

The Collierville Herald

Published Every Friday at Collierville, Shelby County, Tenn.

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

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PROSPEROUS POULTRY SEASON STARTING

Poultry will once more be the most profitable crop on the farm, considering the amount invested in it.

The poultry population is below normal. We are short approximately 22,550,000 birds, this summer, as compared with last year or 17,600,000 birds as compared with the past five year average.

There are less pullets this summer. Hatcheries over the country produced about sixty percent of their normal supply of chicks.

All laying flocks have been closely culled. The indifferent, haphazard poultrymen is out of business.

At this time the cold storage stock of shell eggs are over 520,000 cases under the same date last year.

Cold storage egg stocks will probably be well below the average. Egg consumption has increased.

HEALTH COLUMN

By Dr. Wallace P. Moore

PROPHYLAXIS AGAINST TYPHOID FEVER

Dr. D. Frank Milam, M. D. Epidemiologist State Department of Public Health

WATER: Cities choose suitable methods for a central water supply and guard it with trained operators.

MILK: The adoption and enforcement of the Standard Milk Ordinance is the best measure for towns to use in preventing milk borne epidemics.

PROPHYLACTIC VACCINATION: Anti-typhoid vaccination is a valuable line of defense against this disease.

GRAM: It needs emphasizing also that the vaccination is not a sure protection against the disease.

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The principle of using living or old cultures for immunization was established by Pasteur, and extended by several of his co-workers.

The Tennessee State Department puts out a double strength vaccine for use by full time health officers.

Dose and Number of Injections: It is affirmed by Vincent that immunity to typhoid fever after vaccination and the duration of this immunity are directly proportional to the number of bacilli injected.

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CORDOVA NEWS

Mrs. J. C. Pierce, Correspondent

Mr. and Mrs. Raymond Morton and family spent Sunday in Collierville with Mrs. Morton's parents.

Roy Conley visited in Cordova on Saturday afternoon.

E. J. Roark and family of Houston, Texas, are visiting in the home of J. W. Walls and family.

Mr. and Mrs. A. W. Morton and family spent last Wednesday in Cherry Valley, Ark.

S. B. Goodloe was a business visitor in Memphis the past week.

Mr. and Mrs. Roger Yates and little daughter, Louise motored far beyond Stanton, Tenn. last Sunday where they met their cousins Mr. and Mrs. Agee and had dinner together.

Mrs. S. E. Parrott has gone to Chattanooga to accompany her niece Martha French home who has been spending several weeks here.

Mr. and Mrs. J. E. Humphreys were recently visitors in Memphis.

Mr. Alvin Morton from Williston was in the home of Dr. Parrott on Monday.

The Baptist Revival is in progress this week, Rev. Guy preaching.

"Uncle" Billy Yates has returned home after a visit with his son Spencer Yates and family in Memphis.

Mrs. C. E. Bowers is visiting relatives this week in Chattanooga.

Mrs. Bettie Schwan from Germantown was the guest of Miss Sadie Carter last Tuesday afternoon.

Mr. and Mrs. T. W. Sanderlin, Miss Martha Sanderlin and Mrs. D. A. Webber were dinner guests of Mr. and Mrs. Rogers Humphreys Sunday.

Miss Bettie Moorfield from Memphis visited with Mrs. Humphreys of recent date.

Mrs. W. L. Wheeler and Miss Mary Belle Wheeler accompanied by an uncle who is visiting them drove over to Beaver for church, where Mr. Wheeler is conducting a revival.

Mr. L. E. Weeks has not been quite so well for past week relatives from Memphis make frequent visits with him.

Mrs. Lotting, Miss Emma Lou Lotting, Mrs. Arthur Patrick and family and Mrs. Elizabeth Allen and daughters Jane and Maxine spent a very enjoyable camping trip up on the Tennessee river last week with Miss Ellen Latting.

There was a good bit of canning done at the school last week when one hundred No. 3 cans were filled and eleven jars of jelly made.

Miss Virginia Harrell is visiting with Miss Bernice Anderson for a few days.

Mr. R. M. Haupe has been on the sick list the past week.

Wilkerson Carl spent his vacation with his sister, Mrs. Arrington and family.

Mrs. Florence Yates of Memphis visited here last week.

Mrs. Collins and daughter, Miss Wilma Agnes Collins will return to their home at Berry, Ala., Friday after a visit with their relatives, Mr. and Mrs. A. J. Miller.

Mrs. Miller entertained with a party in honor of her niece, Miss Wilma Collins, at her home last Thursday evening.

Billie Mullins made a trip to Missouri last week.

ROSSVILLE HAPPENINGS

Mrs. W. H. Jameson, Correspondent

Mr. E. K. Scott is back at the bank after spending an enjoyable vacation on a motor trip through Asheville, Chattanooga, Nashville, Knoxville, Elizabethton, Johnson City and Jamestown.

Miss Evelyn Baird has as her visitor, Miss Pauline Scott of Dancyville.

Miss Clyde Bowling and Miss Manie Neville motored to Whiteville Monday. They were accompanied home by Mrs. G. T. Sellers who will remain for a few days visit with her sister, Miss Bowling.

Mrs. Parley Hill of Holly Springs, Miss., and Miss Christine Bonds of Arlington enjoyed the week end in the home of Mrs. Bettie Morton.

Mrs. T. E. Smith and children spent several days with her mother in Stevenson, Ala.

Mrs. John Crawford had as her guests Friday her sister, Mrs. W. T. Castles, Mrs. E. R. Avery and son, Eugene, Mrs. Cara Crawford and Mrs. Frances Powell of Memphis.

Mrs. Shirley N. Saunders, Mrs. Parley Hill and Miss Addie Lee Harrell of Arlington left Tuesday for a visit with Mr. Saunders' sister in Ghent, Ky.

Mr. and Mrs. Douglass Baird and Daisy Cornelia Myers of Holly Springs, Miss., visited his brother, Mr. Malcolm Baird and family here Sunday.

J. L. Crawford, I. H. Petty, Mr. and Mrs. W. J. Frazier and daughter, Mrs. W. L. Boswell and sons, Mr. and Mrs. W. H. Jameson motored to Shiloh Park and Savannah, Sunday.

Mrs. W. L. Powell visited in the home of Mrs. J. F. Murphy Thursday evening.

Mr. and Mrs. E. H. Jameson motored to Corinth, Miss., Sunday.

Mr. and Mrs. H. H. Farley, Dorothy Eva and Billy enjoyed a motor trip through Kentucky and Arkansas.

Mrs. J. R. Rives entertained with a P. T. A. bridge and Bunco party at her home last Wednesday afternoon.

Mrs. Minniea Morris entertained with a birthday party in honor of Ola Glenn's 7th birthday at the home of Miss Clyde Bowling Saturday afternoon.

The children enjoyed the many games and dainty refreshments.

Mrs. J. W. Boyd and children visited Mrs. Corinne Howard and daughter at Pleasant Grove recently.

Rossville won the third straight game from Williston's fast team here last Thursday afternoon.

W. W. Murphy and family A. E. Farley and family motored to Blue Mountain, Miss., and Shiloh Park, recently.

tende Mississippi Synodical College at Holly Springs, Miss., where she was a member of Theta Tau Epsilon sorority and of which she was vice-president.

Mr. Slayden is the son of Mr. and Mrs. Slayden of Holly Springs, formerly of Slayden, Miss. He attended the Webb School at Bell Buckle, Tenn., and is now associated in business with his father in Holly Springs.

ROGERS SPRINGS GUESTS

Guests from Memphis for the week end of August 15-17 included Mr. and Mrs. J. L. Savis, Mr. and Mrs. W. R. Howell, Mr. and Mrs. D. C. Cloyes and Mrs. A. O. Rogers, Mr. and Mrs. G. G. Higgins, Mr. and Mrs. Wm. E. Barnes, Mr. and Mrs. E. H. Graham, Mr. and Mrs. B. Saxi, Mr. and Mrs. G. C. Bud and Mr. Paul Jones.

ARE YOU PROPERLY INSURED AGAINST FIRE? SEE Chas. Dean, Agent Representing ROYAL, ST. PAUL and VIRGINIA

"Say It With Flowers" FLOWERS FOR ALL OCCASIONS Call Mrs. Delaney Agent for Irby Harris Florists

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

DON'T be FOOLED by Tricky SALES TALK

DON'T be misled by challenges—guarantees—laboratory analyses—price comparisons—claims of 25% savings—made by distributors of special-brand tires.

A recent example of a grossly misleading and extravagant statement by a distributor of special-brand tires is—"Mount one of our tires on one wheel of your car and a tire of any other make on the opposite wheel. If our tire does not give you equal service at a saving up to 25% in price, we will give you a new tire free."



Firestone don't ask you to run test cars for them—they have twenty-nine test cars of their own, running day and night, on which they test Firestone Tires and other makes, including special-brand tires, and we have the proof of the safety, quality and extra values of Firestone Tires before you buy.

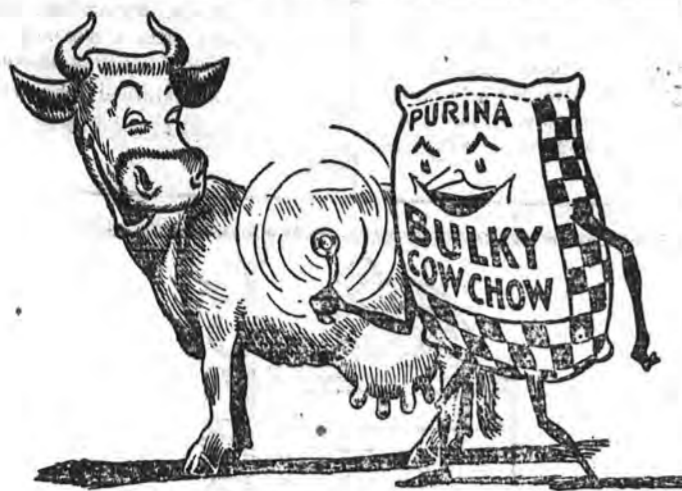
This statement can be made for only one purpose—a desperate effort to gain your confidence and sell you a tire before you have had time to think about the ridiculousness of their challenge, which asks you to buy one of their tires and go to another store and buy a tire—have it mounted on the opposite wheel—then turn yourself into a tire tester!

COMPARISON

Table comparing prices of various tire brands (Ford, Chevrolet, Buick, etc.) and sizes (4.25-19, 4.50-20, 4.75-19, etc.) across different categories like Special Brand, Oldfield, and Sentinal.

Firestone Service Dealers and Service Stores Save You Money and Serve You Better

Cooper Motor Company SALES-SERVICE On Poplar Pike Collierville, Tennessee Phone 163 Remember no Wrecker Charges for FORDS brought into our shop for repairs.



**KEEP UP SPEED -
OR LOSE CREAM!**

YOU know what happens when you slow down in turning your cream separator—the turning is harder and the cream is less. Bring it up to speed and notice how much easier it turns—and how much more cream you get!

It's the same in feeding your cows. Quit "turning"—stop graining when pasture comes—and what happens? The cows run on momentum for a while—then they slow down—and so does milk production. BUT—it takes more effort—more feed—to bring them back into high production than if you had kept up speed right along—had kept feeding grain—Bulky Cow Chow—with pasture. Yes, it costs you more money not to feed Cow Chow in summertime.

Drop into the Store with the Checkerboard Sign—let us tell you more about year-round dairy profits—and summer feeding. Or phone for our low prices.

Hinton & Hutton Co.
TELEPHONE 15
COLLIERVILLE, TENNESSEE



HESTER HOTEL

Phone 42

TRY OUR SPECIAL 50c CHICKEN DINNER—EVERY SUNDAY

BIGGS & DUDNEY
GENERAL MERCHANDISE

Service

Quality

Phone 43

EGGS at lower feed cost

**"The Hen That Lays is
The Hen That Pays."**

**INTERNATIONAL
EGG MASH**

IS A BALANCED RATION FOR YOUR HENS AND WILL MAKE YOUR FEEDING COSTS LESS BY INCREASED EGG PRODUCTION

FOR AUGUST—Your laying hens will need all the help you can give them this month to produce eggs. Continue keeping INTERNATIONAL EGG MASH before them at all times. Watch your flock for early molters and get rid of them. An early molter is not a profitable bird. When they begin shedding at this time they will not go back to laying for several months. Special care should be given the early hatched pullets as some of them will begin egg production at this time. Final culling should take place among your late hatched birds.

COLLIERVILLE CASH FEED STORE

H. W. COX, Manager

Telephone 184

"A HOME MANAGED—HOME OPERATED STORE"

LOCALS and PERSONALS

The G. S. C. Has Big Day

The G. S. C. had another day of fun and frolic Wednesday when they again spent the day at Coldwater River. Lots of good picnic food was used very freely between swims, dances, bridge games, and—even between hard rains. Those having the luck of enjoying the day were Mrs. Polly Freeman, Misses Lois and Elise Farley, Pauline Earnhart, Margaret Treadwell, Lorraine Burchett, and Ceola Walker.

The day was followed by a night of many pleasures, too, for the girls enjoyed a slumber party with Miss Ceola Walker as hostess.

O. E. S. To Give Barbecue At Germantown Saturday

An old-fashioned southern barbecue and chicken dinner will be given by the Germantown Chapter, No. 37 O. E. S., Saturday evening from 6 to 9 o'clock, in the Germantown High School, for the benefit of the educational student loan fund.

The committee in charge of arrangements includes Mrs. G. G. Dement, Mrs. J. W. Hix, Mrs. A. F. Holden, Mrs. Rozelle Richmond.

Entertainment features for the evening will include a number of ukulele selections by the pupils of Mrs. Allida Black, and miscellaneous songs and readings.

Theatre Party

Mrs. A. S. Cartwright honored several of the young misses of Collierville on last Saturday afternoon when she entertained with a box party at Loew's Palace, Memphis, where "Huckleberry Finn" furnished real enjoyment for the young guests. The list of guests who enjoyed the afternoon with Mrs. Cartwright, included Misses Janie and Elizabeth Carrington, Ruth Fleming, Dorothy and Sara Karr Hinton, Maude and Melva Cartwright, and Mrs. V. R. Neal of Collierville; Miss Frances Sanford of Memphis, and Miss Halle Loftin of Red Banks, Miss.

Sponsore Bunco Party

The Parent Teacher Association of Collierville sponsored a very enjoyable as well as profitable Bunco Party on last Friday afternoon when about eighty guests gathered at the home of the President, Mrs. P. N. Wilson, and Mrs. R. D. Wilson, who were the genial hostesses for the afternoon. The tables were arranged on the spacious lawn where garden flowers in lovely tints added to the attractiveness of the setting. Luncheon cloths and writing pads were awarded to the winners at each table. Attendance prizes were also given. In the late afternoon, a refreshing ice course was served.

The Association realized about \$16 from the afternoon's entertainment, and the event was such a jolly affair that such another will probably be sponsored at an early date.

Entertains at Bunco.

The beautiful colonial home of Dr. and Mrs. T. E. Watkins was the scene of a most delightful party Tuesday afternoon when Miss Esther Watkins entertained a group of friends at Bunco.

A profusion of vari-hued summer flowers were used throughout the rooms where the games of the afternoon were enjoyed. Delicious iced fruit punch was served during the game.

The high score award, a compact went to Miss Ceola Walker; low score prize a dance handkerchief, was taken by Miss Louise Jones. Following the games, a delectable ice course was served the guests. The guest list included Misses Lois Farley, Warrice West, Lillian Crenshaw, Edith McNeil, Louise Jones, Virginia Kelsey, Mabel Suggs, Ceola Walker, Lorraine Burchett, Catherine Clay, and Mildred Watkins.

C. L. Devoe, of Hayes Crossing, was a business visitor here Thursday.

Calvin Salmon and sister, Miss Lida Salmon spent Tuesday in Memphis

SEWING neatly, quickly and reasonably done. Mrs. M. H. Sloan, Tel. 132

Mrs. M. H. Sloan recently visited her grandmother, Mrs. R. D. Roberts at Oxford, Miss.

Mrs. George Gleason and children of Pine Bluff, Ark. are visiting her mother, Mrs. J. A. Dodridge.

Mr. C. L. Cox, of Grand Junction, spent last week end here with his parents, Mr. and Mrs. J. R. Cox.

Mrs. Tom Yerber and children are guest of relatives in Cherokee, Ala. this week.

Miss Sadie McCandless and sister, spent a few days at Sheffield, Ala. last week.

SEWING Machines, repaired, overhauled and cleaned. All Makes. J. L. Jenkins, Collierville, Tenn.

Mrs. H. F. Kelsey and son James spent a few days last week in Tusculum, Ala.

Mr. and Mrs. H. H. Holland and children of Memphis visited his sister, Mrs. Dovie Sloan last week end.

Messrs Will Persons and Wilson Bogard of Mt. Pleasant were visitors here Thursday.

Mrs. Mossie Mc Lendon of Memphis is visiting her father, Mr. Tom Earnhart and family this week.

Miss Frankie May McCandless of Memphis spent last week with Miss Lida Salmon.

Miss Helen Williams of Forest Hill was a guest of Miss Bernice Williams Thursday.

Mrs. W. H. Blake, of Memphis, was a guest during the past week end of her daughter, Mrs. Cecil Cox.

Mr and Mrs. Neal Moore and children left Thursday for Obion, Tenn. where they will make their home.

Mrs. G. L. McLendon of Memphis was the guest last week of her sister, Miss Pauline Earhart.

Mr. and Mrs. E. A. Morton and Mr. M. B. Simmons spent last Saturday in Cherry Valley, Ark.

Mrs. Young Kernodle and daughters, of Corinth, Miss. visited her brother, R. L. Livingston, and family last week.

Mrs. B. F. Ramsey and son, Ben, of Forest Park Apartments, Memphis will arrive today to be the week-end guests of Mrs. J. M. Glenn.

Mrs. C. B. Williams and daughter Ethel Fay, of Leakesville, Miss. were guests last week in the home of Mr. and Mrs. A. L. Hurdle.

New Lawn Mowers for sale, or your old one repaired, sharpened and adjusted.

W. W. McGinnis Lbr. Co.

Mrs. J. W. Lynch, Mrs. Perry Pifer, Miss Frances Price and Miss Millie Lynch spent Wednesday in Memphis.

Mr. and Mrs. Alke Agee, of Memphis are the guests at present of her parents Mr. and Mrs. J. F. Crenshaw during Mr. Agee's vacation.

Misses Dorothy Glenn and Nina Stamps and Mr. Morris McGinnis enjoyed a dance on Tuesday night in Blytheville, Ark.

Mrs. Burk Owens and baby of Moscow are at the home of her parents, Mr. and Mrs. Joe Hughes, where she is convalescing from an operation.

Miss Halle Loftin from Red Banks, Miss. is the charming house guest of Misses Dorothy and Sara Karr Hinton.

Mrs. A. H. Jackson and family of Memphis and Miss Dorothy Wells of Bay St. Louis, Miss. was the charming guest last Sunday of Miss Pauline Earnhart.

Mr. and Mrs. W. T. Brown and son, and Mr. and Mrs. M. H. Butler of Memphis, were guests of their parents, Mr. and Mrs. W. F. Brown on August 9th.

Miss Ina May Morton has returned to her home in Cordova after being the pleasant guest last week of her uncle and aunt, Mr. and Mrs. E. A. Morton.

Mrs. Mattie Oursler, San Hinton, Sr., J. H. Graves and Dawson Humphreys motored to Earle, Ark. yesterday and were the luncheon guests of Mrs. C. E. Morrison.

Miss Aileen McCandless, a student nurse at Baptist Hospital is enjoying her vacation here as the guest of her parents, Mr. and Mrs. E. O. McCandless.

Mrs. Jim Cox is in receipt of a splendid hand drawing of her son, Jim Cox of Los Angeles, Cal. A friends recently made this excellent drawing of Mr. Cox in his flying togetery.

Last Sunday Mr. and Mrs. Hurdle enjoyed as their guests Mrs. L. Kellar and daughter, and Mr. and Mrs. B. Ackerman, of Memphis. On Monday dinner guests in the Hurdle home included Mrs. Manie Gray Wallace and baby Jane and Miss John-

SCHOOL DAYS---

are just ahead!

How about clothes for the children?



BOYS' SHIRTS, 50c
fast colors, Broadcloth
GIRLS DRESSES.....69 cents
Fast color Prints, Beautifully made and styled. **95c**
GIRLS SHOES.....\$1.50
and \$2.50 **BOYS' WASH PANTS \$1.50**
and \$2.50

KELSEY BROTHERS

NOTICE!

I have purchased THE COLLIERVILLE INSURANCE AGENCY from Mrs. R. W. Hood. I wish to assure her clients that I will appreciate the continuance of their business, also any new business that may be written with me.

COLLIERVILLE INSURANCE AGENCY

MONROE E. CARTWRIGHT

Office Phone 133

Residence Phone 149-R

**HINTON & HUTTON
FUNERAL DIRECTORS
AMBULANCE SERVICE**

- Phone 15

Night Phones 137 and 177

INSURE AGAINST FIRE

WITH A POLICY THROUGH

W. W. McGINNIS, Agent

REPRESENTING SINCE 1908

QUEEN INSURANCE COMPANY, Assets, \$25,000,000

NATIONAL UNION INSURANCE COMPANY, Assets, \$20,000,000

Here Now!

The New Plymouth

FREE WHEELING FLOATING POWER

On Display at J. W. Lynch Auto Building

Phone 74

MOTOR SALES CO.

CECIL COX, Manager

nie Bell Woodson of Shawnee, Okla.

New Lawn Mowers for sale, or your old one repaired, sharpened and adjusted.

W. W. McGinnis Lbr. Co.

Miss Elizabeth Farley and Miss Ardelle Liddon will arrive Sunday from Boulder, Colorado, where they have attended the University for one term after which they visited many points of interest in the West.