keep me up so late that I cannot get up early enough, etc."

Still Wears His "Hoover Badge" but in a Different Location
 Washington, May—The "Hoover Badge" is the feature of a version of the "Hoover Prayer," which a Monroe County farmer sends to the *Bloomington* (Ind.) STAR. This version runs as follows:
 "Lord, I am only a Monroe County farmer.
 "Thou knowest I wore a Hoover badge and was faithful in all things to the G. O. P., even so thou knowest that I believe in the dawn of the day that wool would advance in price and that I would get \$3.00 for wheat and twenty cents for pork.
 "Two years have gone by, never to return, and I am too poor to buy the necessary Rockefeller for my Henry.
 "I still wear a Hoover badge, but it's on the seat of my overalls."

ROCKY POINT
 Mrs. Robert James and children of Memphis, spent last week end with Mr. and Mrs. Lee Thompson. Bradford Thompson and Harold Dixon from Memphis spent Saturday with Lee Thompson.
 Miss Ila Wyatt enjoyed Wednesday night with Misses Lucille and Thelma Bass.
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 Mr. and Mrs. Curtis Leath spent Friday night with her mother, Mrs. S. R. Callcutt.
 Clyde Callcutt spent last week end with his grandparents, Mr. and Mrs. S. R. Callcutt.
 Friends are happy to know that Mrs. James Redditt is improving.

OLIVE BRANCH NEWS.
Miss Helen Droke, Correspondent
 The Olive Branch American Legion baseball team defeated the Eudora boys in a game at Eudora last Thursday afternoon.
 Miss Janfee Cochran returned home last Wednesday from M. S. C. W., and will enjoy her summer vacation here. She has as her guest Miss Dorothy Matthews, of Golden, Colorado, who will remain for several days.
 Mr. Bender, of Racine, Wis., has been visiting his son, Mr. D. J. Bender, for the past few weeks. While here, they have made several trips to Batesville, Miss., where Mr. Bender will probably operate a cheese plant.
 Billy Chisenhall has returned to his home in Osceola, Ark., after a stay of several months with his aunt Miss Joe Perry.
 Earnest Brower is home from A. and M. College, for the summer vacation.
 Miss Marguerite Hester left last Friday for her home in Moscow, Tenn., where she will spend most of her vacation months.
 Miss Tessie Murphy left, Friday, for Flora, Miss., where she will remain until July 1st. She will then go to Laurel, Miss., to begin her duties as General Secretary of the Y. W. C. A. of that city.
 Miss Gladys Valden, of Memphis, was the guest of Mrs. W. B. Flynn, last Thursday night.
 Mr. and Mrs. Edward McCormick, Mr. Day, Mr. and Mrs. Will Allen, of Memphis, visited Miss Maud Weston, last Sunday.
 Miss Janice Cochran gave a dance last Thursday evening in honor of her house guest, Miss Dorothy Matthews, of Golden Colorado. Quite a few from Byhalia, Cockrum, and Memphis attended the delightful affair.
 Mrs. Jennie Cochran and children and Misses Virginia Bibb, Kathryn Winders and Helen Droke were visitors in the Todd home in Coldwater, last Sunday afternoon.
 Little Miss Juanita, Allen and James E. Burnett, of Memphis, were visitors, last Sunday, of little Miss Martha Peard, of Memphis.
 Mr. and Mrs. J. B. Smith of Memphis, visited Mr. and Mrs. D. M. Melts, Sunday afternoon.
 The smaller boys of town have organized a baseball team, and on last Saturday afternoon they played the smaller boys of Pleasant Hill. Our boys suffered defeat then, but on Sunday afternoon they defeated the Pleasant Hill boys.
 Miss Lucile Lovell has gone to her home in Hampshire, Tenn., to stay a few weeks.
 Miss Bess Strong has gone to her home in Bailey, Tenn., where she will spend the vacation season.
 Mr. and Mrs. B. J. Chain left on last Monday for French Camp, Miss., where they will spend a few weeks before entering summer school at the University of Alabama. Their many friends are delighted to know that they will return here next year.
 Mr. and Mrs. C. P. Winn, Mrs. Ballard and Mr. and Mrs. Allen of Horn Lake, and Mr. Bob McCargo of Memphis, were the guests of Mrs. Fannie McCargo, last Sunday. Mrs. Winn of Horn Lake has been with Mrs. McCargo since she had the misfortune of breaking her arm.
 Mrs. Bryant Russwurm and little daughter, from Independence, Miss., were guests during last week of Mrs. Ella Harrison.
 Mrs. Roy Armstrong and children, Roy, Nita Mae, Donie Frances, Madeline and Ruth, from Amory, Miss., were the pleasant guests a part of last week of Rev. W. A. Bowlin and family.
 Misses Bess and Sue Butler have returned to their home in Ripley, Miss., after a visit of several days with Miss Donie Mae Bowlin and their brother, A. M. Butler.
 Mrs. Robert Kerr came home Monday from Bells, Tenn., where she has been visiting her mother, Mrs. Emma Woods. Miss Ruby Bob Funderburke accompanied Mrs. Kerr to Bells.
 Mrs. Lita Ballard, of Horn Lake, is here to spend a few weeks with her mother, Mrs. Fannie McCargo.

ROSSVILLE NOTES
 Mrs. W. H. Jameson, Correspondent
 Mr. and Mrs. J. N. Bobbitt, from Tusculum, Alabama, are here on a visit with their parents, Mr. and Mrs. A. S. Waller.
 Mrs. A. S. Wilder, of Galloway, and her sister, Mrs. Paul Battle, of Arlington, spent Tuesday here as the guests of Mrs. Albert Neville, Jr., and Mrs. Madge Neville.
 Mr. and Mrs. H. H. Farley and son, Billy, visited Mr. and Mrs. T. O. Percer, of Memphis, last Sunday.
 The "Brotherhood" monthly meeting was held at the Baptist church, Monday evening. The wives and visitors who attended presented an enjoyable program. An ice course was

CORDOVA
Miss J. C. Pierce, Correspondent
 Mr. and Mrs. A. D. Ramsey and Miss Marjorie Ramsey visited relatives in Red Bank, Miss., Sunday.
 Mrs. Bryant of Memphis was a recent visitor of Mrs. Ramsey.
 Mr. and Mrs. R. B. Perry were guests, Sunday afternoon, of Mrs. Mattie Crook of Eads.
 Prof. C. H. Harrell was a visitor in town last Monday.
 Mr. and Mrs. A. J. Crook went to Collierville last Sunday and enjoyed a visit with Mr. and Mrs. R. J. Livingston.
 Mr. and Mrs. Terrell Hall and children were in Memphis, Sunday, guests of Mr. and Mrs. Andrew Crook.
 Miss Adelle Carl who has been ill, is again able to go about some.
 Rev. and Mrs. W. L. Wheeler and Misses Frances Bazemore and Bernice Anderson are leaving Monday to attend the Young People's Conference of the Presbyterian Church, in MacKenzie, Tenn.
 Miss Leona Hulbert, of Memphis, who has spent the past week with her aunt, Mrs. Belle Priddy, has returned to her home.
 Louie Priddy spent last Thursday with Mrs. Priddy.
 Mrs. H. H. Parker was able to be brought home from the Baptist Hospital last Saturday after being confined there for several weeks.
 J. E. Owens, of Memphis, is spending some time with relatives here.

LOEW'S STRAND, MEMPHIS
 Beginning Monday June 8th, Loew's Strand offers "6 Cylinder Love" with Spencer Tracey, Una Merkel, Edward Everett Horton, El Brendel and others. Even Einstein couldn't make a small salary cover a steady round of night clubs and chain party parties. When you own an expensive car, you have to live up to it. And the wages of sin is an accident. Such is the theme of "6 Cylinder Love."
 Thursday June 11th, Robert Montgomery will be presented in "Shipmates" with Dorothy Jordan. This picture was brought back to Memphis for a second run by popular demand. It is Montgomery's first starring vehicle and which made him the new idol of the screen. He was only a common gob, and she was an Admiral's daughter, but he showed the whole Navy that he had the stuff to win her.

Mr. Car Owner
 Here is what Race Drivers with Life and Victory at Stake have decided about Tires

The Gold Standard of Tire Values



World's Records

- Firestone Gum-Dipped Tires hold all world's records on road and track for safety, mileage, speed and endurance.
- for twelve consecutive years they have won the 500-mile Indianapolis Endurance Race.
- were on the winning cars in the Pike's Peak Race where a slip meant death.
- were on the G.M.C. Truck, carrying a two-top load, that hung up the coast-to-coast endurance record.
- were on the Studebaker car which on a board track in Atlantic City in 1928 went 30,000 miles in 26,326 minutes.
- on 125 buses of the Washington Electric & Railway Company, ran 3,674,266 bus miles during 1930 with only 13 tire delays.
- on 150 trucks of the Safeway Stores, Inc., ran 1,500,000 miles in one year without one single hour of delay on the road.

Take advantage of our liberal trade-in plan. Avoid the risk of blowout, accident or delay. Prices on these World's Record Tires are the lowest in history. Come in Today.

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COOPER MOTOR COMPANY
 SALES—SERVICE
 On Poplar Pike Collierville, Tennessee Phone 163
 Remember no Wrecker Charges for FORDS brought into our shop for Repairs.

CORDOVA
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 John and Carter Pierce have returned from Baylor University, Waco, Texas. Bill Mullins from Freed Hardeman College and Franklin Yates spent home in a few days from the University of Tennessee.
 Misses Sarah Ellis, Mildred Reinhold, Mary Schwam and Messrs. Leonard Bazemore and Edward Humphries from West Tenn. Teachers College, Memphis.
 Miss Jacqueline Hall gave a lecture and demonstration at the school Monday in regard to the style show. Sixteen ladies were present and a great deal of interest was taken. The style show which will include exhibits from each community in the county will be staged at the E. H. Auditorium on June 30th at 8 o'clock.
 The Junior B.Y.P.T. was entertained with a Lawn Party, Wednesday night at the home of Mr. and Mrs. R. M. Houpe.
 Mr. Riley and family were dinner guests last Sunday of Mrs. Riley's mother, Mrs. Stewart, of Memphis. Messdames A. D. Ramsey, R. M. Houpe, J. H. Schwam, R. B. Perry and J. C. Pierce attended the P.T. A. Quarterly meeting at the Auditorium, Wednesday.
 Mr. and Mrs. Arthur Patrick of Lenox, visited Mr. L. E. Weeks and family, last Sunday. Mr. Weeks has been sick for several weeks and is still confined to his bed.
 Mrs. "Forace" Womble has been

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

D. Vance C. Roy
 OPTOMETRIST
 901 Farnsworth Bldg. Memphis
 Will be at Dr. McCall's Office in Collierville, Every Wednesday.
 Eyes Examined and Glasses Supplied

FOREST HILL NEWS
Miss Frances Downs, Correspondent

The attendance was good at both Sunday School and church last Sunday, and Rev. Sibley Burnette gave a good message. The Senior B. Y. P. U. attendance was fine, and several visitors were present whom we were glad to have. We are glad to have George and Bess Strong back with us. Mrs. E. E. Strong had charge of the quiz. Mrs. Holden's group has charge of the next program. The social was planned for Wednesday but had to be changed to Saturday at 6 P. M. Don't forget we meet with Mrs. O. B. Lemonds The Sunday School training course lasted through the week and the attendance was good. Those who are taking the book taught by Rev. Mr. Burnette are invited to the Social.

The Suburban Garden Club will entertain with a charity morning bridge party at the home of Mrs. D. Cartwright Wednesday morning at ten o'clock. Table and attendance prizes will be given. Lunch will be served for 50 cents. Please call Mrs. Cartwright or Mrs. J. C. Larkin and make your reservation, which must be in by June 9th.

Mr. and Mrs. Alf Holden and children and Lucile and Edna Mae Rossback spent Sunday at Overton Park. Miss Helen Williams is spending the week with Miss Loraine Hoberlin. Richard Jones and little Virginia have recovered from their attack of measles. Miss Thelma Wilson spent last week end with her parents. Mr. and Mrs. O. B. Lemonds have as their house guest this week, the Rev. Sibley Burnette.

Mrs. J. E. Clark took her children, Jewel, Wirt and Sara Walker, and Ernest Nell to Overton Park, Monday, for an all-day stay. Mrs. Ernest Johnson, Mrs. Frank Nell, and daughter, Kathryn, visited Mrs. Cooper James, of Germantown, last Monday. Willye Jones left last Monday for a stay of two months in Hot Springs, Arkansas.

Mrs. C. M. Scott, Mrs. Olivia Shelton and Mrs. T. N. Wright visited Mrs. Clarence "Butte" of Memphis, last Thursday. Mr. J. M. Sullivan was very ill last Saturday. Mrs. G. Moorer, Mrs. T. Moorer Harris and Miss Ila Jones attended the funeral of Mrs. Patti Rhodes Cole last Friday. Mrs. M. E. Crawford and Miss Frances Downs spent Friday in Memphis. Boyce Jones and G. H. Moorer were business visitors in Memphis last Friday. Miss Mary Short spent last week with Miss Laura G. Drake of Friendship, Tenn.

Jewel Clark and Billy Moore did some good practicing shooting last Saturday morning when Billy discharged the shot gun thru the middle finger of Jewel's right hand. Mr. and Mrs. J. P. Moews and Mr. and Mrs. Ernest Manush spent last week end at the former's home, Shady Oaks. S. C. Marshall, of Jackson, Miss., was a guest Wednesday night of Mr. and Mrs. W. H. King. Mrs. R. Cohn returned from New Orleans, last Wednesday. Mr. J. W. Skinner had a minor operation last week. Harry Williams and a few friends enjoyed boating and horseback riding at his country home last Sunday.

Mr. and Mrs. C. M. Scott enjoyed as their guests, Sunday. Mr. and Mrs. C. S. Butler, Mr. and Mrs. Gordon Scott of Senatobia, Miss., and Rev. Sibley Burnette.

Mrs. Frank Nell and children enjoyed Saturday in Memphis. Mr. and Mrs. Eric Millington had as their guests last Sunday, Mr. and Mrs. Thomas F. East and son Richard, of Memphis.

Mrs. P. E. Singleton, Miss Sammie Garner visited Mrs. Helen Anderson last Monday.

Mr. and Mrs. F. P. Jones were the dinner guests last Sunday of Mrs. J. W. Jones.

Mr. and Mrs. Herman Hines spent Sunday with Mr. and Mrs. D. Wilson. A Weiner roast last Saturday evening was enjoyed by the following: Bill King, Helen Lemonds, Nora Holden, Robert Graham, Lucille Rossback, Bob Lemonds, Thelma Dixon, Marie Rossback, Catherine Jones and Oscar Dixon.

Mr. Cecil Elliot returned from Buffalo, N. Y., last Saturday. He, Mrs. Elliot and Lawrence will leave on the eighth of June for Buffalo, where they will make their new home.

Mr. J. W. Hix drove out to Oakville Sunday to visit his niece Miss Dorothy Dowdy, and Mr. Bedford. Both are doing nicely.

Mrs. Kate Holden, of Collierville, spent Saturday with Mr. and Mrs. A. H. Holden.

Mr. Doug Smith, of Memphis, was a business visitor here Monday.

Mr. Frank Hungerford returned from Kansas last Wednesday.

Mr. S. R. Hungerford and daughters, Miss Wanda and Mrs. J. M. Evans, of Germantown and little Frank Hungerford, Jr., left Monday for Kansas where they will stay about ten days.

Mrs. M. E. Crawford and Miss Frances Downs visited Mrs. R. J. Garner, Poplar Pike, last Friday.

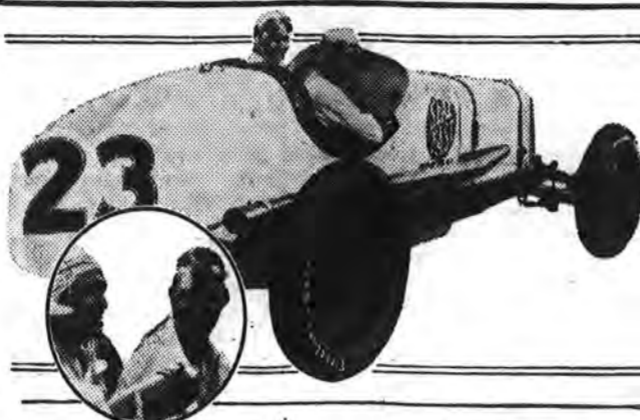
LOEW'S STATE, MEMPHIS

Friday June 5th, Loew's State presents Joan Crawford in "Laughing Sinners" with Nell Hamilton and a great supporting cast. The picture was based on the stage play "Torch Song" which was the outstanding hit on Broadway last season and affords Miss Crawford her second straight dramatic role. Ivy Stevens (Joan Crawford), a cabaret singer, was the occasional mistress of Howard Palmer (Nell Hamilton), a traveling salesman. He broke off their relationship with a brief note, and she was dazed to hear that he had married a wealthy girl. Ivy was saved from attempted suicide by the Salvationists. She became interested in the work of the Salvation Army, and in serving less fortunate people, she forgot her own misery and heartaches. "Laughing Sinners" is a soul-searing drama. All Matinees, 25c; Nights, 40c; Children, 10c at all times, effective June 5th.

LOEW'S PALACE, MEMPHIS

Saturday June 6th, Loew's Palace presents Tallulah Bankhead with Clive Brook in "Tarnished Lady." Miss Bankhead was born in Huntsville, Ala., and named after Tallulah Falls in Georgia. Her father is Congressman William Bankhead; her uncle Senator-elect John Bankhead; her grandfather was also a United States Senator from Alabama. She has for the past 8 years been on the stage in London where she created quite a commotion among the London Theatre public. The story is set in the glamorous world of New York's "400," and deals with a petted girl, who thru ill-fortune is forced to marry a wealthy broker for his money. Later, repenting her bargain, she leaves her husband. In a series of exciting climaxes, the husband and wife are brought together again and start their lives over with a firmer understanding. Come and meet Tallulah; her "IT" packs a terrific wallop! All Matinees, 25c; Nights, 40c; Children, 10c at all times, effective June 6th.

Louis Schneider Wins 500 Mile Race



Louis Schneider, Indianapolis youth, with his mechanic, Jigger Johnson, just before and just after he rode to fame and a \$20,000 pot of gold in the 500-mile Speedway Classic May 30.

No man has ever won two years consecutively, but Schneider is the twelfth consecutive winner on Firestone Tires, and to express his gratitude for his safety and victory he sent Harvey S. Firestone the following telegram from the track:

"I have just won the five hundred mile Indianapolis race on Six Hundred Twenty Firestone Gum Dipped Tires.

It was a 'most difficult and gruelling test for tires due to a wet slippery track from frequent showers. Safety at high speed was of greatest importance and my Firestone Tires enabled me to make an average speed of 96.629 miles per hour. I have always used Firestone Tires in all my racing for I have great confidence in their safety and dependability and I want to thank you for the part Firestone Balloons played in my victory today for I had no tire failures and changed but one tire purely a precautionary measure and all my tires were in fine condition at the finish of the race."

THOUSAND DISASTERS RECEIVED RED CROSS AID IN 50 YEARS

American Society to Celebrate Its Birth Year With Nationwide Observance

Tornadoes, floods, forest fires and other calamities and upheavals of nature have visited the United States more than one thousand times in the last half century.

All of these were of severe intensity, causing loss of life and great property damage. Minor catastrophes were not counted in this list of disasters, which has been made public by the American Red Cross, in connection with the celebration this year of its fiftieth birthday.

It was on the evening of May 21, 1881, in the modest home of Miss Clara Barton in Washington, D. C., that the American Association of the Red Cross was first formed. Before the year was out, and before, indeed, the United States Government had officially moved to approve the Treaty of Geneva, adding this nation to the company of thirty-two others adhering to the treaty to protect wounded in warfare, Miss Barton had plunged the small society into a disaster relief task.

First Red Cross Unit

This was in the north woods of Michigan, where forest fires swept the homestead farms of pioneering families. Miss Barton, as president of the Red Cross, had organized a branch in Dansville, New York, where she was sojourning. This little group immediately raised money, food, clothing and other supplies and sent them to the forest fire victims. In Rochester and Syracuse, New York, nearby, word spread of this charitable enterprise, and Red Cross auxiliaries were organized there to help. So began the disaster relief work of the Red Cross fifty years ago. In the intervening years, millions of men, women and children have been aided. Thousands of homes have been restored. Thousands of persons, overwhelmed by floods, tornadoes, and fires until all they possessed had been wiped away, have been rehabilitated and prosperity and happiness again smiled upon them.

This year has been dedicated by the Red Cross and its chapters in 3,500 communities to commemoration of the events which led to the birth of the society in the United States.

President Hoover Speaks

The celebration of the anniversary was inaugurated in Washington at a dinner, attended by many distinguished men and women, at which Chief Justice Charles Evans Hughes presided, and President Hoover, who is the president of the American Red Cross, was the chief speaker. Judge Max Huber of Geneva, Switzerland, the president of the International Committee of the Red Cross, in which fifty-seven nations are joined in a Red Cross brotherhood, also was a speaker, as were Chairman John Barton Payne of the American Red Cross, and Miss Mabel T. Boardman, secretary, and veteran leader of the society.

The Red Cross standard, which flies all around the world where mercy is needed, was first introduced as an ideal in our modern civilization in Geneva in 1864, when the international Red Cross convention, afterward to be known as the Treaty of Geneva, was signed by twelve countries agreeing that on the battlefield the wounded should be given aid by doctors, nurses and others, who should wear the sign of the Red Cross, and be treated as neutrals in the warfare.

Two Americans attended this first convention, the American Minister

George C. Fogg, and Charles S. R. Bowles, representative in Europe of the United States Sanitary Commission, a volunteer organization of sympathizers with the North in our Civil War. Facts they gave resulted in adoption of some of the American ideas. Returning to the United States, Fogg and Bowles sought recognition of the Geneva Treaty, but the Grant administration took no interest. Under Hayes, the same lethargy was encountered.

Clara Barton Founder

But there had emerged from the Civil War period a middle-aged woman who had seen much service on the battle fields around Washington. This was Clara Barton. Ill health caused her to make a trip to Europe in 1869. There she became interested in the Red Cross idea, and joined a unit which saw service in the Franco-Prussian war. Upon her return home, she launched an active campaign for the treaty, but met the same opposition as her predecessors. However, President Garfield, when he came into office, recognized the merits of the movement, and when death by assassination removed him, his successor President Arthur, sought approval by the U. S. Senate of the treaty. Thus was consummated a seventeen-year fight in this nation for a humanitarian ideal. Clara Barton was recognized as the society's founder and was its president for twenty-three years. She died in 1912 at the age of 90 years.

It is not generally thought of, but the flag so familiar in every civilized nation as the emblem of the Red Cross had a simple derivation. Because the originator of the movement, Henri Dunant, was a Swiss, and the first treaty to protect wounded in battle was drafted and signed in Switzerland, the flag of that Republic—a white cross upon a red background—was reversed, and the Red Cross came into being.

Patronize Our Advertisers

They are all boosters and deserve your business.

MICKIE SAYS—



But Few Do
"Never too late to learn," said Publius Syrus. No unless you know it before then that settles it.

Real Point
Fault finding is easy, anyone can do it. To show how a thing could be better done—aye, that is the rub.

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 fesses in white and scarlet.

THE Merchants who advertise in this paper will give you best values for your money.

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

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

Correct GREASING 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



**YOU CAN'T LIVE ON SOUP ALONE—
Neither Can Your Cows!**

SOUP'S a fine beginning of a meal—an appetizer—but you couldn't do a hard day's work eating nothing but soup.

Grass is the cow's soup—85% water—a fine stimulant, but not worth much in keeping Mrs. Cow's body up so she'll be in shape to make lots of milk in fall—when you really want milk.

Keep your cows in good condition for heavy fall milking—feed some Purina Bulky Cow Chow right through the summer as a supplementary grain. Phone us today—the Store with the Checkerboard Sign—for a supply—or drop in.

Hinton & Hutton Co.

TELEPHONE 15
COLLIERVILLE, TENNESSEE



HESTER HOTEL

Phone 42

Try Our SPECIAL CHICKEN DINNER—Every Sunday

50c Per Plate

BIGGS & DUDNEY

GENERAL MERCHANDISE

Service

Quality

Phone 43

**Healthy HENS
produce 3 times as many...
EGGS
INTERNATIONAL**

Poultry Mash

makes healthy hens because it contains pure and properly balanced nutrients and egg-making materials. It is guaranteed to produce more eggs—in all seasons.

HENS THAT ARE FED RIGHT, LAY RIGHT, WEIGH RIGHT and STAY RIGHT. CARELESS FEEDING IS OFTEN THE REASON FOR LAZY HENS—SCRAWNY HENS.

Egg-making Feeds must be Balanced Feeds—Proportioned to make both whites and yolks. From the first "peep! peep!!" to the last choking breath, there is an INTERNATIONAL POULTRY FEED for every stage of development.

These Scientifically Balanced Feeds, Skillfully Prepared by International Experts eliminate all possible Feeding Hazards. You can buy them with Confidence, Feed them with Satisfaction and Cash in Your Profits with certainty.

COLLIERVILLE CASH FEED STORE

H. W. COX, Manager

Telephone 184

"A HOME MANAGED—HOME OPERATED STORE"

SOCIAL AND PERSONAL

Mr. Clay Armstrong, of Memphis, was greeting friends here Tuesday.

Miss Lena Horton came home Monday, after a pleasant stay of ten days with her sister in Nashville.

Mr. and Mrs. W. T. Brown and baby spent Sunday with his parents Mr. and Mrs. W. F. Brown.

Mr. and Mrs. M. P. Butler were guests Sunday of Mr. and Mrs. W. F. Brown.

Miss Elizabeth Baker returned home, Wednesday, from Randolph-Macon College, Lynchburg, Va.

Edgar Russell and Frank Wilson were business visitors in Jackson, Tennessee, Tuesday.

Mrs. H. W. Cox and daughter, Caroline, and Mrs. Mary McGinnis spent Thursday afternoon in Memphis.

Miss Lois Hurdle, of Memphis, has been a guest this week, in the home of her uncle, Mr. A. L. Hurdle, and Mrs. Hurdle.

Mr. and Mrs. W. F. Brown and Mr. and Mrs. Jesse Brown motored to Stanton, Tenn., Monday to visit Mrs. J. T. Short.

Mr. and Mrs. J. T. Short and son, Billy, from Stanton, Tenn., were the guests of Mrs. Short's parents, Mr. and Mrs. W. F. Brown, last Friday.

Mrs. T. E. Watkins and children left by motor Thursday for Philadelphia, Miss., where they will visit relatives and friends.

Mrs. J. F. Higgs and three daughters, of West Helena, Ark., are the guests of T. B. Earnhart and family, this week.

Mr. and Mrs. J. P. Nelson, daughter, and Mrs. G. L. McLendon, were guests last Sunday of Miss Pauline Earnhart.

Mrs. D. P. Creely and baby daughter have returned from Jackson, Miss., where they have been visiting Mr. Creely's sister, the past two weeks.

Mr. and Mrs. Jesse Brown arrived Saturday from their home in Westrop, La., and are enjoying a visit with his parents, Mr. and Mrs. W. F. Brown.

Rev. Paul Galloway, of Jolner, Ark., and Miss Dorothy Glenn motored to Ripley, Tenn., Tuesday and were dinner guests that evening of Miss Glenn's aunt, Mrs. Thompson.

The many friends of Mrs. A. Weinstein who recently suffered a very painful injury through a fall, are delighted to know that she is rapidly recovering.

Mrs. J. M. Anthony, who is recovering from a major operation, at the Baptist Hospital, Memphis, is much better and may be able to return home this week.

Mrs. F. A. Coyle and Miss Florence Coyle have returned home after a visit of several days with relatives in Knoxville. Frank and Mabel Coyle returned with them from Milligan College where they have just completed a very successful term.

Mrs. Ada May Wright, of Memphis, who has spent the past winter in Detroit, Michigan, has been visiting her sister, Mrs. A. L. Hurdle, for several days past. She also visited her father, Mr. J. E. Hayes, of

Holly Springs.

Mr. and Mrs. S. H. Hinton will entertain as their guests next week, Mrs. Hinton's brother, Mr. R. C. Cavitt, and Mrs. Cavitt, of Oklahoma City. They will arrive next Wednesday. Several social courtesies are being planned in their honor.

Hayes Hurdle was at home from A. & M. College, Miss., this week, with his parents, Mr. and Mrs. A. L. Hurdle. Hayes will return to A. & M. Monday and will receive his diploma from that College on Tuesday night.

Mr. L. A. Walker, of the Walker Barber Shop, who has been in Collierville for some time, has this week brought his family, Mrs. Walker and daughter, from Oxford, Miss. They are at home in the residence belonging to Miss Willie Lynch.

Mr. and Mrs. Griff Carrington, of Chicago, Ill., were pleasant guests, Wednesday night, in the home of his brother, Mr. V. M. Carrington, and family. They have gone on to visit relatives in Victoria and Byhalia, Miss., but will return to Collierville for another short visit before returning to their home in Chicago.

Mr. M. S. McFerrin left Monday with Company "C", Confederate Veterans, of Memphis, for Montgomery, Ala., where they are this week attending the annual Reunion. Mr. McFerrin has never missed a reunion and has been looking forward since the reunion of last year to this one. He will return Saturday.

Miss Dossia Hinton, Miss Louise Farabee, Mrs. Martha Patterson and Mr. W. E. Robertson are leaving next Monday for the University of Tennessee, Knoxville. Mr. Robertson will remain only three weeks to take a special course in agriculture, but Misses Farabee and Hinton and Mrs. Patterson will remain through the first term of six weeks.

Will Graduate from Southwestern.

Graduation exercises will be held at Hardy Auditorium, Southwestern, Memphis, on next Tuesday morning at ten o'clock, with Dr. Gordon Jennings Laing, of the University of Chicago, delivering the Baccalaureate Address. Miss Martha McFerrin, daughter of Mr. and Mrs. J. B. McFerrin, of Collierville, will receive the degree of Bachelor of Arts, at this time.

Honored at Dinner Party

Mrs. Sallie Hinton, assisted by her daughters, Miss Dossia and Janie Hinton, entertained at dinner on last Monday night in special honor of her son, Mr. Herbert Hinton, and Mr. Claud Brown of Memphis, who have left for a business and pleasure tour of the British Isles.

The dinner guests were Mr. and Mrs. Bob Huey, Miss Neely Clayton, Miss Jean Humphries, Mr. Brown, all of Memphis, and Mr. Hinton and the hostesses.

The table, at which the delightful four-course dinner was served, had for a centerpiece a silver bowl filled with sweet peas. The honor guests were given appropriate farewell gifts by the friends present.

"Tacky" Party

Misses Janie and Elizabeth Carrington were hostesses, Wednesday afternoon, at the home of their sister, Mrs. H. B. Ward, at a "tacky" party, given in compliment to Miss Katherine McCullar of Memphis, who is the house guest of Mrs. Kate Holden, this week.

Four games of hearts were enjoyed by the young guests, which resulted in Miss Dorothy Hinton winning high score prize—a compact, and Miss Katherine Clay drawing the "booby"—a bag of candy. A parade was staged on the lawn in order that the judges, Mrs. Carrington, Mrs. Holden and Miss Phillips, might have an opportunity to view the costumes and to decide who was "tackiest." Miss Mildred Watkins won this distinction, and was presented a box of handkerchiefs.

A most refreshing ice course was served in the late afternoon to the following: Misses McCullar, Dorothy and Sara Karr Hinton, Doris Kirk, Lila Sigrest, Mildred Watkins, Grace Ward McFerrin, Virginia and Marie Neely, Cecelia Morris, Jane Isbell; Mrs. Carrington, Mrs. Holden, Mrs. Ward and Miss Phillips.

U. D. C. Has Splendid Program on Jefferson Davis

Mrs. Robert Allen and Miss Irene Cartwright were joint hostesses at

49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE!

49c-SALE-49c

Starting
SATURDAY
JUNE 6th,
For One Week Only

Our LOW PRICES Will Amaze
You! A startling Money Saving
Event.

49c Buys what \$1.00 has
bought heretofore. Come
expecting Real Bargains---
You'll not be disappointed.

Kelsey Brothers

49c - SALE - 49c

49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE! 49c SALE!

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WHITE STATION, TENNESSEE
WE FEATURE
GOODYEAR and ATLAS TIRES and TUBES
NATIONAL and WILLARD BATTERIES
BATTERIES RECHARGED CRANK CASE SERVICE



Try Our Fountain for Cold, Refreshing and Healthful Drinks. We use Pure Syrups, the best of Fruits and feature our Prompt and Courteous SERVICE.

We Feature



Harrell Drug Co.

A GOOD DRUG STORE WITH A MIGHTY GOOD SODA FOUNTAIN

the home of Mrs. Allen, at Irene, of the Louisa Bedford Chapter, U. D. C., on Wednesday afternoon, June 3rd, in commemoration of the birthday of Jefferson Davis. Mrs. S. R. Craig, vice president, was in charge of the business session, and Mrs. Ernest Farley, historian, presented the program which was most entertaining.

"Briarfield, the Home of Jefferson Davis," read by Mrs. W. W. Norfleet. Rev. J. P. Horton delivered a very inspiring address concerning the life of Davis, giving facts and incidents

of his life that proved the beauty and worth of his character to the Southland. Mrs. Cecil Cox sweetly sang two old favorites, "Love's Old Sweet Song," and "In the Gloaming." She was accompanied by Mrs. Farley, who also played "The Confederate Requiem."

Another interesting clipping was given by Miss Tommie Thornton. Following the program, a delicious ice course was served to the eleven members and a small number of visitors who were in attendance.

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

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