

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. III.

Collierville, Tennessee, Friday, July 10th, 1931

No. 20

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

Another national birthday has come and gone, and with it were snuffed out the lives of more than 350 people. Drowning headed the list with one hundred nine lives, while automobile accidents ran a close second with 96 killed. Only eight were killed by fireworks, the once popular method of checking out on a national birthday.

The week leading up to the Fourth, the hottest so far this year, took a toll of 1300 lives, which borders on a national calamity. These were not killed by automobile but directly as a result of the heat or from drowning in an effort to escape the excessive heat.

Just where is there safety these days? We remained at home on the fourth to keep from being in the list of killed or wounded. On Sunday afternoon we went out for a quiet drive up towards Poplar Pike. Enroute home, after coasting down Tabernacle Hill, we were passing along over the levee near the bridge when a man and woman in a big car came over the hill from toward Memphis, evidently making sixty or more miles per hour. As the car rushed down the incline, and struck the loose dirt where the approach to the levee begins, the driver lost entire control, and the machine began to zig-zag from one side of the road to the other. Not being willing to undertake a zig-zag game with him, we pulled up on the side of the levee, stopped and watched with considerable interest as we wondered whether we would be hit by one of his zigs or one of his zags. Through some miracle of fate, the car did not overturn, and just as it seemed he was heading into us, he succeeded in getting an even keel, and whizzed by at a somewhat reduced rate of speed with his lady friend hanging limply about his neck. After examining for a few minutes to see if we really had escaped, we eased along, watching carefully all passers-by, and breathed a sigh of relief when we were safely back home again. Such is life in this wondrous age.

Max Schmeling, the German boy whom Jack Dempsey met and encouraged some seven years ago, is now sitting on top of the world as heavyweight champion. Winning from Jack Sharkey on a foul, Herr Max was not looked upon with favor by many of the critics and fans. However, after he had spent fifteen rounds pounding our own southern Stribling into submission, most people are ready now to give him the title of Champion. About the best sign that the depression is really getting in its effect on the public is the attendance at this fistie affair. One of the smallest crowds to witness a big event of this kind was on hand to see the German win.

And still no icebergs have appeared. Not a single ice berg has appeared in the north Atlantic this season, reports the Coast Guard. As a usual thing from 200 to 1,000 of the ice mountains are sighted during the spring and summer.

And it rained. On Monday afternoon, July 6th, Collierville experienced the best rain that has fallen since crops were planted in the early spring. What seemed to be a destructive drought was apparently broken. Here's hoping the weather man gets his machine hitting on all six or eight or whatever it is, and we begin getting our rain and sunshine in regulated doses as of old. Depression and drought don't go well together, and it is our opinion that the best thing to establish confidence in the nation will be a good crop of feed stuff for horse and man.

INTEREST GROWING IN SUNDAY SCHOOL PICNIC

Interest is steadily growing in the Sunday School Picnic to be held on the Sixteenth of July at Joyner's Camp Ground, and indications are that the attendance will be larger than ever before. Invitations have been extended to every Sunday school in this territory to send representatives, and most of the schools have signified their intention of being present.

The banner to be awarded to the school winning in the contest was made this week by Mrs. G. D. Mebane and painted by Miss Mabel Suggs, both of Collierville. They certainly made a pretty banner, too. The Grounds committee report that swings have been given by Mr. Hollis of Hollis Garage, Memphis; Mr. Davis of Davis Motor Co., Somerville; Shinnault and Walters, Somerville; and John E. Stamps of Collierville Service Station, Collierville. A horizontal bar was given by W. N. Taylor of Memphis Machine Works; potatoes for the potato race by Summers and Kelly, farmers of Fayette County; buckets for the race by Mr. Alva Brown of Somerville Wholesale Grocery Company; blue ribbons for the athletic contests by Lipsky Bros. of Somerville.

Services will be held in the morning; a basket dinner at noon, and the Contest and athletic games in the afternoon. Nothing will be sold on the grounds, and every one is requested to bring a well filled basket.

NEW BETHEL MISSIONARY SOCIETY MEETS

The Missionary Society of the New Bethel church met on the afternoon of July 2nd at the home of Mrs. R. J. Stark on the Collierville-Arlington road with an attendance of 34 members and visitors. Mrs. D. K. Pulliam was in charge of the program.

Following the regular Bible study and discussion, the program was rendered as follows: "The World Children for Jesus," sung by Misses Laverne and Flavia Mai Blain. They were accompanied at the piano by Mrs. Perry Pulliam. Piano Solo—"Variations of Sweet Bye and Bye" by Miss Mary Burrows. "What Shall the Harvest Be?" and "In the Garden" given as vocal duet by Miss Beatrice Pulliam and Mrs. H. R. Hammer, accompanied by Miss Ruth Hammer.

Miss Minnie Jenkins favored the Society with an interesting reading, her subject being along the line of the eradication of illiteracy.

After the delightful program, all enjoyed the delicious ice course that was served.

The next meeting will be held at the home of Mrs. Frank Elder with Mrs. Farley Murphy as hostess.

NEWS FROM THE RUSTIC INN OF ROGERS SPRINGS

Among the week end guests, July 4th, at The Rustic Inn, of Rogers Springs, Tenn., were: Mr. and Mrs. D. K. Fordyce, Mr. and Mrs. F. A. Gruner, Mr. and Mrs. E. G. Hutton, Mr. and Mrs. Geo. L. Prince, Misses Margaret Thomson, Annie Williams, Edna Scott, Edith Neil; Messrs. H. A. Clough, A. C. Nichols, Julian Betts and J. B. Sanders, all of Memphis.

Among those spending the Fourth at this popular resort were: Mr. and Mrs. W. R. Howell, William A. Keever, Mr. and Mrs. Rawlins and family, Mr. and Mrs. W. S. Hyatt, Mr. and Mrs. Reiser, Mr. and Mrs. Polk and daughter, Miss Martha, of Memphis, Mr. and Mrs. D. E. Turner, Misses Olene Coffee, Vera Mae Newman, and M. M. Miller of Tupelo, Miss.; Mr. and Mrs. J. W. Skinner and family of Forest Hill, Tenn.; Mr. and Mrs. Boyd Burnette of Moscow, Tenn.; Mr. and Mrs. J. W. Boyd and family of Rossville, Tenn.; Dr. W. D. Parr, James Taylor Jones, Harry Jameson and Stuart Dean of Collierville.

Mr. and Mrs. Cecil Cox attended the funeral, Monday afternoon, of Mrs. Cox's cousin, Mr. L. L. Cossitt, who was drowned in Blue Lake on last Saturday evening while on a picnic with a group of friends.

BUSINESS HOUSES CLOSE AT NOON ON THURSDAY

Beginning yesterday the business houses of Collierville will close each Thursday at noon thru the months of July and August. Many other towns of this section have adopted this plan, and find that it works to an advantage. The merchants are on the job all day long, and a half holiday in the middle of the week during these two hot months will help a lot.

Everyone is asked to cooperate in this move, to plan their buying accordingly, remembering that the stores will close each Thursday at noon during July and August.

MRS. J. H. HURDLE

Mrs. J. H. Hurdle, aged 80 years, died at her home in Slayden, Miss., Thursday night at 10:45 o'clock.

She was the widow of the late Rev. J. H. Hurdle, and is survived by seven children: Mrs. J. B. Boswell, Mrs. A. E. Curl; Messrs J. W. J. C. and J. F. Hurdle of Mt. Pleasant, Miss., and Mr. J. G. and Miss Lillie Hurdle of Slayden, Miss. She had been a devout member of the Baptist church for more than a half century and was a consistent Christian woman. She was a dutiful and affectionate mother, and a faithful wife, always sharing the burdens of her late husband. In the Slayden community where she was born and reared she spent a long and useful life, and her influence was always for the good of her church and community as a whole.

Funeral services, conducted by the Rev. J. P. Horton, pastor of the Collierville Baptist Church, were held Friday afternoon at three o'clock, in the Slayden Baptist Church, followed by interment in the Slayden cemetery. The funeral arrangements being under the direction of Hinton and Hutton Company.

P. T. A. SPONSORS DELIGHTFUL PARTY

An enjoyable affair of the week was the "White Elephant" party, sponsored Tuesday afternoon by the Parent-Teacher Association at the home of Mr. and Mrs. Harry Williamson. So many "white elephants" had been donated that each guest received one, and these white elephants were not ready for the discard either, but instead were really and truly nice gifts. The croquet tournaments held on the Williamson and Carrington lawns resulted in Mrs. J. A. Neely and Miss Dorothy Hinton winning the most games, and Miss Esther Watkins being the best loser. Delicious iced punch and cakes were served during the afternoon. The Association realized about \$10.00 from the entertainment, and each guest had an extra amount of fun all during the afternoon. The "White Elephant" party was indeed a success.

CHRISTIAN CHURCH NEWS

Preaching service at 11:00 A. M. Sermon subject, "Broke and the Way Out." This is the only sure way. Thousands have tried it, for thousands of years. No failure on record.

CHRISTIAN EDUCATION INSTITUTE NEXT TUESDAY AT MOSCOW

Dr. F. H. Peeples, Presiding Elder, will hold a Christian Education Institute at Moscow next Tuesday, July 14th, from 10:00 A. M. to 2:30 P. M. The following pastoral charges will be represented: Collierville, Somerville, La Grange, Moscow, Wiliston, Oakland.

Revs. F. H. Peeples, G. C. Fain, T. W. Lewis, J. D. Canada, L. Z. Hurley, R. W. Hood, and Prof. R. E. Womack are on the programme with others.

The public is invited to attend. The program will include the following: Devotions, by Rev. Dr. Hood. "The Objectives of Christian Education" by Dr. Fain. "The Local Church as an Educational Agency" by Dr. Womack. "Lambuth College and the Spiritual Life of the Memphis Conference" by Dr. Lewis. Noon recess. Devotions by Rev. Mr. Hurley. "Developing a Missionary Minded Church" by Rev. Mr. Canada. "New Legislation and the Local Church" by Dr. Peeples.

UNION SERVICES

The first of the Union Services of the summer will be held next Sunday at 8:00 P. M. at the Presbyterian church, with Rev. F. A. Coyle preaching. Everybody come, especially the singers of the community. On Sunday the 19th, the services will be held at the Christian church with Rev. R. W. Hood preaching.

ONLY ONE MORE WEEK

There is only one more week left in which to suggest a name for the new combined Gin and Feed Mill, which has come to Collierville, and try to win the \$5.00 in gold which is offered by Mr. J. W. Skinner for the best name. Write the name you think will be good and mail to Mr. Skinner at Collierville, Tenn., at once. Sign your name and address.

PASSES QUARTER CENTURY MARK

Passing the quarter century mark of service in Insurance needs, Chas. Dean, Agent, has an outstanding record in rendering insurance service to his patrons. Representing three of the old line companies, and having made a study of Fire Insurance, Mr. Dean has won recognition as an insurance agent, always giving excellent attention to adjustments, and keeping in touch with ratings.

When you place your fire, tornado or automobile insurance with him, you are assured of the best attention and his knowledge of his territory enables him to give the kind of service that has made him one of the best agents in this section.

CARD OF THANKS

We wish to thank our friends for the splendid work done in fighting the fire which destroyed our barn early Thursday morning. We deeply appreciate every thing that was done.

Mr. and Mrs. W. E. Anthony.

WALL DOXEY WILL SPEAK MONDAY AFTERNOON

In commemoration of another Civil War General—Nathan Bedford Forrest—the Maud Cowan and Louisa Bedford Chapters, U. D. C., are having their monthly program next Monday afternoon, July 13th, beginning at 3 o'clock, at the Collierville Baptist Church. The public is cordially invited to attend this meeting at which Hon. Wall Doxey, of Holly Springs, Miss., will deliver an address. The following well-arranged program will be presented: Invocation, Rev. B. M. Cowan. Vocal Solo—"The Confederate Requiem", Mrs. Cecil Cox. Violin Solo, Miss Jean Caig. Vocal Solo, Mrs. Wall Doxey. Vocal Solo, Master Wall Doxey, Jr. Introduction of Hon. Doxey, Rev. J. P. Horton. Address, Hon. Wall Doxey. Presentation of Crosses of Honor to six members of the Maud Cowan Chapter, Mrs. Thomas Miller Dean, America. Benediction, Rev. R. W. Hood.

FIRE DESTROYS BARN

Fire of undetermined origin destroyed the barn belonging to W. E. Anthony, Thursday morning about 1:30 o'clock. When discovered the fire had gained such headway that only the efforts of a number of volunteer fighters were able to prevent the blaze from spreading to the home. The entire building and contents were destroyed and were only partially covered by insurance. In the barn was a quantity of feed, tools, implements, harness, and Mr. Anthony's automobile.

OLIVE BRANCH NEWS

Announcements were received here this week of the marriage of Miss Aileen Phillips, formerly bookkeeper for the Olive Branch Lumber Co., to Mr. James A. Moore, of Memphis. The wedding took place at Dallas, Texas, June 30th. They are now enjoying a honeymoon trip through Mexico, and will make their home in Memphis after July 10th.

Miss Myrtle Denson, of Canton, Miss., is visiting her sister, Mrs. D. M. Metts, this week. The Rev. and Mrs. W. A. Bowlin have announced the engagement and approaching marriage of their daughter, Donie Mae, to Mr. Arthur Miller Butler, the wedding to take place in midsommer.

Mr. and Mrs. Bohm have moved here from Horn Lake and are now at home in the home of Mrs. Katie Duke.

Mr. and Mrs. Glenn Harrison, of Byhalia, were guests last Sunday in the Harrison and Mills homes.

Miss Bess Butler, of Ripley, is visiting Miss Donie Mae Bowlin, this week.

Little McAfee Gibson, of Belen, Miss., is visiting his grandparents, Mr. and Mrs. R. P. Funderburke.

Mr. and Mrs. Hugh Birmingham and son, Hugh, Jr., are spending the vacation in the Elder and Birmingham homes here.

Mr. D. D. Birmingham will return from his vacation this week, bringing with him his bride, formerly Miss Ruth Oswald of Memphis, whom he married recently in Washington, D. C.

A number of people from Horn Lake who are working for the Hartman Clark Co., have moved here to start concreting the highway thru here.

Mr. and Mrs. Herbert Mason, of Lyhilla, formerly of this place, are receiving congratulations on the arrival of a seven-pound boy, born last Sunday.

Miss Mary Elder entertained the bridge club last Thursday afternoon in her home. Mrs. Robert Kerr won high score and Mrs. Walter Wood the consolation. To complete a very enjoyable afternoon, a delicious ice course was served.

Mr. Leland Berkley, of Chicago, Ill., is here this week as the guest of friends and relatives.

Mrs. Ella Wilkins is visiting her daughter, Mrs. E. L. Wrenn of Clarksdale, Miss., this week.

Miss Marguerite Metts returned on Wednesday to her home in Oxford, Miss., after spending a few weeks with her brother, Mr. D. M. Metts.

METHODIST REVIVAL CLOSED SUNDAY NIGHT

The revival meeting which has been going on at the Methodist church during the past two weeks, closed Sunday night. The attendance at the meeting was good throughout the entire time, both at the evening and morning services. Splendid cooperation on the part of the other Pastors and churches added much to the success of the meeting.

Rev. Otis G. Andrews, of Memphis, did the preaching, and made many friends in Collierville who will remember him for his earnest work, an sincere Gospel sermons. His messages were deeply appreciated by his hearers, and his deep spirituality was felt more and more throughout the meeting.

Ralph E. Johnson, ("Uncle Ralph" as he soon became known to the young people), was here the second week of the meeting, and had charge of the music and the young people's work. He is an outstanding song evangelist, and young people's worker, and accomplished much good with his program here. He was unable to present his entire Crusaders Program within the few days that he was present, but the hearty enthusiasm and interest, and the re-consecration of the lives of many of the young people of Collierville proved the worth, beauty and spiritual value of this Crusader Program, and of "Uncle Ralph" himself. The increasing attendance of the little children at their afternoon programs spoke well of their keen enjoyment of these services, and these little girls and boys not only had a good time, enjoying Uncle Ralph's stunts, tricks of magic, songs and stories,—each of which carried a worthwhile object lesson,—but received a deep spiritual blessing as well.

There were fourteen additions to the church membership, and many expressions of renewed Christian loyalty. The town has been greatly blessed because of this revival.

MR. W. E. MCCARTNEY

Mr. W. E. McCartney, aged 50 years, died in a Memphis Hospital, Saturday evening, July 4th, at six o'clock, following an illness of two weeks. Mr. McCartney was born in Baton Rouge, La., but for a number of years he has resided about two miles north of Bailey. He was a member of the Collierville Methodist Church, and had a large number of friends throughout the territory. He is survived by his wife and a number of other relatives.

Funeral services, conducted by the Rev. R. W. Hood, pastor of the Collierville Methodist Church, and assisted by the Rev. Sibley Burnette, pastor of the Forest Hill Baptist church, were held Sunday afternoon at four o'clock, followed by interment in Magnolia Cemetery, with Hinton and Hutton Company in charge of arrangements.

TIRE ADVERTISEMENT IN NATIONAL MAGAZINES

The Firestone Tire advertisement which appears in this issue of The Collierville Herald, will also appear this week in the leading national magazines, including The Saturday Evening Post, Colliers, Literary Digest, Tim and others, according to a letter received from the Firestone Tire and Rubber Company. It is the policy of this Company not only to advertise in the larger publications, but also in the local paper, published in the town where they have a dealer.

HART-NOE

A marriage which came as a surprise to their friends was that of Mr. J. D. Hart and Miss Cassie Noe, who drove to Holly Springs last Friday evening and were married at 8:30 o'clock. They were accompanied by Mr. E. W. Martin and Mr. Rufe Thompson, friends of the groom.

Mrs. Hart is the daughter of Mr. and Mrs. Chas. Noe who live on Poplar Pike, and Mr. Hart, who is employed at the Collierville City Cleaners, is the son of Mr. and Mrs. Wilbur Hart.

COLLIERVILLE BUSINESS HOUSES WILL CLOSE AT NOON EVERY THURSDAY, DURING THE MONTHS OF JULY AND AUGUST

We, the undersigned business people of Collierville, agree to close our places of business at NOON on THURSDAYS during the months of JULY and AUGUST 1931.

J. M. GLENN
J. L. PARKER
R. P. PORTER
H. L. SIGREST
DIXIE SALES COMPANY
A. WEINSTEIN
J. M. MANN and SON
A. DODSON
L. P. CARRUTH
J. R. COX and SON
R. L. STRONG
CHAS. DEAN and SON

H. N. HUNTON and HUTTON COMPANY
C. S. JOHNSON
KELSEY BROTHERS
L. A. WALKER
W. W. MCGINNIS
BIGGS and DUDNEY
CHILTON and TREADWELL
FRED EVANS
THE CITIZENS BANK
THE PEOPLES BANK
N. MOORE
W. M. CARGILL and COMPANY
COLLIERVILLE CASH FEED STORE

The Collierville Herald

Published Every Friday at
Collierville, Shelby County, Tenn.

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

Entered as second-class matter,
March 15, 1929, at the Postoffice at
Collierville, Tenn., under the Act of
March 3, 1879.

Subscription, \$1.50 per year, pay-
able in advance.

Advertising rates on application.

Friday, July 10, 1931

HEALTH COLUMN

By Dr. W. P. Moore

THE BIRTHDAY

Last week you celebrated a birth-
day. The birthday of a nation. The
birth certificate was given to the ba-
by himself when the Constitution of
the United States was put in his
hands. The Shelby County Health
Department wants each child in its
confines to get a certificate. Has
your baby gotten his? If not, write
the Department at Room 117, Court
House, Memphis, Tennessee. A birth-
day is a time to take stock. Do you
remember when the baby was a year
old, how you gave the party and
told how many teeth he had and re-
lated his exploits.

As a nation we should take stock,
and quoting from Mr. Brisbane's ar-
ticle under the caption, "Not a plea-
sant July 4th", "It should make us
take stock of ourselves. Each should
say to himself, 'Part of this respon-
sibility is mine. I cannot sit around
and expect others to make times bet-
ter.' Everyone should ask himself,
'What, if anything, have I done to
improve conditions?'"

Please apply this to yourself, to
Shelby County and to health con-
ditions.

How are the sanitary conditions
at your home.

How is the health of your family?

CAR OWNERS WANT
FACTS ABOUT TIRES

Announcement by the Firestone
Tire and Rubber Company that more
Firestone Tires were sold during the
months of April, May, and June than
in any three-month period in history
strikingly indicates the dominant po-
sition held by Firestone in the tire
industry, says E. C. Cooper, of Cooper
Motor Company, the local Fire-
stone dealer.

"The tremendous increase in de-
mand for Firestone Tires," points
out the Firestone dealer, "necessi-
tates the operation of Firestone fac-
tories 24 hours a day, 6 days a week,
to fill the steadily mounting volume
of orders.

"Mr. Firestone recognizes that this
is the year the public wants greater
values than ever before. This is
particularly true of tires, and Mr.
Firestone is passing on to car owners
all of the tremendous savings he has
achieved through greater manufac-
turing efficiency, purchase of raw ma-
terials at the source, and the most
efficient and economical distributing
system, by building the biggest, the
strongest and safest tires ever made,
and selling them at the lowest prices
in history.

"During the past year Firestone
has placed tire buying on an entirely
new basis by making it possible to
see inside tire construction. Cross
sections have been furnished so rub-
ber volume, weight, width, thickness
and plies at tread could be studied.

"In tires, as in other purchases,
the public wants to see the facts be-
fore they buy. They recognize that
the only way to get the facts about
tires is to examine cross sections and
see how they are made. The result
of this new plan of tire buying has
been the establishment by Firestone
of the greatest sales record in the
Firestone history."

CAYCE NEWS

Mrs. F. M. Sloan, Correspondent

Miss Olivia Brooks spent last week
end in Byhalia, the guest of Miss
Frances French.

Mr. and Mrs. Parker and son, of
Whitehaven spent Sunday with Mr.
and Mrs. Wilson.

Mrs. J. J. Williams returned home

"Say It With Flowers"

FLOWERS
FOR ALL
OCCASIONS

Call Mrs. Delaney

Agent for Irby Harris
Florists

Sunday from Memphis where she vis-
ited her daughter.

Mr. and Mrs. H. W. Brown and
sons visited relatives in Ellendale,
last Sunday.

Mr. and Mrs. R. B. McCalla, of
Memphis, little Mary Louise Cox, of
Collierville, visited relatives here on
last Wednesday.

A. P. Lacy, of Lambert, Miss., vis-
ited in the home of Mr. and Mrs. P.
T. Sandlin, last week.

Miss Nell Harper and her friend,
of Memphis, visited Mr. and Mrs. R.
J. Williams, recently.

Mrs. Gray and son, of Friars Point
were visiting here Saturday.

Mrs. Alice Armour has been visit-
ing her daughter, Mrs. Ray Russell,
of Collierville.

The Byhalia ball team will play
Cayce here Saturday, July 11th. Ad-
mission five and ten cents.

P. T. Sandlin spent Thursday in
Memphis.

Mrs. Cotton, of St. Louis was a
visitor of Mrs. W. J. Attaway during

the past week end.

W. H. French and daughter, Miss
Frances, of Byhalia, were in our
community last Friday.

Mrs. H. B. Ward and children, of
Collierville, visited Mrs. Van Brooks,
last Wednesday.

Mr. and Mrs. Van Brooks enter-
tained as their guests, Saturday, Mr.
and Mrs. John Ballard, Mr. and Mrs.
Warren Howell, of Memphis, and
Mrs. Mattie Pulliam, of Rossville.

Mr. and Mrs. Raymond Thompson
visited her parents, Mr. and Mrs. J.
M. Polk, last Sunday.

Mrs. E. C. Jones, of Marianna,
Ark., visited friends here last week.

Mr. and Mrs. V. P. Cox and chil-
dren, of Collierville, were guests of
Mr. and Mrs. P. P. McFerrin, last
Sunday.

ROSSVILLE HAPPENINGS

Mrs. W. H. Jameson, Correspondent

Miss Doris Baird left Friday for
Washington, where she and her

friend, Miss Stafford, of Oakland,
will spend several days.

Miss Lorraine Bowling, of Van
Buren, Ark., arrived last week for
a visit here with relatives. She and
her aunt, Miss Clyde Bowling, en-
joyed Friday in Whiteville with Mrs.
G. T. Sellars.

Miss Rosa Borum has had as her
visitor, Miss Nell Crawford, of Som-
erville.

Mrs. R. K. Neal and children and
Mr. Julian Edward Heard, of Mem-
phis, were recent visitors in the J.
W. Boyd home.

Mr. and Mrs. Farley Hill, of Hol-
ly Springs, Miss., were with her
mother, Mrs. Bettie Morton, several
days last week.

Mrs. O. E. Dorr and son, Albert
Edward, of McAllister, Okla., who
spent several days here as guests of
Mrs. Molly Chambers, left Monday
for a visit with Mrs. Farley Murphy.

Dr. F. K. West and family are at
home after an enjoyable trip to New
York, Philadelphia, Washington, and

points in Virginia.

After a visit in Sparta, with her
parents, Mr. and Mrs. Sims are here
visiting in the home of J. B. Rives.

Mrs. Nan Waller, of Memphis, is
with her sister, Mrs. J. C. Waller,
this week.

Dr. and Mrs. W. L. Boswell and
sons, from Clarendon, Ark., enroute
home from a month's motor trip to
Missouri, Oklahoma, and the Ozarks,
spent the past week end here with
relatives.

Mrs. J. B. Ballard, Mr. and Mrs.
Warren Howell and daughter, from
Memphis, spent Saturday here as
guests of Dr. and Mrs. F. K. West.
Mrs. Mattie Pulliam accompanied
them home.

Mr. and Mrs. J. W. Boyd and chil-
dren enjoyed the Fourth in Rogers
Springs.

Little Dorothy Turner, of Mem-
phis, spent several days last week
here with relatives.

Mr. and Mrs. A. S. Waller, Jr., of
Florence, Ala., were guests last week

of Mr. and Mrs. Albert Waller. They
were accompanied home by her pa-
rents, Mr. and Mrs. Eastep, of Flo-
rence, Ala., who spent last week in
Memphis.

J. N. Wiggins and family spent
Sunday in Macon with relatives.

Mr. and Mrs. F. B. Towles and
daughter, Miss Elizabeth, left Sun-
day for Gulfport, Miss., where they
will visit Mrs. Isam Hayes.

Mr. Nat Gilmer, Jr., and Mr. Wad-
dy West, of Memphis, spent Thurs-
day in the home of J. W. Boyd.

Mr. Austin of Oakland, was a bus-
iness visitor here Monday.

The "Mother Hubbard" base ball
game played at Mt. Pleasant, last
Thursday between their team and
Rossville' was quite an attraction,
each player wearing a dress. Quite
a crowd witnessed the game, the
score being 8 to 6 in favor of the
Mississippians. The feature of the
game was the dual pitching of Owen
and Piper.

CLOSE OUT
SALE!

LAST CALL! Actually Quitting Business

STARTING SATURDAY, JULY 11th

CLOSING SATURDAY, JULY 18th

Everything Must Be Sold Regardless of Cost!

We Know we are giving you a Real Opportunity to Buy High Grade
Merchandise at RIDICULOUSLY LOW PRICES

SHOES! SHOES! SHOES!!

Ladies Fine Slippers

1 LOT VALUES to \$2.50	\$1.00
1 LOT VALUES to \$3.50	\$1.50
1 LOT VALUES to \$5.00	\$1.95

Mens' Dress and Work Shoes

1 LOT VALUES to \$3.00	\$1.50
1 LOT VALUES to \$4.00	\$1.75
1 LOT VALUES to \$6.00	\$1.95

Children's Shoes and Slippers

1 LOT VALUES to \$1.25	50c
1 LOT VALUES to \$1.75	75c
1 LOT VALUES to \$2.50	\$1.00

Mens Fine Dress Pants

82 Pairs VALUES \$2.50 to \$5.00	\$1.49
WASH PANTS worth \$2.00	\$1.00

BOYS' COVERALLS	45c
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JUST LOOK THESE OVER!

Yard-Wide PRINTS	10c
MATTRESS TICKING	7c
RAYON SILK BLOOMERS	35c
RAYON SILK STEP-INS	35c
RAYON SILK HOSE	15c
Regular 50-cent SILK HOSE	25c
BROADCLOTH BLOOMERS	25c
BROADCLOTH PRINCESS	25c
Ladies COTTON HOSE	5c
Ladies VOILE and ORGANDY DRESSES	59c
MISSSES and CHILDREN'S DRESSES	39c
CHILDREN'S BLOOMERS	10c
Men's Fine SILK-FINISH HOSE	10c
MEN'S TIES, Beautiful Patterns	15c
MEN'S 2-Piece UNIONS	25c
MEN'S SILK UNDERWEAR	35c
MEN'S WORK SHIRTS	39c
MEN'S PIN-STRIPE PANTS	75c
MEN'S BROADCLOTH SHIRTS	59c
Blues, Tans and Greens	

COME! You Wont See These Prices Again. We Thank You

DIXIE SALES COMPANY

IN THE T. A. COX STORE

Collierville,

Tennessee

Car Owners Bought More Firestone Tires

During April, May and June than in any like period in History

THERE are reasons for this—Firestone is now building the Greatest Tire Values in history, with the result that Firestone factories are operating 24 hours a day, 6 days a week, to meet public preference.

This is the year everybody is scrutinizing his purchases. This is particularly true in tire buying because of the many confusing and misleading statements made about tires.

To give car owners the facts, Firestone published comparisons showing quality, construction and prices. Then the public came in—made their own comparisons with cross-sections cut from Firestone tires—and from special brand mail order tires and others.



When they saw the facts, they bought more Firestone tires during April, May and June than in any like period in Firestone history.

Drive in today and let us show you these Firestone Extra Values and have your car equipped for Safe, Trouble-Free Summer Motoring. *We can save you money and serve you better.*

COMPARE PRICES Firestone

OLDFIELD TYPE

MAKE OF CAR	TIRE SIZE	Our Cash Price Each	*Special Brand Mail Order Price	Our Cash Price Per Pair	MAKE OF CAR	TIRE SIZE	Our Cash Price Each	*Special Brand Mail Order Price	Our Cash Price Per Pair
Ford	4.40-21	\$4.98	\$4.98	\$9.60	Gardner	5.50-19	\$8.90	\$8.90	\$17.30
Chevrolet	4.50-20	5.60	5.60	10.90	Marmion				
Chevrolet	4.50-21	5.69	5.69	11.10	Oakland				
Ford	4.75-19	6.65	6.65	12.90	Pontiac				
Chevrolet					Studebaker				
Whippet	4.75-20	6.75	6.75	13.10	Chrysler	6.00-18	11.20	11.20	21.70
Erskine					Viking				
Plymouth	5.00-19	6.98	6.98	13.60	Franklin	6.00-19	11.40	11.40	22.10
Chandler					Hudson				
DeSoto					Hupmobile	6.00-20	11.50	11.50	22.30
Dodge					LaSalle	6.00-21	11.65	11.65	22.60
Durant					Packard	6.50-20	13.10	13.10	25.40
Graham-P.					Pierce-A.	7.00-20	15.35	15.35	29.60
Pontiac					Stutz				
Roosevelt					Cadillac				
Willys-K.					Lincoln				
Essex	5.00-20	7.10	7.10	13.80					
Nash									
Marquette	5.25-18	7.90	7.90	15.30					
Oldsobile	5.25-21	8.57	8.57	16.70					
Buick									
Auburn	5.50-18	8.75	8.75	17.00					
Jordan									
Reo									

*A "Special Brand" tire is made by a manufacturer 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 "best quality" tires under his own name. Firestone puts his name on every tire he makes.

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

COMPARE CONSTRUCTION and QUALITY

Firestone Gives You	4.50-21 Tire	*A Special Brand Mail Order Tire	6.00-19 H.D. Tire	*A Special Brand Mail Order Tire
More Rubber Vol., Cubic Inches	172	161	298	267
More Weight, Pounds	16.99	15.73	28.35	26.80
More Width, Inches	4.75	4.74	5.98	5.84
More Thickness, Inches	.627	.576	.840	.821
More Piles at Tread	6	5	8	7
Same Price	\$5.69	\$5.69	\$11.40	\$11.40

Cooper Motor Company

SALES—SERVICE

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

LOEW'S PALACE, MEMPHIS

Saturday, July 11th, Loew's Palace will offer "UP POPS THE DEVIL", with Carole Lombard, Norman Foster, Skeets Gallagher, Stuart Erwin and Lilyan Tashman. An all star cast. Foster is a young writer and Miss Lombard is his wife. They want to settle down so that Foster can write his novel, but cannot get away from their host of friends who come in without being invited, at all hours to drink and make merry. His wife finally persuades him to stay home and keep house and de-

vote the most of his time to writing, while she earns the living. A pretty little Southern girl upsets this plan. Foster accuses his wife of being interested in a publisher who has promised to buy his book. A series of exciting and many laughable situations make up "UP POPS THE DEVIL". Jolly entertainment and a picture you cannot well afford to miss.

LOEW'S STRAND, MEMPHIS

Willingness to share all for love, even to the sacrifice of every luxury,

is the dominant note in "THEIR MAD MOMENT." For romantic drama of basque love featuring Warner Baxter and Dorothy MacNeill, now comes to Loew's Strand next Monday, Tuesday and Wednesday. Pasu Fitts, Nance O'Neill and Lawrence Grant head the supporting cast. Marion Davies brings to life Fannie Hurst's great novel, "FIVE and TEN" next Thursday, Friday and Saturday at Loew's Strand. Included in the cast are Leslie Howard, Richard Bennett, Irene Rich, Kent Douglass and Mary Duncan. It is a Metro-Goldwyn picture. "FIVE and TEN" is the story of a girl

RUBBER HEELS AND SOLES, \$1.00
J. L. PARKER
COLLIERVILLE, TENN.

whose father has millions, but she wanted love. In society there are some men who can't be bought. She matched her beauty and skill against them all to capture the mate she desired.

LOEW'S STATE, MEMPHIS

Commencing Friday, July 10th, Loew's State will offer one of the best all screen bills that has ever been offered the theatre goers of Memphis. The main screen feature will be "Confessions of a Co-Ed" featuring Phillips Holmes, Sylvia Sidney and Norman Foster. This picture is based on the diary of a modern college girl and tells of her many loves and heartbreaks in an open and modern way. For just something a little different Laurel and Hardy, inimitable comedians present love without women in their new comedy, "Laughing Gravy", based on an old adage "Love Us, Love Our Dog". The other usual Loew short subjects complete the all screen bill.

FOREST HILL ITEMS

Miss Frances Downs, Correspondent

The B. Y. P. U. has been enjoying a study course this week with Rev. Sibley Burnette as teacher of a fine book. The Senior B. Y. P. U. has something to be proud of—a nice increase in membership: Robert Graham, Bill King, Kathryn Dixon, Bob Lemonds, and Helen Lemonds progressed from the Junior B. Y. P. U. We are glad to have them.

There will be preaching service here Sunday and we hope to have a nice crowd.

Friends of Mrs. Lillie McCartney wish to extend to her their sympathy upon the death of her husband, Mr. Jack McCartney, who has lived near here for the past fifteen years. He is survived by his widow and several relatives who live in Gulfport, Miss.

Mrs. C. M. Scott had as her guest for several days past, Miss Lyde Wilford, of Brownsville, Tenn.

Miss Bess Strong spent the past week with Miss Mary Sue Moody of Dyersburg, Tenn.

Mr. and Mrs. R. A. Jones are enjoying as their guest this week, the Rev. Sibley Burnett.

Mr. Wilbur Curtis Wright spent the past week end with his parents, Mr. and Mrs. T. N. Wright.

Mrs. Frank Neil suffered a painful injury this week when she was stung by a mad wasp. She was ill for several days.

Miss Edna Etarl Strong left last Monday for Pine Bluff, Ark., where she will visit friends this month.

Mrs. M. E. Crawford and Miss Frances Downs spent Sunday with the latter's grandparents, Mr. and Mrs. A. M. King, Sr., of Memphis.

Mrs. Helen Anderson and daughter, Miss Evelyn, are spending two weeks in California. They left last Thursday and are driving thru. En route they will stop at various points of interest.

Mr. and Mrs. Harry Williams and son, Frank, spent last week at their country home.

Miss Kathryn Neil entertained a few friends on last Wednesday afternoon when tennis was enjoyed for a time. Later her aunt, Mrs. Barbara McCleary served the party with delicious sandwiches, pickles, tea, ice cream and cake. Those attending were Sam Haynes, Clara James, John King, Edna Mae Rossback, Robert Howard, Inez James, Jack Larkin, Nora Holden, Sonny Heckle, Lucille Rossback, Ernest Neil, Catherine Con Holden, Nancy and Margaret Heckle, Jerry and Elton Larkin, William Haynes, Mary Eunice Howard, Jewel E. Clark, Junior and Wirt Clark.

Mrs. Barbara McCleary spent July the Fourth at Blue Lake.

Mr. and Mrs. J. H. Moore and children visited his mother, Mrs. S. E. Wheatley, of Memphis, last Sunday afternoon.

Mrs. W. E. Shelton spent Monday with her mother, Mrs. Orphelia Mason, of Memphis, who is recuperating from an operation.

Mr. Sigmund L. Cohn is convalescing following an operation for appendicitis.

Mrs. J. H. Moore enjoyed as her guest, Wednesday, Mrs. Ralph Snell, of Memphis.

Mr. and Mrs. W. P. Moews spent the past week end at their country home to which they have recently made a new addition.

Mr. E. E. Spencer of Corinth, Miss. is acting Depot Agent while Mrs. Anderson is on her trip to California.

AT OUR FOUNTAIN



HARRELL DRUG CO.

HINTON & HUTTON FUNERAL DIRECTORS

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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.

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



SPRING PASTURE NEEDS HELP— IT'S FOUR-FIFTHS WATER!

YOU know a cow needs more than water to make milk—yet if you could wring out ten pounds of spring grass you'd have 8 or 9 pounds of water—and only one or two pounds of feed. Yes, cows do make milk on pasture but rob their bodies and their unborn calves to do it. And the owner of those cows pays up in the fall—with less milk and thin cows.

Put Purina Bulky Cow Chow and spring pasture together and you always get one answer—milk in the pail at fewest cents per gallon over a long period—healthier cows—stronger calves—more profits! Protect your year-round profits by feeding Bulky Cow Chow now. Phone us your order—or drop in at the Store with the Checkerboard Sign.

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Try Our SPECIAL CHICKEN DINNER—Every Sunday

50c Per Plate

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GENERAL MERCHANDISE

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Grow Big Sturdy Chickens

and Insure
Greater Egg Production

YOU CAN SURELY DO IT
WITH INTERNATIONAL
EGG MASH—THE BALANCED
RATION THAT THOUSANDS
OF SUCCESSFUL POULTRY
RAISERS USE.

FEED For Results
use



Hens have averaged 22 eggs per month over a period of nine months on this feed. Figure the profit. If you want increased egg production at a profit, feed—

International Egg 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.

COLLIERVILLE CASH FEED STORE

H. W. COX, Manager

Telephone 184

"A HOME MANAGED—HOME OPERATED STORE"

Let Us Help You Rebuild in Case You Have a Fire.

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Chas. Dean, Agent

Representing

ROYAL, ST. PAUL and VIRGINIA

LOCALS and PERSONALS

Miss Mary Strong is making a visit several days in Guntown, Miss., with her friends, Miss Sarah Smith.

Miss Louise Williams, of Iuka, Miss., spent last week end here as the guest of Miss Frances Stamps.

Miss Edith McNeil, of Memphis, was a guest last week end of Dr. and Mrs. T. E. Watkins and family.

Mrs. Mattie Lysles, of Waco, Tex., is the guest this week of her sister, Mrs. J. T. Cox.

Mr. and Mrs. Robert Pulliam visited Mr. and Mrs. Davie Pulliam, of Rossville, last Monday.

Friends of Mr. Jim Hughes will regret to learn that he is seriously ill this week.

Miss Ruth Piper is spending this week in Elba, with her grandparents, Mr. and Mrs. W. S. Jameson.

Mr. and Mrs. Willie Bryant, Mr. and Mrs. Glenn Hughes, and Mrs. Joe Hughes spent the Fourth, with relatives in Jackson, Miss.

Miss Willie Lynch, Mrs. J. W. Lynch and two little daughters, Mary Catherine and Frances, enjoyed last week end at Lookout Mountain.

Mr. Leo Williford, of Tusculumbia, Ala., spent last week end here with his sisters, Miss Lyde Williford and Mrs. Ernest Farley and family.

Mr. Homer Keough and son, Homer, Jr., of Duncan, Miss., are visiting friends and relatives here this week.

Mrs. Mary McGinnis is among the list of "shut-ins" this week, due to the misfortune of spraining her ankle Wednesday afternoon.

Mrs. R. B. Sims and son, and Mrs. Marvin Patterson, of Memphis, were guests of Mr. and Mrs. J. M. Mann, Tuesday.

Dr. Sydney Weinstein will leave on the 15th of July for Denver, Col., where he will have charge of the Children's Hospital.

Mr. and Mrs. Fletcher Leake and family, of Memphis, were pleasant guests of Mr. and Mrs. W. H. Loefer on the Fourth.

Dr. L. P. Pearce, who has not been at all well for several weeks, has recovered and is able to resume his practice.

Miss Jane Isbell is returning home Saturday after a very enjoyable visit of three weeks with her grandparents, Mr. and Mrs. S. S. Finger, of Ripley, Miss.

Miss Katherine Burchett left yesterday morning with Mr. and Mrs. J. W. Nickols for Terre Haute, Ind., where they will remain until Tuesday of next week.

Miss Eunice Milam, of Memphis, and Miss Sarah Smith, of Guntown, Miss., were the guests last Saturday of Mr. and Mrs. E. P. Strong and family.

Mr. and Mrs. Harry Williamson and children, Jasca Rose and John, left by motor Wednesday morning, for points in eastern Alabama where Mrs. Williamson spent her girlhood days. They will return Tuesday.

Mr. and Mrs. Gus Neely and son, Gus, Jr., from Banks, Miss., spent Sunday here in the home of his brother, Mr. J. A. Neely and family. Misses Virginia and Marie Neely returned to Banks with Mr. and Mrs. Neely and will remain for a visit during this week.

Mr. and Mrs. R. C. Andrew, from Joplin Missouri, spent last Saturday here with their daughter, Mrs. Robt. Chas. Dean, and children, who were guests in the home of Mr. and Mrs. Chas. Dean.

Miss Lyde Williford, of Browns-ville, Tenn., spent last week here with her sister, Mrs. Ernest Farley,

and family. This week, Miss Williford is visiting in Forest Hill, but will return to Collierville again before returning to her home.

Mrs. Robert Charles Dean and two children left Sunday for their home in Boston, following a visit of two weeks with Mr. and Mrs. Chas. Dean and family. Miss Katherine Dean accompanied Mrs. Dean to Boston, and will visit there for some time.

Mrs. F. A. Coyle received word that her sister, Mrs. Y. A. Leach, of Knoxville, had a serious auto accident last Friday. Her car rolled down an embankment, turning over three times. Though badly bruised she is rapidly recovering, according to recent reports.

Mrs. H. L. Sigrest, Mrs. Sam Hinton, Mrs. Karr Hinton, Mrs. J. H. Burkam and Mrs. J. M. Glenn motored to Ripley, Miss., Tuesday, where they are the house guests of Mrs. J. H. Clayton. While there, they will be complimented with several charming social courtesies.

Miss Martha and John Berry McFerrin motored to Dyersburg, Monday and made a short visit with relatives. They returned home Tuesday, Grace Ward McFerrin returning with them after a visit of several days there with her aunt, Mrs. J. G. Price.

Misses Esther and Mildred Watkins were gracious hostesses, Wednesday afternoon when they entertained at a Rook party, honoring a small group of their young friends.

A graceful arrangements of crimson zinnias added to the attractiveness of the rooms where the games were enjoyed. At the close of the games, Miss Elizabeth Carrington was the lucky holder of high score and was given a compact. Miss Martha Helen Clay, as winner of low, was "consolated" with a jewelry box. A most refreshing ice course was served in the late afternoon. The guest list included Misses Janie and Elizabeth Carrington, Dorothy and Sara Karr Hinton, Ruth Fleming, Grace Ward McFerrin, Eleanor Fleming, Katherine and Martha Helen Clay.

MT. PLEASANT NEWS

Mrs. N. M. Carpenter, Correspondent

Mrs. Rusty Davis and children, of Truman, Ark., have been visiting relatives here the past week.

S. W. McCandless, of St. Louis, spent two days last week here with Mr. and Mrs. N. M. Carpenter.

Mr. and Mrs. George McCully, of Fulton, Ky., were the guests of Mr. and Mrs. W. T. Chandler, Sunday.

After a few days' visit here, Miss Nell Jowers has returned to her home in Germantown.

Dr. and Mrs. C. C. Conner visited his brother, Rev. Bernard Conner, and Mrs. Conner, of Olive Branch, Miss., last Sunday.

Mrs. Fannie Johnson is on the sick list this week.

Mrs. N. M. Carpenter and daughter, Lois, motored to Collierville, Tuesday.

Mrs. A. L. Chandler was in Collierville, Tuesday.

Mrs. Fannie Harris has been visiting relatives in Memphis.

A nice sum of fourteen dollars was realized after all expenses were paid, from the ice cream supper last Tuesday night, sponsored by the Ladies Missionary Society.

Mr. and Mrs. C. P. McCandless and daughter, Ruby, of Clarksdale, visited in the Joe Hale home, Sunday night.

George Henry Hale of Memphis, and P. L. Hale of Capeville, have returned to their home after a few days' visit here with their parents.

SPECIALS!

RIPE TOMATOES, per lb. 5c
CREAM MEAL, 24lb. Sack, 65c
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

CANNING SEASON IS HERE!

CERTO, Bottle, 35c
FRUIT JARS, Quarts and Pints

CHAS. DEAN & SON
PHONE 25

"QUALITY MERCHANDISE"

Voiles!

HUNDREDS OF YARDS
OF NEW, CRISP,
SHEER VOILES!
MANY ATTRACTIVE
PATTERNS.

REGULAR 50c QUALITY,
39c yd.



Kelsey Brothers

\$5.00 IN GOLD!

FOR A NAME

We want a name for this NEW GIN and FEED MILL.

We are going to gin your cotton for you and if you want it, we will make your cotton seed up in to Feed.

Write a name you think would be good for this New Gin and Feed Mill and mail it at once to

J. W. SKINNER,

COLLIERVILLE,

TENNESSEE

Be sure and write your name and address plainly. All names must be in by July 18th, at 6 p. m. Three Judges will select the name they think is best suited for this new industry that has come to Collierville, and the winner will receive \$5.00 in GOLD.

It costs you nothing to enter and you may win the \$5.00 in Gold. Just send in a name and if your suggestion is accepted by the judges, you will receive the \$5.00 in Gold.

BIG DANCE!

There will be a Big Stretcher Dance

Tuesday, July 14th at
CAYCE MISS.

Big Ball Game at 3:30
Good Music and Plenty
of Fun. From 9 'till--
Everybody Invited! Script \$1.00

Dr. Vance C. Roy

OPTOMETRIST

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



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