

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. III.

Collierville, Tennessee, Friday, July 17th, 1931

No. 21

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

The railroads which a few years ago ruled the country, manipulated politics, and dictated to legislative bodies throughout the land have recently gone before the Interstate Commerce Commission and begged for the privilege of raising their freight rates 15 per cent. "We must have \$400,000,000 more per year," they insist, and seem to have the figures to prove their needs.

What will happen if the big railroad companies are forced into bankruptcy? The highways for which we have taxed ourselves almost beyond endurance are being used to truck our freight and haul our passengers, and the railroads are running empty trains over their roads. Can this country afford to give up the railroads. Government operation may become the solution.

We find ourselves thinking that the United States is a big nation as we think of our one hundred twenty millions people, but when we realize that the continent of Asia has 950,000,000 human beings, the two hundred thirty millions on both north and south America seem rather a small group. The estimated population of the world is two billion.

A shower of marbles fell recently in the vicinity of Cincinnati. They were rounded pebbles, about the size of an average marble. As to where they came from, and what they are scientists have been unable to determine.

If you are planning to leave Shelby County, DON'T. We have just returned from a trip through about twenty-five counties of this portion of the United States known as Dixie, and it does not require an expert to know that Shelby County is far superior to any of them. It has better soil, better roads and better schools. The prospects for crops are better in this section than in any of the counties through which we passed, in Tennessee, Alabama, Georgia and Mississippi. Roads are much better here, and the Shelby county school system is far superior to any we have seen.

Jefferson county, Alabama, in which Birmingham is located, has poor crops, dreadful roads, and very ordinary looking school buildings. Although Birmingham is a much larger city than Memphis, and the county has the vast coal and iron industry to supplement its wealth, the county is not in a class with Shelby. If you find yourself thinking there is lots of bad in Shelby county--and perhaps there is--just remember there is as much bad in other counties, and we of this portion of Tennessee have much more of the good than other people.

Memphis had better be on the lookout or her reputation as the murder capitol of the world will be taken by Birmingham. This Alabama city added about six notches to his gun stock this week-end. We do not know what the totals of the two cities are, but we overheard a Birminghamite on the street remark that they had the lead on Memphis.

Although we have had splendid rains in this section, quite a large portion of the South is in the grip of a drought that is doing much damage. Acres and acres of Alabama and Georgia corn is twisted like shoe-strings, and the cotton looks desperately bad. At Memphis we are still more than twelve inches short of rain. This would make an ocean of water almost knee deep over the land, if it were to come at one time. Here's hoping it does not do this.

If Germany collapses, then what? It does not require the statesmanship to see the danger such an unfortunate condition might bring about. If the blow-up comes and Bolshevism under the leadership of

METHODIST MISSIONARY SOCIETY MEETS MONDAY

The Woman's Missionary Society of the Methodist Church will have their monthly social and program meeting on next Monday afternoon, with Mrs. Mattie Oursler and Mrs. Perry Piper as hostesses in their home on Southern Avenue.

At this meeting Mrs. L. W. Hughes of Arlington, Vice president of the W. M. S. of the Memphis Conference, will be a special guest and will address the society.

All members are invited and urged to attend.

DISCONTINUES BUSINESS

The Dixie Sales Company will close out their stock this week and discontinue business Saturday night. They have been conducting a close out sale the past week, which will end this Saturday and through an advertising campaign and offering the public very low prices, this stock has been reduced during the week, and the management expects to close it out entirely by Saturday night. For the last day of the sale they are offering most attractive prices on merchandise and thrifty buyers will do well to attend this sale on the closing day.

SEND IN THAT NAME

You had better send in that name for Mr. J. W. Skinner's gin and feed mill which he is putting in in Collierville. Some one is going to win five dollars in gold just for a name, and you might be that one, if you will only try. Why not? You certainly won't lose anything. The judges have been appointed to select the name from those sent to Mr. J. W. Skinner, Collierville, Tenn., and the person who sends in the selected name will receive Five Dollars in Gold.

Send in the name which you think appropriate with your own name, by Saturday evening, July 18th, by six o'clock.

Miss Ida Pearl Mann suffered an attack of appendicitis late Monday afternoon, and was carried to the Baptist Hospital where an operation was performed that night. Her condition was very good yesterday, and no uneasiness was felt for her.

Hitler should take over the government, trouble is in store for the rest of us. Russia would of course come to the help of Germany, and France and England would feel compelled to protect themselves. Europe is a powder keg, and the powder is dry. Woe to the world if some hot-headed crank strikes a match.

Tennessee furnishes quite a bit of news thunder for the papers of our neighboring states. The Birmingham Age-Herald on last Friday had blazoned across the front page in big letters "Judge Orders Indictment of Lea." We found that everywhere people were interested in the Lea-Caldwell financial mix-up, and were ready to listen to a Tennessee talk about the Horton impeachment fiasco. We had no occasion to be proud of the notoriety our state is gaining.

Poor Mississippi is in the midst of a big political campaign. We drove into a little town not half so big as Collierville on Monday, and saw a whole field of automobiles parked about a grove in which was located a church.

"These people are religious," we thought, "all this crowd at church on Monday."

On further investigation we discovered barbecue pits, cold drink stands, and farther out a speaker's platform. Some prespiring baldheaded candidate was up telling them how to save the state while several hundred voters sat and stood out in front and pretended to listen. Women and children were milling about the grounds in picnic fashion and the cold drink vender seemed to be doing a land office business.

We drove on over the rough graveled road, saw a little schoolhouse sticking up on the side of a hot hill, and thought of the perdicament Mississippi schools are in, and thought the state needed saving.

SEMI-ANNUAL EVENT IS COMING SATURDAY

It has been the custom of the Kelsey Brothers store to have two Semi-Annual Sales each year, in January and July, and Saturday they will begin their 42nd Semi-Annual Sale an event that is being looked forward to by the people of this entire trade territory. This season an event is being planned that will be long remembered for the values that will be offered. Merchandise prices have reached the low mark and for this sale will be made lower than since 1915. This sale is a store wide clearance sale; every article will be offered. Attractive special features have been planned for each day of the sale and the shoppers will find many bargains awaiting them on the opening day, and every day.

FOREST HILL ITEMS

Miss Frances Downs, Correspondent

Our B. Y. P. U. was reorganized last Sunday night. We are proud of the fact that we have four Unions: Junior, Intermediate, Senior, Adult.

Rev. Mr. Burnette has requested that each member of the church set apart fifteen minutes each day for prayer for the coming meeting.

The next P. T. A. Progressive Tea Party will be in the home of Mrs. J. W. Skinner on Wednesday, the 22. Mrs. Olivia Shelton has been seriously ill for the past week and we wish for her a speedy recovery.

Mr. and Mrs. W. P. Moews and Mr. and Mrs. Ernest Manush spent last week end at "Shady Oaks."

Mr. Sam Anderson, who is attending Peabody College, Nashville made a rather hurried trip here last week. He was here only one day.

Billy Hix has been visiting his parents, Mr. and Mrs. G. M. Hix, of Memphis, the past week. Mr. and Mrs. Jack Hix visited Miss Dorothy Dowdy, last Monday afternoon.

Mr. and Mrs. S. C. Marshall and son, Harold, spent this week with Mr. and Mrs. W. H. King.

Mr. and Mrs. J. M. Sullivan were guests last Sunday of Mr and Mrs. E. E. Strong.

W H King and son John spent last Friday in Memphis.

Mrs. Frank Hancock, of Bailey, has been seriously ill the past two weeks.

Misses Harriette Hollis and Grace Lanier were the guests of the grand mother, Mrs. T. W. Cox last week.

Miss Elizabeth Winston, Memphis, was the guest last week of Miss Helen Lemonds.

Miss Frances Downs spent last Thursday with Miss Hallie Hudson, of Memphis.

Mrs. T. W. Cox enjoyed as her guests last Monday, Mrs. H. G. Gates and daughters, Mary, Louise and Billy Carroll.

Mr. and Mrs. W. B. Short are visiting Mr. J. D. Short, this week.

Mr. Sigmund Cohn is again able to be out after an appendicitis operation.

Mrs. Sarah L. Clark is visiting Dr. and Mrs. J. E. Clark.

Mrs. Clarence Butler visited Mr. and Mrs. C. M. Scott the first of this week.

Mrs. Evelyn Anderson and mother Mrs. Helen Anderson expect to remain in Los Angeles, Cal., until the middle of August.

Mr. and Mrs. Harry Williams and sons, Harry and Frank, spent the past week at their country home.

Judge Robert Cameron, of Chicago, Ill., spent the past week here.

Mr. Williams Kellar was ill the first part of this week.

John, Calvin and Malon King, Ada Westmoreland and Clifton Burnette of Batesville, Miss., visited Mr. and Mrs. J. W. Jones last Sunday.

Mr. Graves Mooror and Boyce Jones attended to business in Memphis, last Monday.

Misses Hilba and Louise Odel returned to Jackson, Sunday, after a pleasant visit with their sisters, Mrs. E. F. Pope and Miss Elizabeth Pope.

Miss Elizabeth Pope and Mrs. E. F. Pope spent the past week end in Bartlett with friends.

Miss Alma Livingston left yesterday for a visit with relatives and friends in St. Louis, Mo. Enroute, she will stop over in Caruthersville, for a visit with other relatives.

MAKING A DAIRY FARM PAY

"Believe it or not" a Dairy Farm can be made to pay," says Mr. R. D. Noea, manager of Ho-Yah-Ka Farm, now owned by Mr. E. J. Riddick of Memphis.

Ho-Yah-Ka is one of the show places of this section, and a view of it convinces one that Mr. Noea is right in making the above statement.

In addition to running a Dairy, Mr. Noea is growing crops of almost every kind on this farm. Wheat, vetch, and other feed stuffs are being grown profitably on this place, besides corn and cotton.

"Instead of hunting rabbits thru the winter we used much of our time in hauling 300 loads of leaves from the woods for fertilizing our land besides using 400 loads of barn yard fertilizer. We fertilize all the crops, garden, farm, orchard, using principally barn yard fertilizers. In the orchard we are growing grapes, blackberries, raspberries, peaches, plums, apples, cherries, and this orchard, though only three years old, is already proving very profitable."

Mr. Noea says his cotton and corn look exceptionally well this year, and all feed crops promise a splendid yield. Mr. Noea has been managing Ho-Yah-Ka for the past six years, and he says one of his greatest pleasures is showing visitors about the place. This is a model dairy and feed farm which proves that by watching all corners such a farm can be made to pay.

Thursday morning Mr. Noea brought to the Herald office specimens of his plums, peaches, apples, and Japanese persimmons. They are indeed lovely specimens too.

HEALTH COLUMN

By Dr. W. P. Moore

A FORGOTTEN ITEM

This admonition and advice of Dr. Howard W. Haggard, Associated Professor of Physiology, Yale University, applies more directly to city people in some respects than to you of the county, and yet as regards the examination yearly we cannot too strongly emphasize Dr. Haggard's words.

An excerpt from Dr. Haggard's radio talks on "Devils, Drugs and Doctors" follows:

"Imagine yourself with a sudden sickness in the family late at night. You can picture yourself nervously thumbing thru the telephone directory in search of a physician, among names that are meaningless to you. Your sudden choice may be the best and most reputable physician in the town, or it may fall upon a blatant quack. Even if you obtain the reputable physician, he is a stranger to you and you to him—a great disadvantage to both.

"There is one procedure by which this uncertainty can be avoided; pick out a physician in time of health. Ask him to give you and each member of your family a thorough physical examination. Such an examination includes in its barest essentials the percussion and auscultation of the lungs and heart, the recording of the blood pressure, the inspection of the throat, the chemical analysis of the urinary secretion, finally an x-ray examination of the chest without which a health audit is incomplete. It would be better if it contained a similar examination of the stomach and intestines. It includes also x-ray pictures of your teeth and a report from your dentist concerning the condition of your mouth.

"A quack does not give a health audit of this kind; the reputable physician does. By means of it he detects incipient diseases, a yearly repetition of the examination may mean to you and your family freedom from prolonged and serious illness, with all of the unpleasant consequences, both in cost and worry, which accompany it. Moreover, the examination is positive and definite; the assurance of existing health it affords goes far to obviate the occurrence of the imaginary illnesses that afflict so many people. And finally, the records of your physical state which the physician keeps are of inestimable value when emergencies arise."

WEST TENN. FARMERS TO MEET JULY 22-23

The annual meeting of the West Tennessee Farmers' Institute will be held at the U. T. Experiment Station Farm, Jackson, July 22-23, with a program of negro farmers on July 24.

The principal speakers secured for the event are W. T. Martindale, director of field services for the American Farm Bureau Federation; A. F. Lever, field representative for the Federal Farm Board; Mrs. Lapsley Hope, Chattanooga; Judge Camille Kelly, Judge of the Memphis Juvenile Court; Dr. W. J. Fitts, State Commissioner of Agriculture; C. A. Mooers, director of U. T. Experiment Stations, and Dr. M. Jacob, head of U. T. Animal husbandry department.

In addition to the speaking program a number of special demonstrations and field tours have been arranged, also special programs of interest to homemakers.

BAPTIST CHURCH NOTICE

Rev. J. O. McMillin, a prominent Texas pastor, but formerly of Tenn., will preach at the Baptist Church, Sunday morning, Mrs. McMillin, who was the daughter of Deacon W. J. Burrows, will also visit her old home church where she spent her childhood in Sunday School, B. Y. P. U. and church work.

Sunday School 9.45 A. M.
B. Y. P. U. 7.00 P. M.

A five days' training class is in progress this week at the Baptist church.

Rev. R. A. Morris, pastor of First Baptist Church of Holly Springs, Miss., has been secured to conduct the revival here beginning at the Baptist Church, August 2nd. Bro. Morris is a product of Baylor University of Texas, and a strong and spiritual preacher. The music will be under the direction of Miss Sadie Perkins, musical director of the church.

MT. PLEASANT NEWS

Mrs. N. M. Carpenter, Correspondent

Mrs. T. D. Coopwood entertained Tuesday evening with a slumber party in honor of her house guests, Misses Helen Goodman of Amory, and Suzanne Walker of Kansas City Mo. The guest list included Misses Evelyn Baird, Natalie Rives, Warree West of Rossville; Margaret Treadwell of Collierville, and Imogene Jowers, Mary Constance Hurdle, Vivian Luck, Lucy Conner, Marjorie King, Doris and Helen Read Loftin, and Maggie Jarvis of Mt. Pleasant. Before the party, a hay ride was enjoyed by 41 of the young people, and the next morning a swim in Coldwater Creek was enjoyed before the guests returned to their home.

Miss Mildred Jowers, of Cincinnati Ohio, and Miss Nell Jowers of Germantown, spent a few days here last week with friends and relatives.

Mrs. M. E. McCandless has gone to visit Mr. and Mrs. Jesse McCandless of White School.

Mr. and Mrs. A. L. Chandler and Miss Imogene Jowers spent Thursday with Rossville relatives.

Mr. and Mrs. N. M. Carpenter and children motored to Collierville and Forest Hill, last Friday.

Mrs. T. D. Coopwood has as her guests Misses Helen Goodman from Amory, Miss, and Miss Suzanne Walker, of Kansas, City, Mo.

Misses Maxine Conner and Gladys Fite and Mr. Jerry Burton of Memphis, were guests last Sunday of Dr. and Mrs. C. C. Conner.

Mrs. W. D. Howard was in Memphis last Friday.

IMPORTANT NOTICE

Any members of the 1931 graduating class, Collierville High School, desiring to enter college in the fall, will please obtain their application blanks as soon as possible, and turn them over to Mrs. Williamson, so that I may have them ready to fill out on my first day at home from work on the river.

Harry Williamson.

Edgar Russell, who has been ill for the past several days, is again able to be out.

U. D. C. CHAPTERS HONOR GEN. NATHAN B. FORREST

Congressman Wall Doxey Delivers Splendid Address on Southern Hero

The Louisa Bedford and Maud Cowan Chapters of the United Daughters of the Confederacy had their regular July meeting, Monday afternoon, July 13th, at the Collierville Baptist church where they met commemorating the birthday of a prominent general of the Civil War days, Nathan Bedford Forrest.

The decorations were in keeping with the object of the meeting with an arrangement of the National and Confederate flags and bowls of flowers and growing ferns. And in spite of the rain, there were quite a goodly number of Collierville citizens present, and several from out of town.

Mrs. Ernest Farley arranged the very instructive program. The invocation, pronounced by the Rev. B. M. Cowan, was followed by a vocal solo by Mrs. Cecil Cox who very beautifully sang "The Confederate Requiem," the words of which were written by Mrs. Virginia Frazier Boyle and set to music by Ernest Hawke, both of Memphis. Mrs. Farley played the accompaniment for Mrs. Cox. Miss Jean Craig played a lovely violin number, with Miss Ida Pearl Mann as accompanist.

The Rev. J. P. Horton, as master of ceremonies, introduced Hon. Wall Doxey, Congressman from Holly Springs, Miss., who gave a most entertaining, and instructive address using as the theme the life of Gen. Forrest, and giving many facts and incidents to his life which are not generally found in history books. Mr. Doxey also pointed out facts concerning the causes of the Civil War that are known to few people of today. He paid tribute to the work of the U. D. C., and urged that they continue to keep alive in the hearts and minds of the people of the Southland, the spirit of justice and courage that prevailed among the men, women and children of the Confederacy.

Mrs. Thomas Miller Dean, as the president of the Maud Cowan Chapter, presented the Crosses of Honor to the members of that Chapter. Those who received Crosses included Mrs. Walter B. Mebane, Mrs. Cecil Cox, Mrs. Charlie Davis, Mrs. Dean, Miss Bess Strong and Miss Maggie Edna Cox.

The singing of "America" was followed by the closing prayer which was led by the Rev. R. W. Hood.

CHRISTIAN CHURCH NEWS

The revival meeting begins at the Pleasants church, north of Rossville, next Sunday. Frank S. Perry, pastor of the Mason and Crockett Mills churches, will do the preaching.

Brother Perry has held several meetings for Pleasants, and is well liked by the church and the whole community.

Christian church singers are already preparing for the revival that begins the 3rd Sunday of August in Collierville. From now on there will be special song practice each Sunday at the Sunday school hour, also each Wednesday night at prayer meeting.

Brother Koch, of Pine Bluff, Ark., who will conduct the revival, says, "Have a good choir." And we'll not disappoint him.

F. A. Coyle, pastor.

ATTEND F. F. T. CAMP

The Germantown F. F. T. Chapter has returned home after a week of camping on Caney Fork river. This Camp is owned and operated by the Vocational boys of Tennessee, and is located near Sparta. Many games and contests are conducted by the various Chapters in attendance during the encampment. Germantown Chapter made a close second.

The boys representing the Germantown Chapter were Robert Lemonds, Sam Smith, Gerald Ellis and Francis Schwaiger.

Mrs. A. A. Morrison who is quite ill, was taken to the Baptist Hospital, Monday, for treatment. As yet her condition shows little improvement.

OUR 42nd SEMI-ANNUAL CLEARANCE

Starts
Saturday,
July 18th
at 8 a. m.

SALE!

Stop Wishing
for Lower
Prices—They
are Here!

IT'S COMING! It is our custom to hold Two Big Clearance Sales each year—One in January and one in July, so Folks here it is— **NEW LOW PRICES MADE LOWER!**

Crowds are Coming from Everywhere—They have been waiting for This Sale. **PRICES LOWER THAN ANY TIME SINCE 1915.**

WE ARE EARNESTLY STRIVING TO GIVE YOU

THE GREATEST BARGAIN CARNIVAL

in our history. Planned and Presented as the Greatest Merchandising Event in Years. Take advantage of the Wonderful Money Saving Opportunities offered in This **STORE WIDE CLEARANCE SALE!** **COME EARLY! SHOP, BUY AND SAVE!**

KELSEY BROS.

The Collierville Herald

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WALTER H. HARRIS, Editor.
MRS. KATHLEEN HARRIS,
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ROSSVILLE HAPPENINGS

Mrs. W. H. Jameson, Correspondent

Miss Louise Thomas has returned home after a pleasant visit of one month with her aunt in Shaw, Miss. Mr. and Mrs. Frank Goodwin and her mother, Mrs. Carrie Smith, of Memphis, were pleasant guests last week end in the Saunders home.

Mrs. Oscar Floyd, of Salsbury, is here on a visit with her mother, Mrs. J. C. Waller.

Henry Bowling Turner who has been visiting his aunt, Miss Clyde Bowling, has returned to Memphis.

Among those who enjoyed the hay ride given last Tuesday night by Mrs. T. D. Coopwood of Mt. Pleasant, were Misses Natalie Rives, Warree West, Evelyn Baird; Messrs. J. Boyd Rives, Gus Baird and Milton Morrison of this place.

Misses Rives, West and Baird remained at Mrs. Coopwood's for the slumber party and sunrise breakfast she gave in honor of her guests.

Mr. and Mrs. Charlie Knuckles, of Memphis, visited here, Saturday.

Mr. and Mrs. H. C. Sims, Miss Beatrice Rives, Mr. and Mrs. R. S. Tippler of Grand Junction, were Sunday guests of Mr. and Mrs. J. T. Knox, Mrs. Tippler having spent several days with her mother, Mrs. Knox.

Mrs. Clarence Waller and her niece, Miss Lorraine Bowlin, from Van Buren, Ark., spent Sunday in Moscow.

Mr. and Mrs. A. G. Neville, Jr., spent the past week end in Galloway and Mrs. Neville's mother, Mrs. Wilber accompanied them home.

Mrs. Mattie Gilmore and son Mr. Nat Gilmore, of Memphis, are visiting J. W. Boyd and family.

Miss Natalie Rives entertained a few of her friends with a slumber party last Thursday night. Those present were Misses Imogene Jowers, Marjorie King, Constance Hurdle, of Mt. Pleasant; Misses Ruby Crawford, Margaret Treadwell, Virginia Kelsey and Esther Watkins of Collierville; Miss Susie Gartner of Kansas City, Mo.; Helen Goodman of Greenville, Miss., and Misses Warree West and Evelyn Baird of Rossville.

Messrs. W. J. Frazier, W. H. Jameson, J. P. Pulliam and J. S. Baldwin attended the American Legion meeting in Somerville, Tuesday evening.

Mr. and Mrs. Sims spent Monday night with her grandparents, Mr. and Mrs. A. S. Waller.

Mr. Robert Donald of Macon, was a business visitor here, Monday.

Mrs. C. W. Baker left Monday for Louisiana where she will spend some months with relatives.

Messrs. A. W. Morrison, A. S. Waller and J. L. Crawford spent Tuesday in Moscow where they attended the group meeting of the Christian Institute of the Methodist churches of the surrounding communities.

An interesting baseball game was played at Olive Branch between their team and that of Rossville, Tuesday, with Rossville winning by the score of 3 to 2.

Rossville and Williston teams met here last Thursday and Rossville again won by a score of 9 to 3. The features of the game was the fine pitching of Eldridge Carpenter and the catching of Robert Borum. Everybody seemed to enjoy the game, and the whole big annual picnic of the day.

OLIVE BRANCH NEWS

Miss Helen Droke, Correspondent

Miss Elizabeth Doddridge entertained with a bunco party and surprise shower honoring Miss Donie

Mae Bowlin, Thursday afternoon, and it seemed that the day was Miss Bowlin's "lucky day" as she won the bunco prize of lovely linen handkerchiefs. The many lovely gifts were brought to the honoree by little Ruth Ann and Jimmy Doddridge who were cunningly dressed as postmen.

To complete the afternoon, a very delicious ice course was served. The guest list included Mesdames Perry Moore and Hugh Birmingham; Misses Janice Cochran, Jennie George Winters, Frances Bailey, Pearl Hudson, Sunbeam Flynn, Bess Butler and Helen Droke.

Mrs. Reed Thompson entertained the bridge club in her home Thursday afternoon.

Miss Annie Lee Birmingham entertained with a reception for Mrs. D. D. Birmingham on last Saturday afternoon.

A group of Mississippi students won the loving cup for the state in a historical pantomime at the University of Colorado. Among the few Mississippi students there and who took part in the performance were Misses Virginia Bibb, Kathryn Winters and Billie Mae Cochran and C. D. Cochran of this place. Texas won second place.

Mr. and Mrs. E. C. Droke, Misses Alice Barbee and Lillie Hammond of Hernando, Miss., were guests of Misses Myra and Helen Droke last Friday night and attended a swimming party and picnic with a group of Olive Branch people at Maywood.

Mrs. Taylor Briggance, of Dubbs, Miss., has been visiting her daughter, Mrs. Chesley Sorrell, the past week.

Mrs. Bettie Cartwright and Miss Julia Haney, of Forest Hill, Tenn., attended church services and visited friends here last Sunday.

Mr. Bailey Flinn accompanied Mr. Dillon, of Hernando, Sunday to Biloxi, where they will spend a few days attending an American Legion meeting.

Mr. Hugh Jones of Memphis, and Mr. Earnest Mosby of Whitehaven, were business visitors here Tuesday.

Miss Donie Mae Bowlin became the bride of Mr. Arthur Miller Butler, on last Saturday evening at seven o'clock, the wedding taking place in

the home of the bride, with only the family and a few close friends attending. The ceremony was performed by the bride's father, the Rev. W. A. Bowlin, assisted by the Rev. J. B. Cooner. Immediately after the ceremony, the bride and groom left for a short honeymoon trip, keeping their destination secret. They will be at home here the last of this week.

Mr. and Mrs. Bill Schumpert and children, of Amory, Miss., are visiting the Bowlin home, this week.

Miss Ouida Jean Metts has been visiting her grandparents at Oxford, Miss., the past week.

Mr. and Mrs. E. E. Long and family have moved to Nashville, Tenn., this week, where Mr. and Mrs. Long will attend summer school at Peabody College.

Miss Elizabeth Franklin enjoyed Sunday and Monday in Byhalia, as the guest of Mrs. Herbert Jones.

Misses Julia Sowell and Ruth Bailey, of State Teachers College, Memphis, spent the past week end here with home folks.

Miss Bess Strong, of Bailey, visited friends here last Thursday.

Mr. D. M. Metts and family and Mr. and Mrs. Scott Hill have moved to the high school dormitory this week where they will make their home another year.

CAYCE NEWS

Mrs. F. M. Sloan, Correspondent

Mr. and Mrs. Willie Frank Linderman and daughter, Jean, enjoyed a visit last week with their parents, Mr. and Mrs. W. L. Linderman.

Van Baldwin, of Piperton, visited in the home of Mr. and Mrs. Frank Russell, last Friday.

Mr. and Mrs. C. H. Broadway enjoyed as their guests last Sunday, Mr. and Mrs. J. B. Cullen, Mr. and Mrs. S. E. Jones and Miss Louise Jamison of Memphis.

Mr. and Mrs. Boatwright, of Walts spent Wednesday with Mr. and Mrs. Artway.

Mr. and Mrs. Ray Russell and children, and Mrs. Alice Artway, visited relatives in Moscow, last Sunday.

Mr. Stella Bushong and daughter, Miss Mary Bushong, of Memphis, are

visiting friends and relatives here this week.

Mr. and Mrs. W. T. Joyner, from Slayden, spent the past week here with her parents, Mr. and Mrs. C. H. Broadway.

W. D. Wilson made a business trip to Memphis, last Thursday.

Mr. and Mrs. V. D. Jamison and children, of Memphis, spent Sunday here with her parents.

Mr. and Mrs. H. W. Brown and sons, spent the past week end in Etowah with his father who is ill.

Miss Ed Williams of Holly Springs was visiting friends here last week.

Mrs. Jack Williams and sons and Mrs. W. I. Armour and children visited in Memphis last Wednesday.

Rev. James Sanderlin and Hugh Sanderlin of Holdenville, Oklahoma, visited in the home of Mr. and Mrs. P. T. Sanderline, last week.

Mrs. D. L. Lumsden is spending this week in Chattanooga, Miss.

Mr. and Mrs. Gibbs and son, from Martin, were guests last Sunday of Mr. and Mrs. W. D. Wilson.

Mr. and Mrs. M. E. Flannigan and children visited his father, H. P. Flannigan, and sister Miss Nannie Flannigan, last week end.

LOEW'S PALACE, MEMPHIS

Starting Saturday, July 18th, at Loew's Palace, Paramount presents a new dramatic "find" with the showing of "THE SECRET CALL." It is action packed thrill drama of modern city life. Her name is Peggy Shannon. A few years ago she was a beautiful girl, living with her family in Pine Bluff, Arkansas. Today she is a beautiful girl with an equipment of rich experience in stage work on Broadway. Miss Shannon found her way into the "talkies" the same as she did with Ziegfeld Follies, by her beauty. On her arrival in Hollywood she was quickly placed under contract by Paramount and is now filling the role for which Clara Bow was scheduled. Like Clara, Miss Shannon is of the flaming hair type and has undisputed talent which she shows co-featured with Richard Arlen in a series of high-voltage situations and fine dialogue.

"Say It With Flowers"

FLOWERS FOR ALL OCCASIONS

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LOEW'S STATE, MEMPHIS

Adventure, romance and an exotic locale are features of Ramon Novarro's latest starring film, "SON OF INDIA," which opens at Loew's State in Memphis on Friday. This is the first time since the greatest of his successes "The Pagan" that Novarro has appeared in an Oriental role, and he equals his former admirable performance in his latest vehicle. The picture is based upon F. Marion Crawford's popular novel "Mr. Isaacs" and was directed by that master hand Jacques Feyder. In the supporting cast are Conrad Nagel, Marjorie Rambeau, Madge Evans, C. Aubrey Smith, Mitchell Lewis, John Miljan and Nigel de Brulier. An unusual surrounding bill of junior features includes a Curiosity, which is a gathering of facts from here and there that are hard to believe, a hilarious comedy titled "Slide, Speedy Slide" and Hearst Metrotrone news.

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ON YOUR JULY 4th TRIP
Lowest Prices » Biggest Values

WHY take chances of delay and danger with worn tires on your Fourth of July trip, when you can get the Safe, Trouble-Free mileage of Firestone Tires at these low prices—the greatest tire values ever offered.

You get Extra Strength—Extra Safety—and Extra Non-Skid wear from Firestone Tires. They are Gum-Dipped—have a double Cord Breaker—and Heavy Non-Skid Tread.

We have sections cut from Firestone Tires and others that we want you to examine and see for yourself how MUCH MORE PER DOLLAR we give you. Firestone Tires not only meet the price but excel in quality and service any special brand tire made for distribution thru mail order houses, oil companies and other distributors.

We list prices and construction facts that you may understand the Extra Values you get at our service station.

Come in today—equip your car with a set of Firestone Gum-Dipped Balloons—get the greatest Tire Values in town, and make your vacation trip in comfort and safety.

COMPARE PRICES
FIRESTONE OLDFIELD TYPE

MAKE OF CAR	TIRE SIZE	Our Cash Price Each	*A Special Brand Mail Order Tire	Our Cash Price Per Pair
Ford	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	4.75-19	6.65	6.65	12.90
Chevrolet	4.75-20	6.75	6.75	13.10
Whippet				
Erakine	5.00-19	6.98	6.98	13.90
Plymouth				
Chandler				
DeSoto				
Dodge				
Durant				
Graham-Paige				
Pontiac				
Roosevelt				
Willys-Knight				
Essex				
Nash	5.00-20	7.10	7.10	13.90
Marquette				
Oldsmobile	5.25-18	7.90	7.90	15.30
Buick	5.25-21	8.57	8.57	16.70
Auburn				
Jordan	5.50-18	8.75	8.75	17.00
Reo				
Gardner				
Marmion				
Oakland	5.50-19	8.90	8.90	17.30
Peerless				
Studebaker				
Chrysler				
Viking	6.00-18	11.20	11.20	21.70
Franklin				
Hudson	6.00-19	11.40	11.40	22.10
Hupmobile				
LaSalle				
Packard	6.00-20	11.50	11.50	22.30
Pierce-Arrow	6.00-21	11.65	11.65	22.50
Stutz	6.50-20	13.10	13.10	25.40
Cadillac				
Lincoln	7.00-20	15.35	15.35	29.80

*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.



COMPARE
Construction and Quality

Size 4.50-21	Firestone Oldfield Type	*A Special Brand Mail Order Tire
More Rubber Vol., cubic inches	172	161
More Weight, pounds	16.99	15.73
More Width, inches	4.75	4.74
More Thickness, inches	.627	.578
More Plied at Tread	6	5
Same Price	\$5.69	\$5.69

Size 6.00-19 H. D.	Firestone Oldfield Type	*A Special Brand Mail Order Tire
More Rubber Vol., cubic inches	298	267
More Weight, pounds	28.35	26.80
More Width, inches	5.98	5.84
More Thickness, inches	.840	.821
More Plied at Tread	8	7
Same Price	\$11.40	\$11.40

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

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 NEWS

Mrs. J. C. Pierce, Correspondent
 Mr. and Mrs. Rob Ellis and three children, Keith, Jeannette and Charlotte, of Colorado Springs, Colo., spent last week here with Mrs. J. W. Sarter and other relatives.
 Miss Etta Allen spent part of this week with Mrs. Ellen Laiting.
 Miss Mary Strong, of Collierville, is visiting in the home of her aunt,

Mrs. L. E. Weeks.
 Miss Marjorie Ramsey and Arthur Ramsey spent Sunday in Memphis with friends.
 Miss Thelma Reid, of Normal, is a guest of her cousin, Miss Virginia Rogers and other members of the family.
 Miss Martha Humphreys left on Thursday for Winchester, Tennessee, where she will visit her brother, Rev. Fynn Humphreys and wife.
 Mrs. Ham, of Warren, spent Thurs-

day night with Mrs. J. E. Humphreys.
 Mrs. Joe Strong had as her dinner guests last Sunday, Mr. and Mrs. C. R. Rogers and family, and in the afternoon, Mr. and Mrs. McLeary, and Mr. and Mrs. Blalock were also guests.
 Mrs. Harvey Williams has returned from Hardy, Ark., after a visit of one week with friends and relatives.
 Messrs. Newt and Andy Fancett, of Texas, are visiting here this week.
 Mrs. Thomason and daughter, Mrs.

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

SEE

Chas. Dean, Agent

Representing
 ROYAL, ST. PAUL and VIRGINIA

Louise and children, of Memphis, spent Monday with Mrs. Bazemore.
 Mrs. Van Horn and daughter, Miss Louise, were guests last week of Mrs. Arthur Ramsey.

Mrs. Meadwo and Mrs. Habry, of Memphis, were dinner guests of Mrs. Ramsey Sunday.

Mrs. Bruce Perry was hostess to the Baptist W. M. S. Tuesday afternoon.

Mrs. D. A. Webber is visiting in the home of Miss Minnie Williams in Fishersville, this week.

Miss Ruth Maxwell, of Memphis, was the guest Thursday, of Miss Mildred Reinhold.

Mrs. E. E. McLeary and mother, Mrs. Knox, spent Monday in Collierville, guests of their cousin, Mrs. A. L. Hurdle.

Dr. C. A. Chaffee and family left Wednesday on their vacation trip to Red Boiling Springs, Tenn.

Mrs. G. Y. Jones spent last Tuesday in Memphis.

Mrs. Clara McNeely visited her sister, Miss Ora Lurry, last week.

The Y. W. A. of the Baptist church, held their regular meeting Monday night in the home of their counselor, Mrs. A. J. Miller. Members of the W. M. S. were invited as guests. Following an interesting program, delightful refreshments were served.

Louie Priddy recently visited Mrs. Belle Priddy.

R. V. Morton left last Sunday for Macon, Ga., where he will attend a reunion of the Rainbow Division of the World War.

LOEW'S STRAND, MEMPHIS

Charlie Ruggles, whose well-known girl-chasing roles on the screen have brought laughs to the millions, is coming to Loew's Strand Theatre on next Monday, Tuesday and Wednesday (July 20-21-22) in his starring picture, "THE GIRL HABIT," by Paramount. This farce-comedy by Owen Davis and Gertrude Purcell puts Charlie right in the thick of a general attitude of attentiveness to all girls who come his way. The picture is filled with laugh-packed complications and hilarious situations.

Norma Shearer comes to Loew's Strand Theatre in the most dramatic role of her career, "A FREE SOUL," Metro-Goldwyn-Mayer's filmization of the Adela Rogers St. Johns new novel, which opens a three-day engagement next Thursday. It is a vivid drama of San Francisco and the criminal courts building, and was one of the sensational literary hits of the decade. Supporting is a notable cast including Leslie Howard, Lionel Barrymore and Clark Gable.

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

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"

AT OUR FOUNTAIN



HARRELL DRUG CO.

HINTON & HUTTON
FUNERAL DIRECTORS
AMBULANCE SERVICE

Phone 15
 Night Phones 137 and 177

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

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.

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

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"

LOCALS and PERSONALS

Billy Piper was over from Rossville, last week with homelinks.

Miss Lois Persons, of Piperton, visited Warren Lee Cargill, Tuesday.

Mrs. Nell Moore has returned from Trimble, Tenn., where she had a very pleasant visit with her sister.

Billy McMahan, of Tuscumbia, Ala., is the guest of Lin and Richard Kelsey, this week.

Mr. Cecil Cox and Dr. S. W. McCall visited the Memphis Airport, last Friday.

Mr. M. C. Yager and Mrs. M. W. Yager, of Hickory Flat, Tenn., visited here Tuesday.

Miss Grace Piper is in Moscow, this week as the guest of Miss Mary Louise Weinstein.

Miss Ruth Piper is in Memphis, this week with her aunt, Mrs. Lottie Dunn.

Mrs. H. A. Harris enjoyed a visit last Friday with her daughter Mrs. S. E. Burrows, of Memphis.

Miss Annie Bernice Coyle, of Memphis, has been the guest during the week of Miss Alma Livingston.

Miss Martha Jolly, of Vandale, Ark., is the guests this week of Miss Helen Norris.

Misses Earnestine and Evelyn Moore visited relatives in Memphis last week end.

Miss Bess Strong spent a few days of last week with friends in Olive Branch, Miss.

Mr. and Mrs. J. P. Nelson and baby, from Memphis, spent Sunday in the home of Mr. T. B. Eearnhart.

Miss Neely Webb, of Memphis, is the guest of this week of Collierville friends and relatives.

Davis Leake is enjoying a vacation of several weeks in Laramie, Wyo., with his uncle, Dr. Maury Leake.

Mrs. H. A. Harris and son, William, spent Sunday in Mason, with Mr. and Mrs. Ben Williamson and Mr. and Mrs. Jack Somerville.

Miss Theda Barnette, the adopted daughter of the Collierville Chapter of the O. E. S., has been the guest of the Chapter for the past two weeks.

Mr. A. D. Tipton, of Memphis, was in Collierville, last Friday, the guest of his sister-in-law, Mrs. Cecil Cox, and Mr. Cox.

Mrs. J. H. Burkam entertained at dinner on last evening, having as her special guests, Mrs. E. C. Pankey and Mr. and Mrs. Holly of Memphis.

Misses Helen and Dorothy Mae Norris have returned home after a very happy visit with relatives in Vandale, Arkansas.

Mr. and Mrs. J. H. Irby were the guests of Memphis friends on Tuesday and saw the picture "Confessions of a Co-ed."

Mrs. E. W. Martin and children have enjoyed a visit this week with relatives and friends in Grand Junction, Tenn.

Miss Opal Walton, of Meridian, Miss., is here with her cousin, Mrs. D. P. Creely, and family, for a visit of two weeks.

Rev. and Mrs. L. H. Estes, from Brownsville, were the guests of Mr. and Mrs. J. B. McFerrin, last Wednesday.

Mr. and Mrs. Lewis Proctor and daughter, Dorothy Caroline, of Caruthersville, Mo., visited Mr. and Mrs. R. J. Livingston, on Monday and Tuesday of this week.

Miss Gailor Mae Hurdle, who is a student nurse at the Baptist Hospital, spent last Friday here with her parents, Mr. and Mrs. A. L. Hurdle.

Mr. Royal Bailey, of Hot Springs, Ark., and Mr. Sam Dent, of Memphis, visited Misses Pauline Earnhart and Elise Farley, last Saturday. They were dinner guests in the Earnhart home.

Miss Mary Frances Leake came home last Friday from the Baptist Hospital where she is a student nurse, and enjoyed a short visit at the home of her parents, Mr. and Mrs. V. Leake.

Misses Gertrude and Margaret Williford, of Memphis, were the very

charming week-end guests of Mr. and Mrs. J. H. Irby. On Sunday they spent a most delightful day at Shiloh National Park.

Mr. and Mrs. A. E. Guy are enjoying as their guests, this week, Mrs. Guy's sisters, Mrs. R. E. Stratton and son, Dick, of Clarksdale, Miss., and Mrs. W. H. Bell and little daughter, Mary Jane, of Whiteville, Tenn.

Mrs. Mattie Hester and Miss Rebecca Smythe have returned from a delightful visit with relatives and friends in El Paso, Texas, from which point they enjoyed trips to places in New Mexico, Mexico, and California.

Mrs. E. B. O'Neal had the misfortune of being bitten by a snake while picking blackberries on last Thursday afternoon. She was rushed to town and Dr. McCall gave treatment, and so far she has felt no very ill effects.

During the past week end, Mrs. Frankie Fleming entertained as her guests Dr. and Mrs. Fite, Miss Virginia Fite of Columbus, Miss.; Mr. and Mrs. Harry Brooks, Miss Evelyn Brooks, Mrs. Carrington of Byhalia, Miss.; Mrs. Cotten, Miss Ruth Young of St. Louis, Mo.; Mrs. Robt. Franklin and Robert Jr., of Memphis.

Miss Katherine Mae Dean, who is enjoying an extended visit with her brother, Mr. Robert Charles Dean, Mrs. Dean and two children, in Boston, Mass., wrote this week to her brother, Mr. John L. Dean, "Please send me The Collierville Herald, because I want all the home news." John Little did as requested.

Mrs. J. O. Knox and daughter, Mrs. E. E. McLeary of Cordova; Mr. and Mrs. Lester Knox and Mrs. Edgar Dunlap of Memphis, were dinner guests last Monday of Mr. and Mrs. A. L. Hurdle, later attending the U. D. C. program at the Baptist church. Hon. Wall Doxey, of Holly Springs, was also a guest during the day of Mr. and Mrs. Hurdle.

Mrs. J. M. Glenn, Mrs. Karr Hinton, Mrs. Sam Hinton, Mrs. J. H. Burkam and Mrs. H. L. Sigrest spent Wednesday in Corinth, Miss., guests of Mrs. Hal Anderson who honored these guests at a charmingly arranged four-course luncheon. The colors, pink and green, were most attractively used in the decorations. In the late afternoon, the party enjoyed a swim in the Lake before returning to Collierville.

On last Saturday evening, Miss Helen Norris graciously entertained in honor of her house guest, Miss Martha Jolly, with a slumber party. The guests were Misses Jolly, Velma Hart, Rubye Crawford, Grace Piper, and Louise Weinstein of Moscow. Following jolly games and much light chatter, a delightful lunch was served. The next morning pictures were taken of the crowd before they returned to their homes.

Miss Ella Dudney entertained as her house guests last week end Miss Sara Virginia McDonald and Miss Winnifred Gustafson, of Memphis, and Miss Sara Jones and Miss Frances Piper, of Collierville. The young ladies enjoyed a round of swimming parties, tennis games, auto rides and other sports. On Friday evening, Mrs. Elgin Leake honored them at a delightful dinner party, including as other guests Messrs. Frank and John Wilson, Richard Kelsey, Orville Carrington, and Aubrey Guy, Jr.

Among the week end guests who were at Rogers Springs, last week were: Mr. and Mrs. G. L. Burneth, Mr. and Mrs. T. A. Jamerson, Mr. and Mrs. Garner Miller, Miss Nannette Miller, Miss Emily Mercere, Miss Lillian M. Mercere, Mrs. Mamie Clark, Mrs. H. B. Armstrong, Mrs. G. G. Higgins, Miss Elizabeth Higgins, Mrs. Joe Waddy, Mrs. Stanton, Miss Sara Stanton, Mr. R. L. Wilson, Mr. Wm. McKeever, Mr. and Mrs. Roy Collins, Mr. and Mrs. Arthur Murray, Mr. and Mrs. Tom McGuire, all of Memphis, and Mr. and Mrs. T. B. Jamerson and Mrs. L. P. Carruth of Collierville.

During their most pleasant stay in Ripley, Miss., last week from Tuesday until Friday as house guests of Mrs. L. H. Clayton, Mesdames J. H. Burkam, Sam Hinton, Karr Hinton, J. M. Glenn and H. L. Sigrest, of Collierville, were honored at several delightful and informal affairs.

Mrs. Clayton entertained on Tuesday afternoon at a delightfully planned reception. Miss Pinger was hostess at a charming 600 party where lovely favors were given the five honorees. The Music Club also had the matrons as honor guests at a meeting where a very beautiful program was heard. Other lovely af-

LAST CHANCE!
SATURDAY, JULY 18th

LADIES' SHOES.....	\$1.95	\$1.50	and \$1.00
CHILDREN'S SHOES.....	50c	75c	and \$1.00
MEN'S SHOES.....	\$1.95	\$1.75	and \$1.50
MEN'S PLOW SHOES.....	\$1.00		
CHILDREN'S SILK TAMS.....	15c		
MISSSES SILK TAMS.....	19c		
RAYON SILK HOSE.....	15c		
50c. SILK HOSE.....	25c		
MEN'S MERCERIZED HOSE.....	10c		
MEN'S DRESS PANTS.....	\$1.45		
MEN'S PIN STRIPE PANTS.....	75c		
MEN'S BLUE SHIRTS.....	35c		
REAL ATHELETIC UNIONS.....	35c		
MEN'S BROADCLOTH SHIRTS.....	59c		
Everything Cut to the Red for this LAST DAY			

DIXIE SALES CO.
In T. A. Cox Store Collierville, Tenn.

\$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.

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 | HINTON and HUTTON COMPANY |
| J. L. PARKER | C. S. JOHNSON |
| R. P. PORTER | KELSEY BROTHERS |
| H. L. SIGREST | L. A. WALKER |
| DIXIE SALES COMPANY | W. W. MCGINNIS |
| A. WEINSTEIN | BIGGS and DUDNEY |
| J. M. MANN and SON | CHILTON and TREADWELL |
| A. DODSON | FRED EVANS |
| L. P. CARRUTH | THE CITIZENS BANK |
| J. R. COX and SON | THE PEOPLES BANK |
| R. L. STRONG | N. MOORE |
| CHAS. DEAN and SON | W. M. CARGILL and COMPANY |
| | COLLIERVILLE CASH FEED STORE |

airs included a luncheon by Mrs. Lawrence Clayton, a supper by Mrs. J. H. Clayton, and a golf party by Mrs. Long, all of which were characterized by unique and beautiful plans.

Mrs. J. A. Neely and Miss Marie Neely honored Miss Virginia Neely on Tuesday afternoon, her thirteenth birthday, at a beautifully planned party. Bowls of vari-colored zinnias and shasta daisies were artistically used in decorating the rooms where the guests enjoyed several exciting Rook games. Miss Mildred Watkins

won high score and was given a pair of book ends as a reward for her skill. Miss Martha Helen Clay won the consolation prize, a pretty candy jar. Refreshing iced punch was enjoyed during the afternoon by the hostesses, the honoree, and the following guests: Miss Janie and Elizabeth Carrington, Dorothy and Sara Karr Hinton, Mildred Watkins, Lila Sigrest, Catherine and Martha Helen Clay, Mary Belle Jones, Cecelia Morris, Doris Krk, Grace Ward McPerrin, Nancy and Elizabeth Martin, and Eleanor Fleming.