

PICTURED ABOVE IS THE FIRST SIX GRADES OR ELEMENTARY STUDENTS OF IUKA CITY SCHOOL AS THEY ENJOYED A HOT MEAL IN THE RECENTLY CONSTRUCTED LUNCHROOM WHICH OPENED TUESDAY, SEPTEMBER 23rd. THE LUNCHROOM IS FURNISHED WITH ALL MODERN EQUIPMENT. MEALS ARE PLANNED AND SERVED UNDER THE SUPERVISION OF MRS. R. W. CARTER. (Photo by DeMorse)

Dewey Reed on Blue Bell

(Continued from Page One)

American retailers heaping stocks of Men's and Boys' Dungarees, Overalls, Jackets, Blanket lined coats, one-piece work suits, blanket-lined cosack style jackets, work shirts, sport shirts, ladies' blouses, kiddies' casual clothing of all kind, working garments of all type, and a full line of trousers.

Young Employees

The company takes pride in the fact that its personnel is young in years and that every officer in the company is actively engaged in the operation of the business with exception of one who serves in advisory capacity. Blue Bell sent a generous share of its production in garments to the war. Some of the garments produced during the Second World War were jungle suits, all over one-piece suits, denim pants, coats, olive drab herringbone jackets and trousers, regulation uniform pants and shirts, mosquito bars, denim and white trousers for the Navy, as well as some white twill jackets for the Navy. In all, the company produced approximately 22,000,000 garments for the Armed Forces during the war years. In connection with World War II it is interesting to note that Blue Bell was called on to serve on Industrial Advisory Committees or as Civilian Consultants to all Government agencies, including the War Production Board, the Office of Price Administration, the War Labor Board, and the Quartermaster General's Office, and has given assistance and help to agencies other than those mentioned. It furnished its quota of men and consultants to the country in its time of need.

As might be expected of an organization with roots so deep in the sewing industry, it has contributed many things of value to that industry — production methods, systems, selling policies, and an unexcelled record of fairness to its employees.

But for all its leadership and innovations, Blue Bell retains a sense of proportion that has kept its feet on the ground while striving for the success which the company has attained. One of the main points here is that, regardless of its size, it has operated its local plants on a local level, and thus kept the thinking and the policies of the organization geared to the grass roots thinking of its people. The company can also be justly proud of the organization's reputation for scrupulous dealing with both customers and its employees and for serving them promptly and efficiently with the highest quality of work clothing that can be manufactured. This attitude is reflected in a slogan held in veneration by Blue Bell personnel — "The Company that Pays Attention to Little Things."

Expansion Begins

Blue Bell really became large when in 1936 it purchased the Globe Superior Corporation, which was another large corporation in the business of producing work clothes; however, before that time, the record indicates a fairy-tale touch in the company history from the beginning to its merger with Globe Superior Corporation. It is really the story of the Development of American Economics system and has been written only because of the willingness of men to forego security and be willing to stake their future on their ability to produce competitively and efficiently. The record properly begins back in 1908 when two gentlemen organized the Jellico Manufacturing Company with a capital of \$10,000. In the Jellico Tennessee plant, they operated twelve sewing machines, made overalls, and sold their goods direct to the trade. They plugged along with fair success until December 1915, when the original owners of the company sold it for \$17,000, to John McCamy, G. C. Davis and R. W. Baker. (This is the same Mr. Baker who is now Honorary Chairman of the Board.) In July 1916, Mr. Davis sold his interest to Mr. Baker and at that point, Mr. Baker became Vice President and General Manager of the company. The Company was now operating thirty-five sewing machines, but it really began to forge ahead when Mr. Baker took charge. In 1917, the capital of the company was increased, and again in 1919 it was increased, and at this point some stock was sold to people outside the company. In 1922, the Jellico Grocery Company and others sold their interest to Mr. Baker, and at this time he became President and gained full control of the old original company. In 1918, a large, new modern plant with 33,000 square feet of floor space was built in Middleboro, Kentucky. Operations started there in 1919.

Name Is Changed

The operations from Jellico were moved to Middleboro in 1921. At about this point, the name of the company was changed to the Big Ben Manufacturing Company and older residents in Tennessee, Georgia, Alabama and Mississippi still remember that Big Ben overalls have been on the market and has been meeting good quality standards from 1920 up to the present. An interesting sidelight at this period is the fact that the company was doing a large wholesale business on work shirts for the purpose of helping to finance their operations. Shirts were bought and sold by the company just as a normal wholesaler would do. The Big Ben-Blue Bell deal is a favorite chapter in the company's book, with R. W. Baker featured in the leading role. Mr. Baker, in his traveling in the interest of his company, had met C. C. Hudson, who had charge of the Blue Bell overall company in Greensboro, North Carolina. He became quite friendly with Mr. Hudson and in the Fall of 1925 a deal was made and the Big Ben Overall Company bought out the Blue Bell Overall Company at Greensboro, North Carolina. It is interesting to note at this time that Mr. Baker's company (Big Ben) had a net worth of \$238,000.00, but it paid \$585,000.00 for the Blue Bell Overall Company which it purchased. That took plenty of nerve, but on good advice from the stockholders and men who knew the business, it was consummated. Mr. Baker then moved to Greensboro and the general offices were made there. In 1928 an addition was made to the plant in Greensboro which doubled the floor space. The name of the corporation was changed in August, 1930 from Big Ben Manufacturing Company to Blue Bell Overall Company and operated under that corporate name until 1936, at which time the name was changed to Blue Bell-Globe Manufacturing Company, and then, in August, 1943, to Blue Bell, Inc.

Company "Goes to Town"

Officials still chuckle when they recall how some of the policies have changed. Until 1925, the company made nothing but suspender-back overalls. Then, in that year, they added a double suspender and an additional bib pocket, increasing their cost 37% per dozen. Actually, they figured they should ask 75c a dozen more. Instead, they cut the old price 50c per dozen, and that is when the "Company really started to town." They sold accounts and customers they had never been able to touch before and were able to make this amazing price offer all because of a more efficient operation. This has been the basis of the success of the company up to this time in that it is constantly doing original engineering work to produce garments at a lower price and yet at the same time give its employees higher earnings and compete with the market on prices.

But of all the highlights of the company's history, none outshines the famous merger of 1936, when J. C. Fox entered the Blue Bell picture. Mr. Fox was born in Kansas and was in the overalls business with his father. In 1936, he resigned as work clothing buyer for the J. C. Penney Company, bought a very substantial interest in Blue Bell and immediately proceeded to purchase all outstanding stock of the Globe Superior Corporation of Abingdom, Illinois. He became President of the company and directing head of all company operations. This is the point at which Blue Bell really became a large producer of work clothes in America. In all the years it has operated, the company has never lost money except in 1920 and 1924. These were inventory losses, not operating losses. The 1924 loss was less than \$4,000, although the loss in 1920 was heavy — the company at that time had \$137,000 surplus in undivided profits — they lost all of this and went \$36,000 into the red.

Things Worked Out

But, in spite of this, it worked out of the situation in a period as oldtimers will recall when many other companies went broke and out of existence. Blue Bell was not slow in the payment

of a single invoice at that time and made not a single request of their sources for a cancellation of high - priced contracts. The company's sales in dollars started at about \$30,000.00 a year and in 1951 reached the high mark of \$47,000,000.00.

The record of earning of this company over a period of years is certainly something of which its employees can be proud. The average percentage profit on sales over the period of its existence is average 3.33%, which is quite nominal and goes to prove that the company is playing fair with its employees and is producing a stable work situation for every one connected with it. No one can feel that a nominal profit of 3.33% is more than a stockholder is due for the money he puts up to finance the company.

In 1943, the next chapter took place in the amazing history of Blue Bell. The Casey Jones Manufacturing Company of Luray, Virginia, was absorbed in February, 1943. This company operated plants in Maryland and Virginia. The Casey Jones Company was 31 years old the year it was purchased and had operated steadily without interruption since its beginning, regardless of depression or other conditions. In the same year 1942, Blue Bell also started a large plant in Lenoir, North Carolina.

The next real chapter in the history of this great company occurred in 1947 when the plants and facilities of the Mid-South Manufacturing Company were purchased by Blue Bell. Blue Bell had never had a large production on work shirts and it was felt that to round out the line, and to make the company's product all encompassing in the work clothes field, it was necessary to have a large production on shirts. So, in May, 1947, the complete assets of Mid-South Manufacturing Company in Mississippi were purchased by Blue Bell. These included plants at Fulton, Baldwin, Booneville, Ripley and Tupelo, Mississippi. In the next year, the plant in Belmont, Miss., was built new. Since the purchase in 1947, this company has spent a tremendous amount of money in improving the physical properties and the working conditions in the above mentioned five plants. The plant in Fulton which is opened for public inspection now, is the most recent improvement along this line, and all the plants today represent modern, clean, airy, working conditions for the good people of Northeast Mississippi; and along with this expansion and improvement, the company has steadily made progress in the merchandising of its products, thus producing steady, stable working conditions for its employees and, in most cases, full time work for the year round.

Advertising Started

The Mid-South acquisition really completed the Blue Bell cycle and brings the story up to date so far as the history of the company is concerned. The Mid-South company had been formed by local citizens in Tupelo and had operated for many successful years.

In 1943, Blue Bell began another significant chapter in its history of consistent advertising in business papers. At the beginning, the purpose was to acquaint the trade with the bottle-neck problems in connection with the production of work clothes as they related to the world situation. Our early program has now grown into a nation-wide advertising program where the company had ads appearing in LOOK magazine, LIFE magazine, Country Gentleman, and many other Western magazines, farm magazine and household magazines. This again is an act on the part of the company to insure distribution of work clothes throughout the country and to let everyone know about the quality of garments produced by this company.

With this done, the company can more readily assure itself of its ability to furnish steady employment for its people and the ability to promulgate the policies and fair working conditions by which its people are affected.

If the past is a prediction of the future, Blue Bell's march to the position of the world's largest manufacturer of work clothes in the United States marks it as a company to be watched on the unlimited horizons of opportunity and growth which appear ahead for America in these years.

"Open Door" Policy

It is well to note here that, in this great company, it is quite possible that one of the major keys to its success over a period of forty years could well be the basic human relationship that should and does exist whereby the President of the Company always has a friendly greeting for any employee, though he may be

the most lowly employee in the company. This company feels that this sort of relationship is basic, and that it is a great part of what has built America and

what will build it in the future. In line with this above statement, the company continues to maintain its famous "Open Door" policy which allows any employee

to go to any level of high management freely with any problem concerning his work, or otherwise. Blue Bell employees know that there is always some one

to listen to their problems and furnish a satisfactory answer.

GO TO CHURCH

FRAN THEATRE
Tishomingo, Miss.

"WHERE PLEASURE COSTS SO LITTLE"
Sunday Show Start 2:00
Monday Night Show Start 7:00
Friday Night Show Start 7:00
Saturday Evening Show Start 2:00
Saturday Night Show Start 6:00
Own Show Start 9:30

Thursday, October 9
"MAIN STREET GIRL" Adm. 50c
Not Recommended for Children
Friday and Saturday, October 10 and 11
"LARAMIE MOUNTAINS"
Charles Starrett Smiley Burnette
Serial and Comedy
— OWL SHOW SATURDAY —
"THE TALL TARGET"
Dick Powell Paula Raymond
Cartoon
Sunday and Monday, October 12 and 13
"TEXAS CARNIVAL"
Esther Williams, Red Skelton, Howard Keel
News
Friday and Saturday, October 14 and 15
"CALLING WILD BILL ELLIOTT"
Serial and Cartoon
— OWL SHOW SATURDAY —
"THE STRIP"
Mickey Rooney Sally Forrest
Cartoon

MAJESTIC THEATRE
Iuka, Miss.

— SHOW STARTS —
Saturday Matinee—1:00 Saturday Night—7:15
Week Nights—7:15

Monday and Tuesday, October 13 and 14
"AARON SLICK FROM PUNKIN CRICK"
Dinah Shore Stewart Granger
Wednesday and Thursday, October 15 and 16
"SCARAMOCHE"
Eleanor Parker Stewart Granger
Friday and Saturday Big Western In Color
"FORT DEFIANCE" Dane Clark Ben John
Monday and Tuesday, October 20 and 21
"RED SKIES OF MONTANA"
Richard Widmark Jeffery Hunter
Wednesday and Thursday, Oct. 22 and 23
"THE WILD NORTH"
Stewart Granger Wendell Corey
Friday and Saturday — New ALLEN LANE We
Coming — Judy Canova — "Pat and Mike" — Spence

Q. How Many Of You
Remember This Old
Reliable Medicine?

Perhaps you won't recognize it in its brand new package, but it has been a best seller in its field...

Here is what Mr. George W. Bailey, vice-president and general manager of the Chapman Wholesale Drug Co., of Knoxville, Tenn., has to say about...

MILLER'S HERB EXTRACT

Chapman DRUG COMPANY
Knoxville, Tennessee
July 24, 1951

Mr. G. W. Bailey
Miller's Medicine Company
501 Second Avenue, North
Nashville, Tennessee

Dear Mr. Bailey:

It is gratifying to know that you are again in the process of receiving an old and ready, many Miller's Herb Extract (formerly called Herb Juice).

I can well remember back a few years ago when the Chapman Drug Company purchased this preparation by the carload. In fact, at that time the name Herb Juice was the most common item in our business. Ever today there is a steady demand for this item.

I feel that with a little effort Miller's Herb Extract can again become one of the leaders in this field. So I trust you have my best wishes and greatest regards.

Very truly yours,
GEORGE W. BAILEY
Vice-President

MOTHERS - Are You Watching the
Health Habits of Your Children Carefully?

If you are you will realize that due to the enticement of modern living, they often become constipated before you realize it. This can lead to a number of disorders — such as headaches, dizziness, biliousness, bad breath, pimples on the face and many others much more serious, some requiring an operation (appendicitis, for example).

If you will take our suggestion, you may protect your children from such results of common constipation by giving them MILLER'S HERB EXTRACT regularly twice each week before bedtime (follow dosage on bottle).

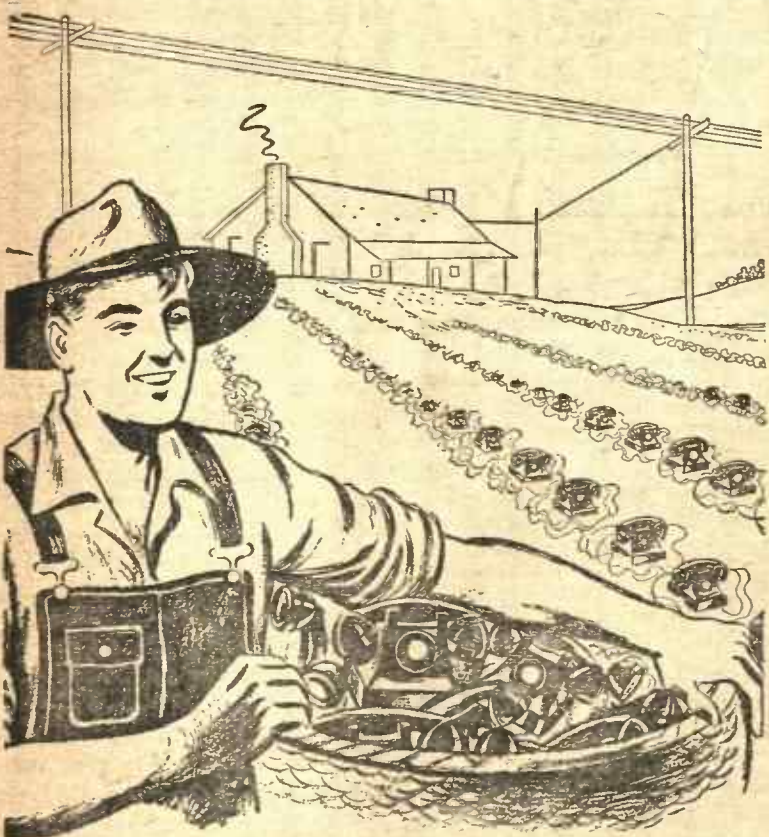
BUY IT AT...

RUSHING'S REXALL DRUGS

Phone 2731 Iuka

CURTIS BROS. DRUG CO.

Phone 2761 Iuka

A Big Crop
Growing in
Rural Mississippi

The job of expanding rural telephone service is like making a crop. Both take planning, experience and plenty of time and money.

By planting poles, stringing wire and providing new exchange facilities, Southern Bell keeps adding a big, new crop of rural telephones in Mississippi. The number of rural telephones is already up from 8335 in 1945 to over 34,000 today. These 7 years of rural expansion and improvement required an investment of more than 11 million dollars.

Today, better than 100 rural projects are planned or underway in 50 counties of the state. And Southern Bell is now spending over 2 million dollars a year to expand and improve Mississippi's rural telephone service.

This continuing expansion makes every telephone in Mississippi more useful and a bigger value—forges stronger communication links for the prosperity, convenience and security of our state and nation!

the best possible service at the lowest possible cost

SOUTHERN BELL TELEPHONE
AND TELEGRAPH COMPANY

By
IMOGENE BYNUM

TISHOMINGO COUNTY
FARM IMPROVEMENT ASS'N.

DELMAR BULLARD, Manager

Pine Paneling

Many people are asking what to do to their pine paneling to keep it from turning dark. Paneling is so beautiful and natural when it begins with, gradually deepen in

Avoid leathers that are non-porous. They prevent evaporation and sometimes irritate the feet. Select substantial materials that are soft and pliable. The durability of the shoe is influenced by the weight and flexibility of the sole and the way in which the leather has been treated.

Mr. and Mrs. Andy Ward spent Friday in Tuscumbia, where Mrs. Ward received medical treatment at Dr. Trapp's clinic, and visited Mrs. James Nix, who is a patient in the Colbert County Hospital.

Everybody was quite excited Friday afternoon when the girls caught on fire. The men and boys soon had out the water works and the fire was extinguished. Not much damage done.

Mrs. L. E. Parrish and Vera J. of Florence, spent Sunday at Tishomingo.

Byrom, GM2, will be glad to know he is improving after an operation for appendicitis at sea. His address is Morris Everett Byrom, G.M.3, USS Curtis, AV4 Fox Div, Fleet P.O. San Francisco, Calif.

HELLUMS REUNION

If money talks a token payment would only be a whisper.

Oct. 1st.

5. 18 Year Endowment
6. Home and Family Protector Plan
7. Special Harvest Policy
8. Term Insurance

Mrs. Allois D. McCune, Agent
 Southern Farm Bureau Life Ins Co.
 Southern Farm Bureau Casualty Ins. Co.
 Mississippi Farm Bureau Mutual (Fire) Ins. Co.
 Blue Cross--Blue Shield

MAVOY BOUNCER
Teak Calf with Biscuit Calf trim, Biscuit Calf with Hazel trim.

\$14.95

"British Brevitts walk away with all honours," enthuse young sophisticates from the smarter schools and colleges. From campus casuals to dress-up dates with a very special beau-friend, these svelte English-mades make the fashion grade by a comfortable margin. That's because they are themselves reared in a fine tradition of "shoemanship." Their wonderful team spirit enables them to mix happily with any back-to-school wardrobe!

MAITLAND BOUNDER
Rust Suede with Biscuit
Calf trim, Green Suede with
Hazel Calf trim.

BUCKSHOT CASANOVA
In beautiful black Calf.
\$14.95

PEGASUS CASNOVA
Black Suede only
\$14.95

SAVOY BOUNCER
Teak Calf with Biscuit Calf
trim, Biscuit Calf with
Hazel trim.

also in a two eyelet tie in
Hazel Calf.

Especially Imported For You By

Charge, Lay-A-Way
Budget (3 Mos. to Pay)

Mail and Phone Orders Filled

OUR 34th YEAR OF SERVICE

THE VIDETTE

E. C. HOLTSFORD, Editor and Publisher

Published Every Thursday
Entered as second-class Matter at the Post Office at Iuka, Miss.,
Under Act of March 3, 1879.

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6 Months	\$1.25
1 Year	\$3.00
6 Months	\$1.75

45 Students Elected To University Campus Senate

Forty-five University of Mississippi students have been elected to the Campus Senate for the forthcoming school year, Bob Berman of Lexington, student body vice-president and speaker of the Senate, announced today. First meeting of the Senate was

held at 6:30 p. m. Oct. 7th in the Student Union Building auditorium, during which Student Body President Roy Pitts made his report on the state of the Associated Student Body for the 1952-53 school year.

Lister among the Senators and dormitories they represent from this area was Jim Jackson of Iuka, representing Alpha Tau Omega Fraternity.

Why You Get Longer Wear from Lee Overalls



They resist rubbing, hard strains...



Exclusive Lee Jelt Denim is TOUGH, long wearing. Lee Overalls are reinforced at all points of strain.

They withstand cutting and snagging



Lee Jelt Denim stands the hard knocks, friction, cutting, etc. It gives you longer, better wear.

A perfect fit \$3.98 for any build



Lee "Tailored Size" Overalls are perfectly proportioned throughout. You get more comfort, better appearance.

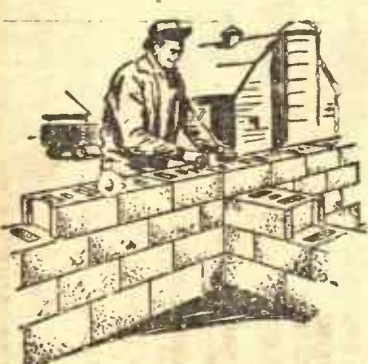
The Lee Guarantee: Every Lee garment is guaranteed to look better, fit better and wear longer than any you have ever worn, or you can have a new pair free or your money back. Sanitized for Permanent Fit

Belk-Hudson
Home of Better Values

Florence

Sheffield

YOUR DREAM becomes a reality when you build with QUALITY MATERIALS



When You Buy All Your Needs From Us You START With QUALITY At The Foundation and END With Quality In The Final Trim

LUMBER

- Cement • Brick • Blocks • Sheetrock
- Tile • Flooring • Windows • Doors • Paint
- Roofing • Siding • Etc.

LET US HELP YOU

SAVE MONEY

Our Quality Buying And Many Connections Enable Us To Help You Effect A Substantial Savings!

SOUTHERN SASH HAS IT!
Remember -- No Matter What You Require --

SOUTHERN SASH

107 Ash Street • Phone 2631 • Sheffield, Ala.

In Observance Of National Poetry Day, Oct. 15th

"Poetry is but the best of thought With cunning and magic wrought From the best and noblest minds, To lead us on to realms divine."

The Thursday Club, with culture as always their goal, wish to invite all to join in the celebration of National Poetry Day, October 15th, 1952.

Below is submitted one original poem by one of the Thursday Club members, Mrs. R. J. Brown. This poem won the State prize.

LIFE'S BACK DOOR

I was sitting on the old back porch and churning there one day, Thinking of this hard old world and life's rough, uphill way, Complaining to myself about how poor we had to be, And how work just seemed to grow and wait always for me. The old back yard looked uglier than e'er it had before, The weeds just kept on growing till they'd almost reached the door.

And everything I could see, the barn, the old pig pen, The smoke house and the garden fence looked poor and mean just then.

"Yes, this is poverty," I said Just work and drudge all day, No joy or beauty anywhere to brighten up my way."

Just then a bird's clear, mellow notes poured out in songs of praise, I raised my eyes, the sky was blue, the peach trees were ablaze.

With fragrant bloom, and tender green showed on the apple trees,

The pure, sweet smell of growing things was blowing on the breeze, And just across the hollow, where a clear brook rippled by

A hillside clothed with clinging greens where tall trees met the sky.

And then somehow I knew just why the world looked hard to me,

I'd looked so low that I had failed the beauty there to see. For man has built his world of toil and cumbered it with care,

But God has touched it with His Love and beauty hovers there. Each one takes his view of life—there's work and sorrow too,

But always smiling just above is Heaven's eternal blue.

So now whenever I look across the old back yard again I try to see the green hillside, the bird and sky as then.

—Mattie Watson Brown

Speed in an automobile has a way of making little hazards turn into big ones.

Winners in Wool



CROWNING MOMENT. Jeanne Davis, 22-year-old blonde from Opp, Alabama, is named "Miss Sweater Girl, 1952." Bestowing the crown is Harold Long, star of the musical hit *Pal Joey*, who was chosen by finalists in the annual contest as "Mr. Sweater Guy, 1952—the Man We'd Most Like to Buy Sweaters For." Another winner, four-year-old Jeannette Markey, named "Miss Sweater Girl, 1972," clutches her trophy at the left. All three winners wear the warm, comfortable all-wool sweaters in which they won their titles. The event's sponsors are the National Knitted Outerwear Association and The Wool Bureau, Inc.

Terry Hammerly Dies In Jackson

Mr. Terry Hammerly, native and long time citizen of Iuka, died in Jackson, Miss., early Sunday morning. He had been living there with his daughter, Mrs. Mary Hammerly Sherrod, several years.

He was connected with his father in the hardware business in Iuka and later was cashier of the Iuka Bank.

Mr. Hammerly leaves two daughters and several grandchildren, one sister, Mrs. Mamie Hammerly Wells of Grand Junction, Tenn. He was a brother of the late Mrs. Laura Copeland of Iuka. He was a brother-in-law of Mr. Joe Ross and Mrs. Locke Sargent.

Pvt. H. Washington Serving With 7th Infantry In Korea

Pvt. Herbert Washington, grandson of Mr. and Mrs. Henry Leonard of Route 5, Iuka, Miss., recently arrived in Korea and has been serving with the 7th Infantry Division.

Since making the amphibious landing at Inchon in the fall of 1950, the 7th Division has fought in every sector of the Korean peninsula. Elements of the 7th to reach the Yalu River on the were the only U. S. Army Troops to reach the Yalu River on the Manchurian border.

Private Washington, who arrived in Korea early in September, was assigned to the 17th Infantry Regiment, a part of the 7th Division. He entered the Army in January 1952 and was stationed at Fort Benning, Ga., before transferring to Korea.

In civilian life, he was employed by the Chain Belt Co., Milwaukee.

NOTICE TO MACHINERY DEALERS
The Board of Supervisors of Tishomingo County, Mississippi,

Take A Policy TODAY

With Tishomingo County's oldest and most Reliable Burial Association. A Burial Association that has been serving families in this locality for over 30 years

You can have a complete funeral for a few cents each month by taking a policy with

THE CORINTH MUTUAL BURIAL ASSOCIATION

W. W. Barnett, Agent, Iuka, Miss.

Home Office 710 Waldren St., Corinth

LEST WE FORGET

By Hiram A. Jones,
Work Unit Conservationist,
USDA, Soil Conservation Service

We talk and boast much about our independence in America. We do have a great heritage of which we are justly proud, but the idea that we are independent and can do as we please has its limitations, for with independence goes responsibility.

The following story may illustrate what I mean. Once a party of five men discovered gold, but in order to get it they had to tunnel into a hill. Two of the men were engineers and cautioned the other three never to go farther than where the roof of the tunnel was supported by timbers, but the vein was a rich one and the three who were not engineers paid no heed to the two who begged them to help build supports for the roof. One day a cave-in buried one of the party. While the other four frantically worked to rescue him, the entire unsupported roof gave way and all five perished. Had they worked as a team, each helping the other, they could have mined all the gold they wanted and lived to enjoy it.

The value of the American dollar depends on the resources of our country. When our resources are used up faster than they can be renewed, our dollars lose their value.

The commissioners of the Tennessee River Soil Conservation District want to call your attention to these facts:

1. The population of our country is increasing and the demand for food is increasing.
2. This increased food supply must come largely from land now in cultivation. There isn't much more land suitable for cultivation to clear.
3. The land we now have in cultivation is losing its productivity through erosion and continuous cropping. It took brawn to conquer the land, it will take brains to keep it.
4. This job of stopping erosion and building production back into our soil is a job for all of us.

It is important that the cost of food come down, not go higher. If it continues to go up, and up, as it will if our land produces less and less and the demand for food becomes greater and greater, our entire economy may collapse and the money you have made and saved may become practically worthless.

Let us not forget the Lord gave us the land, our timber and all our natural resources. We are the stewards and have the use of all these things only a relatively short time. Let us be worthy and assume the responsibility of a good steward. Let us restore our resources so we can remain independent.

Are you as a business or professional man doing all you can to encourage every farmer to stop erosion on and build up his soil? If you are, you are helping both yourself and the farmer. Unless the erosion on the land of this county and our country can be stopped and the land made more productive, the cash bonds and insurance you now have for old age may prove of little value. We are doing fine now, but are we going to be doing fine 20 or 40 years from now?

Good land-use can save our soil. Preventing forest fires and selective cutting of our timber will help restore our forest.

We can continue to prosper "lest we forget" that our resources including human is the strength of this nation, restore them and our strength is renewed and our independence made more secure.

—BIRTHS—

Mr. and Mrs. Charles Daugherty announce the birth of a daughter, born September 22nd in Colbert County Hospital. The baby weighed 8 pounds and 4 ounces, and has been named Kathy Ruth.

Grandparents are Mr. and Mrs. Pete Hearn, who have recently moved to Iuka from Allsboro, Ala., and Mr. and Mrs. D. C. Daugherty of Iuka.

STATEMENT of the Ownership, Management and circulation required by the Act of Congress of August 24, 1912, as Amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233)

Of The Vidette, published weekly (Thursday) at Iuka, Miss., for October 1, 1952.

The name and address of the publisher, editor, managing editor, and business managers are: Publisher, E. C. Holtsford, Iuka, Miss.

Editor, E. C. Holtsford, Iuka, Miss.

The owner is: E. C. Holtsford, Iuka, Miss.

The known mortgagee is: R. W.

Mississippi Notebook by TOM EHRIDGE

TAIL-LIGHT TERROR
Is he lonesome—
Or is he blind—
The guy who stays—
So close behind?
(Burma Shave road sign)

OLD COLONEL REBEL says that almost any system of government will work if the people will.

"SCOTLAND FOREVER"
Highlanders storming Korean Hills

Were repulsed by a rain of shell
Among the scores of casualties
Their color bearer fell.
Then kilted Angus turned and sped

Back up on the fire-swept craig
In a hail of bullets the gallant Scot

Scooped up Great Britain's flag
Amid a roar of wild applause
Brave Angus reach his line
Admiring comrades pressed around

And the pipes played Auld Lang Syne.

He was lifted up on shoulders broad

In the din of the battle's roar
"Gie us a speech!" the Scotties pleaded.

As their hero they proudly bore.
"Hoot mon, twa' nothing," Angus cried

I ha' drapt my money bag . . .
And since the two lay side by side

Twa' na trouble to pick up the Flag!"

—(T.E.)

NO TIME TO WASTE

When our State College crowd took over Memphis recently for the big football game with Tennessee, two Maroons on opposite sides of the street yelled friendly greetings to each other above the roaring traffic in front of Goldsmith's.

"What hotel you staying in?" one student screamed.

"Don't have a room," howled his friend on the other side. "I'm just gonna be here three days."

MIDNIGHT ALARM

A Millsaps ministerial student, discussing the newly-arrived baby in the apartment above him, argues that King Herod was the most misunderstood character in history.

FAVORITE SIGN

(Jackson hash house)
The Chronic knocker
is like the Catfish
All mouth—no brain.

TOM'S DICTIONARY

DEMOCRAT: one who puts the entire blame for the world-wide depression on Republicans, yet gets fighting mad when his own party is accused of fathering three big wars in 35 years.

REPUBLICAN: one who puts the entire blame for three big wars in 35 years on the Democrats, yet gets fighting mad when his own party is accused of fathering the world-wide depression.

PARTY REGULAR: one who scorns the Russians for their blind slavery to one-party government in this country.

TURMOIL IN TENNESSEE

Three Tennessee hillbillies, dozing at noon beneath a shade tree awakened by the roar of a low flying plane.

A hour later, the first brother yawned. "Got so a body can't git no rest for them thar Army bombers." Then he went back to sleep.

Two hours after that, the second brother stirred. "Twarn't no bomber. Hit was a fighter." He also went back to sleep.

At sunset the third brother sat up. "Tarnation," he growled. "Ahm goin' in the house if you two aim ter keep fussin' and fightin' about a airplane!"

HOGTOWN HAPPENINGS

Our local Gospel, Chorus visited the county jail Sunday afternoon to sing hymns, but the prisoners objected on the grounds that it wasn't included in their sentences.

A Coon-On-The-Log contest held Saturday at Clem Burnside's pond took an unexpected turn when the coon broke loose from his shandlers and drowned Cy Turner's champion hound, Invincible.

Towery, Whitehaven, Tenn.

The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the preceding date is 1653

THE BIBLE

BY DR. KENNETH L. ...
SCRIPTURE: Matthew 12:9-21.

Christians

Lesson for October

"I WILL GIVE YOU true happiness," starts talking in that have listeners at once gan his famous mount with that magic word "happy." It is unfortunate that most of our English translations use the word "blessed" because for most people "blessed" is a church-word. They don't know whether they want to be blessed or have no doubt about be happy. It is twice that Jesus' meaning hidden under an even ding word, "Beatitudes" have here is a series tence pictures of truly sons.

What Christians

In these sentences of the kind of person who is to say, belongs to, of Heaven. If God we throw away some of the people he would in these short sentences ing the Christ-like. He ing about what they about what they are, the difference in a Jesus' idea of a C some of the popular For example, many of a Christian as a keeps a certain num or believes a certain things, or belongs to kind of club called the a club member may like the people on the cept that he has p and they haven't; and members are just like members except the paid their dues (or them) while the cu not.

Finding True Ha

Let us venture to p ing of Jesus into sim today. The following meant to suggest only means wrapped in the life. . . . Do you want secret of happiness? will tell you. The hap who know how litt and how far from g These are the real people. The happy a the gay; the happy ous, those who feel row for their sins a ings, sorry enough from them. The hap who do not insist rights, who carry no shoulders, who are m in justice for others selves. After the pr stroyed the proud, people to whom the The happy people a want to be good m thing else in the wor one desire that God Happy people are d their happiness in li these are the people helpers in their own Happy people are d pure, not in act alon thoughts and desires ones who have any Happy people are n able themselves but live in peace as w the people who are r Happy people are n from trouble; but have been caused their sins but by the are good. They have in their hearts.

Christians Are I

You are happy (Jesus concludes) y things said when y are happy when y suffer, on behalf of will reward you; y the glorious compan men of all time, fo was a good friend of not misunderstood a Jesus never expl meant. ("He who h ear," he used to s ever may be puzzl clear: Christians ar a man fits these des part-way, he is notice from the run-of-min ing. We cannot wate ideas, for they are e We should not try to easy; he did not. Bu frank as he was: I find real happiness, belong to God's peop to be a real Christi (Copyright 1952 by Christian Education of the Churches of C States of America. R Features.)

scribers during th preceding the date 1653

E. C. H

Sworn to and su fore me this 30th d ber, 1952.

T. M. Jo

My commission e 1952.

ARE YOU READY FOR FALL?

There's more than a hint of Fall in the air... it's time for suits, for smart coats for gloves, and all the attractive clothes that make autumn such an exciting season! Why not send us your cool weather clothes for a real rejuvenation? We'll clean and return them to you in dust-proof bags or cellophane wrapping if desired!



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Purina Milk Chow is a real milk-maker... all grains and proteins... no screenings. Call us for price.

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THE REXALL RADIO SHOW
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Society

MRS. IRENE MONDAY HOSTESS TO ANN JUDSON CIRCLE

The Ann Judson circle met in the private dining room of the Country Club with Mrs. Irene Monday hostess. The dining room was attractively decorated with cut flowers and potted plants.

The meeting was opened with prayer by Mrs. Monday and chairman, Mrs. Douglas Aultman presided over the business session and various reports were given.

Mrs. Ruth Stormont, program leader assisted by Mrs. Clea Gann, gave the 28th and 29th chapters of 1st Chronicles. The meeting was closed with prayer by Mrs. Gann.

Delicious pineapple cake and coffee was served by the hostess to the ten members present and Mrs. Lavern Buchanan, visitor.

Members were glad to have Mrs. D. P. Clark become a member of the circle.

LT. JOHN W. VAUGHN WEDS BETTY RUTH PRYOR

Lt. John William Vaughn, son of Mr. W. E. Vaughn of Iuka, and Miss Betty Ruth Pryor of Waco, Texas, were united in marriage Saturday, October 4th, at the Highland Baptist Church in Waco, Texas.

Mrs. Vaughn wore a ballerina-length dress of white lace over taffeta. Her bridal veil was caught to a cap of rhinestone and small feathers. White satin shoes and elbow length gloves completed her costume. She carried a bouquet of carnations centered with an orchid from which fell streamers of net and satin on a white prayer book. She was given in marriage by her father, G. O. Pryor.

The ceremony was performed by Rev. J. A. Thormal, before an altar decorated with baskets of carnations and chrysanthemums, palms and tapers. A program of nuptial music preceded the entrance of the wedding party.

Miss Patsy Lou Boyd was the bride's only attendant. Paul Vaughn served as best man for his brother.

After a wedding trip to San Francisco, Calif., Mrs. Vaughn will return to her home in Waco, while her husband leaves immediately for overseas assignment.

For traveling the bride chose a grey wool suit with navy accessories.

Lt. Vaughn is a graduate from Alabama Polytechnic Institute with a bachelor's degree in electrical engineering. He is the grandson of Mr. and Mrs. J. J. Nagle.

Mr. and Mrs. W. E. Vaughn attended the wedding.

CHURCH OF CHRIST YOUNG PEOPLE HAS OUTING

The young people of the Church of Christ, under the supervision of the pastor, Roy Vaughn, enjoyed a party at the Mineral Springs Park, Wednesday, afternoon, October 2nd.

Hot dogs, cookies and drinks were served to about 35 young people, after which games were played.

Those assisting were Mrs. Edwin Harwell, Mrs. Elmus Cutis, Mrs. H. L. Shook, Mrs. Charles Biggs, Mrs. Roy Vaughn, Mrs. Joe Ross and Mrs. Guy Holley.

HARMON W. MCGILL CELEBRATES 5th BIRTHDAY

Young Harmon Wesley McGill celebrated his fifth birthday Monday afternoon, October 6th with a party, held at his home on Highway 72.

Sixteen little friends of Harmon Wesley's gathered between the hours of 3:30 to 5:00 o'clock to play games and extend happy birthday wishes.

After the opening of many exciting gifts, Mrs. Harmon McGill served cake, ice cream and candy to the young guests. Each were presented a bright colored balloon.

PILOT CLUB MEETING HELD AT COUNTRY CLUB

The Pilot Club met at the Country Club Friday night, Oct. 3rd for their second meeting.

After a delicious meal plans for charter night were discussed and other business transacted.

The next meeting will be held October 17th at 7:30 p. m. This has been designated as program night, and should prove quite interesting to those attending.

Events may prove that economy, like honesty, is a good policy.

Not all of America's investments have turned out as well as the one in education.

Personals

Mr. and Mrs. Jodie Sappington and Helen Ruth, and also Mr. Sam Dubois, and mother and sister of Tishomingo spent Sunday with Mr. and Mrs. Everett Dubois of Iuka.

Dr. and Mrs. D. A. Scotty McCall of Chicago were Monday night guests of Mr. and Mrs. Carlton Woodley.

Mr. and Mrs. R. L. Bullard and son, Billy Bob, attended the Auburn and Ole Miss football game in Memphis last Saturday.

Mrs. L. F. Carmichael, Mrs. Gene Waddy, Miss Bernice and Lillian Bostick left Wednesday morning to spend several days in Jackson.

Mrs. Delbert Williams, Mrs. Ruth Dean and Mrs. Quay Rushing attended the March of Dimes meeting in Memphis Wednesday. Representatives from five states were to attend to make plans for the future March of Dimes campaign.

GO TO CHURCH ON SUNDAY

To Relieve Misery of
COLDS take 666
LIQUID OR TABLETS - SAME FAST RELIEF

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Good Looking Colorful Sweaters
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Yes! Here's the way you want to look this Winter when you go a-skiing! Choose one of our gaily-hued sweaters... you'll like its comfortable fit... sure warmth and low price. Come in today!



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Swiss-tye ski sweater of finest
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SWEATERS. Colors, White, Black, Gold, Purple
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NOTICE!

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License Tags for 1953

Are Now On Sale

At the Sheriff's Office in the
County Courthouse.

Please Bring:

Bill of Sale

For cars and trucks bought after Jan. 1, 1951

1952 Tag Receipt

Deadline October 31, 1952

W. T. DEXTER

Sheriff and Tax Collector

Tishomingo County

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TAPPAN GAS RANGE

YOU'LL BE PROUD TO OWN

• For cooking delight
you'll want this Tappan
because it has every
modern cooking convenience,
including:

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• Chrome oven interior
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burner trays
• Crisp Chest to keep
dry foods appetizingly
fresh
• See-through oven door

See it - and you'll
appreciate its value



WE WILL
LEND A TANK
With the Purchase
of a Tappan
Range

E. E. Swiney, Mgr.

FOR NATURAL GAS, TOO!

FOWLER
Butane Gas Co.
Inc.

Corinth, Miss.

NOT KIDDING YOU FREE GLASSWARE - READ Saturday Oct. 11th

To the First 100 drivers of car or truck that call on us Saturday, October 11th, we will give you one piece glassware free. You are not obligated to spend one cent.

SIMPLY SAY TO THE OPERATOR THE WORD

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COME EARLY - SAVE \$\$ HERE

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Imperial Simply Means the Best Money Will Buy.

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WANT AD RATES

First insertion: 2 cents per word, minimum charge, 50c; Subsequent insertions 1c per word. Cards of Thanks, Resolutions and Memorials at the rate of 1c per word.

Phone 2211 To Place Your Want Ad

FOR SALE—1948 House Trailer. Perfect condition. See J. O. Laxon, Jr., Route 3, Iuka. (O-2-9p)

FOR SALE—80-acre Farm, 4-room Home located on Eastport Road 4 miles from Iuka. See or call M. T. Waters, Real Estate Agent, Iuka. (O-2-9)

FOR SALE—20 acre Farm, 4-room Home located on Eastport Road 4 miles from Iuka. See or call M. T. Waters, Real Estate Agent, Iuka, Miss. (O-2-9)

Newspaper advertising is not an expense—it's an investment.

DR. S. R. TAYLOR, Chiropractor Located on Fillmore and Waldron over Kiddie Shop. Office hours: Monday, Wednesday and Friday 8 to 6. Saturday 8 to 12. Phone 2282. Corinth, Miss.

NOTICE—For Painting and Papering Dial 4891, Luther Rice, Jr. (S-25-O-2-9-16-23p)

FOR SALE—1952 Model Westinghouse Laundromat. Excellent condition. Will sell at a bargain. Phone 3911 or 5711. (S-25-O-2-9)

NOTICE OF TRUSTEE'S SALE

I, J. D. Finch, trustee, under the provisions of and by virtue of the authority conferred upon me in a deed of trust made by Dewey Marlar and wife, Lou Ada Marlar, to R. G. South on the 21st day of March, 1950, to secure a certain indebtedness to R. G. South and which said deed of trust is recorded in Trust Deed Book 28, page 472, in the Chancery Clerk's office of Tishomingo County, Mississippi, subject to a prior trust deed given to Frank Dirego, of Tusculumbia, Alabama, I will on the 25th day of October, 1952, offer for sale, and will sell at public auction for cash to the highest and best bidder, at the south door of the court house in Iuka, Mississippi, during legal hours the following:

Lot One in Block 13, of the Official Survey of the Town of Burnsville, Tishomingo County, Mississippi.

This being a second trust deed on the above property, the first being given to Frank Dirago, of Tusculumbia, Alabama.

J. D. Finch, Trustee (O-2-9-16-23)

FOR SALE Gold Seat Armstrong Rugs. All sizes. CUT-SHALL FURNITURE STORE.

HELP WANTED!

Rural Route Salesman with car. Will train you. Your salary will be above average. Fifty percent of your contacts will buy. No end to your job if you work. Write C. Kimbrell, New Albany, Miss. (O-9-16-bp)

FOR SALE—One King Heat Stove, good as new \$20.00; one Oil Stove, \$12.50, Ernest Barnett (O-9-16-p)

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CLEANED
Like You
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H. & B. Cleaners
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Iuka, Miss.

MONUMENTS

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MONUMENT COMPANY
Corinth, Mississippi

CURTIS BROS.

Adlai E. Stevenson

by Noel F. Busch
III—A Vacation From Law School

A frequent canard about Stevenson's education is that he flunked out of Harvard Law School. What really happened was more complicated. After his last year at Princeton, he and a classmate named Ralph Goodwin drove in the latter's Jordan roadster to spend the summer on a ranch in Wyoming. Ranch life proved much to their liking. Stevenson and Goodwin decided to stay on in the West, began looking at property and presently found some they thought would suit them. When Stevenson wrote to tell his father of the new turn his career had taken, Lewis Stevenson failed to cooperate. He replied that if Stevenson did not report back on time to attend Harvard Law School, someone would come to fetch him.

At Harvard Law School, Stevenson got passing marks but, unlike the later generation of embryo New Dealers who sat mesmerized by the pedagogic wizardry of the great Felix Frankfurter, he never met Frankfurter and never put his hand on his law course and, having failed

again. He was told to come back the next morning. This continued for four weeks during which Stevenson passed his afternoons in less monotonous fashion. He lived in a house run by two middle-aged Quaker ladies which was also a favorite meeting place for members of the correspondents' colony. Stevenson roamed about town with them and called on surviving relatives of some White Russian emigres whom he had known in Chicago.

His appointment with Chicherin was never forthcoming. After a month of daily calls at the Foreign Office, he left without it but with a twenty-five year start on many of his later colleagues in the diplomatic world, insofar as intimate, first-hand knowledge of Soviet Russia was concerned.

When Stevenson returned to Chicago in 1927, he joined the city's oldest law firm, Cutting, Moore and Sidley. Under the pressure of new circumstances, his conscience, always reasonably clear, now began to shine like a mirror. He worked a sixty-hour, forty-dollar week, and his personality expanded, prompting him to take a lively part in the lively social doings of the era. Ellen Borden was one of the most eminently marriageable, as well as one of the most attractive



on a year behind his classmates who had already graduated from Harvard, he entered the law school at Northwestern university and took his degree there in 1928. His cousin, Loring Merwin, still runs the Panograph along independent Republican lines. Stevenson still owns roughly twenty-five percent of the company but resigned as director and vice-president after being elected Governor.

Expanding His Horizon
After completing his formal schooling, Stevenson decided to have a last look at Europe before settling down to practice law in Chicago. Starting with Switzerland, he covered most of the beaten tracks from Scandinavia to the toe of Italy. He wanted to go somewhere new, and hit on Russia. In order to effect an entry, Stevenson got Hearst INS and Panograph credentials as a foreign correspondent. Having arrived in Moscow, where the first thing he noticed were homeless children fighting to lick the cobblestones where someone had spilled some jam, Stevenson presented himself at the Foreign Office and explained that he wished to interview Finance Minister Chicherin on the subject of the then highly controversial New Economic Policy. He was told to come back the next morning. The next morning he presented himself

five young ladies on the Chicago social scene. Her wedding to Stevenson in December 1928 was one of the top events of that Chicago season.

Divorce
The causes of the Stevensons' divorce in 1949, while somewhat puzzling, appear to derive chiefly from incompatibility due to increasingly divergent interests. Mrs. Stevenson's tastes lie in the world of art and literature. No other persons, and no scandal whatsoever, affected the legal proceedings. Stevenson, who opposes divorce generally, was shocked and saddened but not surprised. The divorce, accompanied by a substantial settlement, was handled without rancor or undue publicity. It had been preceded by twenty years of apparently happy marriage. One of Stevenson's father's close friends had been George Peck who, in 1933, was called to Washington to organize the Agricultural Adjustment Administration. Adlai Stevenson, like millions of other Americans, had been deeply stirred by Franklin Roosevelt's inaugural address in 1933. Knowing the Depression better than most people, he wanted to do something to help cure it if he could. When Peck asked him to come to Washington to render legal aid to the rapidly expanding AAA, Stevenson responded promptly.

To be continued

DELAY HARVESTING OF SWEETPOTATO CROP UNTIL LAST OF OCTOBER

Delay harvesting most of the sweetpotato crop until the latter part of October to gain additional yield made possible by rains of the past few weeks in many areas of the state, growers are advised by Chesley Hines, horticulturist of the Agricultural Extension Service.

When necessary moisture is present, sweetpotatoes will continue to grow and increase in yield until frost kills the vines. "Growers are reminded, however, that the sweetpotato crop

should be harvested if possible before a killing frost occurs."

Strong demand and good prices for the Mississippi Sweetpotato crop are assured again this year due to the reduced yield resulting from the extended drought.

"Growers should use every precaution in harvesting, handling sweet potatoes for marketing throughout the fall and winter," Mr. Hines said.

Those who have their own land and storing to provide the maximum supplies of high quality storage houses should make a thorough check on the condition of the house, crates and heating

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WEEKLY NEWS LETTER

by
W. F. Bond, Director of Public Relations
State Department of Public Welfare

Under state law for the last eight years there has been a very helpful working agreement between the State Penitentiary at Parchman and the State Welfare Department. During the last biennium, through the State and County Welfare Offices, 2,569 social admission histories were handled for the Mississippi State Penitentiary. As soon as a person is convicted and is finally on his way to the state prison, the County Welfare Office of the county in which he lives makes a close investigation and puts together in written form as many facts about the prisoner as it is possible to get. These facts give his previous criminal record, if any, his economic status, family affairs, medical history, school history, his special interests and kinds of recreation, behavior, military record, if any, employment record, etc. A copy of this document is sent to the penitentiary and to the FBI, and a copy kept in the State and County Welfare Offices. This information is most helpful to the penitentiary authorities in their plans to influence the prisoner to become a good, law-abiding citizen again.

equipment. All storage houses and containers should be cleaned and fumigated or disinfected before the new crop is stored.

One recommended method of fumigation is to burn one pound of common sulphur to each 1,000 cubic feet of space in the house. Before burning the sulphur, spray the inside surfaces, including crates, with water.

Expert Watch Repair

All work checked by

WATCH MASTER

to assure accuracy

Only genuine factory

parts used.

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COMPANY
NO DOWN PAYMENT - FHA
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Willie Vaughn

back on the job.

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VAUGHN'S
SHOE SHOP
IUKA, MISS.

Keep all openings tightly closed for 24 hours after starting the sulphur to burn.

A simple method of disinfecting the house and containers is to spray thoroughly with a solution made by dissolving one pound of copper sulphate or Blue-stone in 22 gallons of water.

Complete information on the construction and operation of curing and storing houses may be obtained from the local county agent.

HOSPITAL LIBRARY IN NEED OF BOOKS AND MAGAZINES

The patients' library at the State Hospital in Whitfield is badly in need of books. Dr. W. L. Jaquith (Director, said today that the expanded recreation program included an up-to-date patients' library, but there was not sufficient money in the bud-

get to purchase the books at this time. Dr. Jaquith said, "We have about two hundred patients daily in our library who get a great deal of pleasure out of reading. In addition to this, we send books to the wards and there isn't enough to go around. The patients and the staff will greatly appreciate the books and magazines you have finished reading. Just send them to the Director of Recreation, State Hospital, Whitfield, and you can be sure that they will be enjoyed."

According to Dr. Jaquith the institution can always use family-type magazines such as Life, Look, Saturday Evening Post, Colliers, etc. The library is set up for about 5,000 volumes and at present has only about 1,500. The hospital has approximately one hundred magazines a week coming to the library, but many patients who enjoy this type of recreation are unable to come to the library and the current supply is literally worn out by handling because they have to be transferred from ward to ward. To those who have books and magazines, it would be a real service if you will please forward them to the institution at Whitfield.

FOR SALE AT WESTMORELAND TRACTOR CO.

Tupelo, Miss.

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1 HD 10 Allis-Chalmers Crawler type Tractor with 10-ft. Buck-eye Blade.
2 Used Model B Allis-Chalmers Tractors and Equipment.
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Also several new Tractor, Models G. B. CA. WD. Combines and Forage Harvesters, Leroye Cultipackers, Lime Spreaders and Rotary Hoes.
Genuine Allis-Chalmers Repair Parts

Your Allis-Chalmers Dealers
WESTMORELAND
TRACTOR CO.
Tupelo, Miss.

Sunflower Whole
Wheat Flour
at Clingan's Grocery,
Iuka, Miss.

YOUR ELECTRIC APPLIANCES
Can Be Repaired At
CONLEY RADIO & ELECTRIC CO.
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Iuka, Miss.

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Complete Line of Farm Equipment—Guaranteed Service on All Makes
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Remember to fill with Good Gulf Gasoline! Higher Octane Rating Means More PEP. Drive In Today!

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E. E. MURRAH
Dial 5821 or 2661 Highway 72.

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TRY US NOW!

Quality Laundry

Free Pick-Up and Delivery Wednesday and Saturday

CORINTH, MISSISSIPPI

Personals

Arthur Wallame Williams, student at Miss. State College, has initiated into the Sigma Epsilon Sorority.

R. G. Stokes returned last Wednesday, after visiting in Ohio, for two weeks.

Patsy Lomenick and Miss Sue Lomenick spent the week end in Memphis as guests of Mrs. Nell Curtis.

Mr. and Mrs. R. A. McRee, Jr., Mrs. I. M. Jackson attended Dixie play-off between Memphis and Shreveport Friday night.

Among those who attended the Miss-Auburn football game Memphis Saturday were Mrs. Memphis Roane, Talmadge Roane, Earl Ramsey, Garvin Ramsey, Mr. and Mrs. J. O. Clark, Curtis, Bobbie Sue Lomenick, Gus Brown, Barry Finch, Miss Jackson, Mrs. I. M. Jackson and Mrs. T. M. Jourdan.

Mr. R. Gritz is visiting his son, Henry, in Philadelphia, Pa.

Dr. and Mrs. Arthus Sample of Memphis were in Iuka Sunday visiting friends.

Lt. and Mrs. Richard A. McRee III, and children of Camp Rucker, Alabama, spent the week end with their parents, Mr. and Mrs. R. A. McRee, Jr., and Mr. and Mrs. Logan Whitten.

Mr. and Mrs. Leroy Steen of Memphis, announce the birth of a baby girl, Susan Lee, born October 4th. Mrs. Steen is the former Martha Jean Akers.

Mrs. Tilman Beasley and daughters, of Tusculumbia, spent last Sunday with Mrs. Beasley's grandparents, Mr. and Mrs. T. A. Long.

Mr. and Mrs. J. W. Saxton of Memphis, spent the week end with Mr. and Mrs. T. H. Jones.

Mr. and Mrs. Buster Ramsey and children, of Calhoun City, Miss., were week end guests of Mr. and Mrs. W. A. Ramsey.

Mr. W. C. Wade is visiting relatives in New York City this week.

Dr. and Mrs. Harry Cosby, Jr., had as their guest last week Dr. Cosby's mother, Mrs. Harry Cosby, Sr., of Memphis.

Miss Betty Wiley of Memphis, spent the week end with her parents, Mr. and Mrs. Webster Wiley.

The Lncy Rowe Study Club will meet tonight October 9th in the local library with Miss Imogene Bynum as hostess.

Mr. and Mrs. Raymond Hamilton of Memphis, were week end guests of Mrs. Hamilton's parents, Mr. and Mrs. H. M. Biggs.

Miss Virginia Merrill of Jackson, Tenn., spent the week end with her mother, Mrs. Tom Merrill.

Pfc. Leland Holland, who was killed in action in Korea, was a Tishomingo County boy, the son of Mr. and Mrs. Fate Holland of near Burnsville.



BECAUSE SHE can remain seated to inspect and pack pictures for shipment, Mrs. Marie Hale of Flora, Miss., is not handicapped for her job even though she is a polio victim.

Mrs. W. C. Wade and Patsy were week end guests in Moscow, Tenn., of Mrs. Wade's mother.

Mrs. V. C. Ramsey and Mary Elizabeth of Columbus, spent the week end here.

Mr. and Mrs. Jim Jourdan spent the week end in Sledge, Miss.

Mr. and Mrs. James Marlin of Tupelo, visited Mrs. Marlin's parents last week, Mr. and Mrs. Joe T. Gurley.

Miss Thelma Rushing spent last week in Jackson, Tenn., visiting her brother, Leslie Rushing and Mrs. Rushing.

Mr. and Mrs. Lewis Jourdan of Memphis, spent last week here with relatives.

Miss Carlyn Crawford spent last week in Biloxi, Miss.

Mr. Bill Jones, Robert Tice and Luther Kinard attended a Moto-role T.V. meeting in Tupelo last Thursday night.

Guests of Mr. and Mrs. Elmus Curtis are Mrs. Curtis' parents, Mr. and Mrs. H. B. Yates of Richmond, Va.

Miss Judy Marlin of Verona, Miss spent the week end here with friends.

Mr. Owen Sweeney spent the week end in Nashville, Tenn.

Tommie Underwood of Russellville, Ala., spent the week end with Mr. and Mrs. Elmus Curtis.

Dr. and Mrs. A. E. Bostick, Lillian and Bernice recently visited T. E. Bostick in Forest City, Ark.

Mrs. Paul Keller has returned home, after spending two weeks in Memphis.

Mrs. Dave Hendrix of Jonesboro, Ark., is visiting her daughter and family, Mr. and Mrs. Berry Lee Pruitt.

Mr. and Mrs. W. E. Vaughn spent last week end in Waco, Texas and attended the wedding of his son, Lt. John William Vaughn.

Mr. and Mrs. Arlie Bonds of Red Bay, were week end guests of Mr. and Mrs. Zeb Yow.

Mrs. T. M. McDonald is visiting in Memphis this week.

Mrs. Julia Underwood is improving, after being quite ill for a week.

Mrs. Pride Weaver, Mrs. Ralph Moss and Miss Peggy Wakefield spent Friday in Memphis.

HUBBARD SALEM

Bro. S. A. Bonds of Sheffield, Ala., will preach at Salem Sunday afternoon at 2:30. Everyone invited.

Mr. and Mrs. Clyde Grisham and children of Kingston, Tenn., visited Mr. and Mrs. T. H. Grisham and family over the week end.

Mrs. Lizzie Osborn was dinner guest of Mr. and Mrs. Ben Osborn and children Sunday.

Bro. J. E. Quillen was dinner guest of Mr. and Mrs. Everett Johnson Sunday.

Mr. and Mrs. M. H. Grisham and son, Mrs. Della Bullard, Mrs. Eula Lard, Mrs. Julian Busby, Mr. and Mrs. Everett Johnson and children, Bro. Quillen, Mrs. Allie Bullard, Mr. Toy Bonds, Jr., and Linsey Earl Jones all attended church at Poplar Springs Sunday afternoon, where Bro. Whitehead brought a wonderful message.

Mr. and Mrs. Oscar Johnson, Mr. Floyd Grisham and Mr. Roger Jones were dinner guests of Mr. and Mrs. T. H. Grisham Sunday.

Mr. and Mrs. Millard Lard and family spent the week end with his father at Savannah, Tenn.

Mr. J. L. Kirk and family spent Sunday with his mother near Holcut.

Mr. and Mrs. Louis Murry and children, Mrs. Christine Carlyle and children spent Sunday with Mr. Webster Johnson and family.

Miss Mollie Bonds spent the week end with Mr. and Mrs. Toy Bonds, Jr., and son.

BURNSVILLE, R-2

Picking cotton is the order of the day now, as the weather is sure beautiful.

Sorry to hear of the sudden death of Hector Bishop. His relatives have our heartfelt sympathy.

Mr. Any Seago and family of

McComb, Miss., are visiting in the home of his mother Mrs. L. Seago.

Mrs. Maud Bivins has returned home from a visit to her daughter in South Carolina.

Mr. and Mrs. Garland Bullard from Chicago, have been home around Iuka and Burns visiting relatives.

Mrs. John Linton returned home a few days ago from Jackson, Mich., where she was called to the funeral of her brother Collie Farris. He was a native of this county.

Mr. John Scruggs and family have been visiting relatives in the Mississippi Delta and report a fine cotton crop there.

Mr. John Linton's family enjoyed a birthday dinner last Sunday. It was given for six of the family that had birthdays in September. All of their married children were present.

Mrs. P. L. Jowers is real sick. Hope for her a speedy recovery.

Orators should understand there is no connection between eloquence and endurance.

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the

FORMAL OPENING

of

WILSON'S "FRIENDLY" SHOE STORE

Sheffield's Only Exclusive Shoe Store

Thursday, Friday Saturday
Oct. 9th Oct. 10th Oct. 11th

Free Gifts For Mom, Dad and Child

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Sheffield, Ala.

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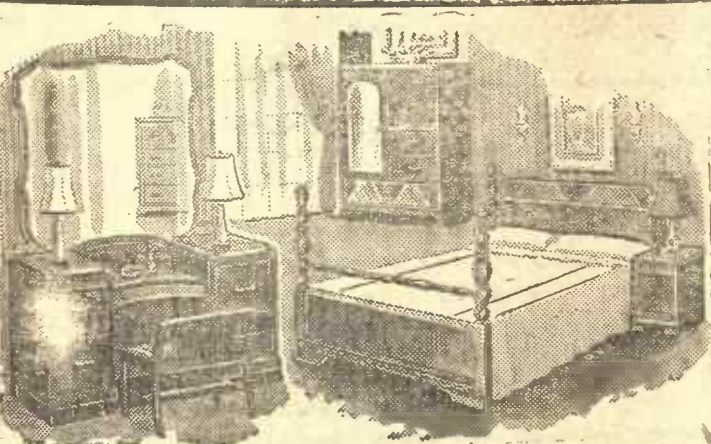
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Sturdily Built
Reasonably Priced **\$75.00**

We have just finished remodeling and adding more floor space to our building--thus enabling us to give you a larger selection of merchandise. If you are interested in furnishing your home--NOW is the time to do it! We'll offer you unheard of bargains--if you will buy during this sale! We also now have for your convenience a new store for used merchandise. There you'll find one of the largest selections of used furniture in town! Inspect our new store during this sale!

Note: The Home Economist of the Frigidaire Sales Corporation and other factory representatives will be on hand during this sale to give you Free Cooking Demonstrations and to show and explain the latest appliances to you.

MANY MAJOR PRIZES GIVEN FREE--BE SURE TO REGISTER!

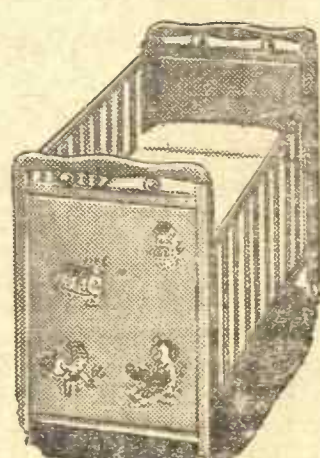


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Smoothly finished panel end
crib for baby's comfort and
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spring heights.



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All metal, lightweight, but plenty sturdy. Fine for extra
storage in kitchen, bath, utility room.

Maple, Walnut or Mahogany
CHEST OF DRAWERS **\$25**
Big, roomy, deep drawers for extra storage space. Some left
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ALL METAL
BASE CABINETS **\$22.50**
20-inches wide. Porcelain top, drawers for cutlery and big
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CABINET ENSEMBLE **\$25.00**
Wonderful cabinets that hand securely on your kitchen wall.
5-Pc. ensemble.

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SOFA BEDS **\$49.50**
Save \$30 on a fine double duty sofa bed. Full coil spring construction. Covered in your choice of colored tapestry.

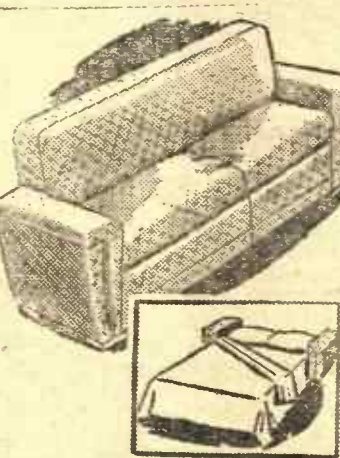
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WATER HEATERS **\$95.00**
Table Top Model. 10-year guaranteed. Glass wool insulated.

FAMOUS
APEX WASHERS **\$99.50**
With pump. Wonderful performance, gentle washing action.

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TABLE LAMPS **\$2.95**

MIRROR-DOOR
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Ample drawer space and lots of hanging space, plus a roomy
compartment for hats and shoes. Full-length mirror.
Regularly \$49.95

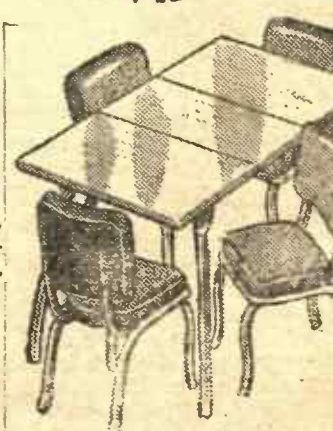
KING-O-HEAT HEATERS .. **\$35.00**
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DINETTE SET

Stain, heat and scuff resistant,
plastic tops, chrome legs. Extension
table with matching chairs.
\$59

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HOLT'S SPUR NEWS

Mrs. John Pollard has returned from a visit with her sister, Mrs. Fred Frye of Lake Cormorant, Miss.

Mr. and Mrs. M. L. Hatcher and children and Mrs. E. A. Gray and Edwina attended the Mid-South Fair last Tuesday. Patsy Hatcher stayed over for a few days visit with her grandmother, Mrs. Pharr.

Friends of Mr. and Mrs. Clifton Whitfield of Florence, will be sorry to learn that their only child, Donna, age five, is ill with rheumatic fever.

Visitors in the B. F. Ross home Sunday were as follows: C. C. Ross, Lee Bullock, Mr. and Mrs. Leander Kennedy and Fay, Mr. and Mrs. Wellford Wren and children. Mr. and Mrs. M. L. Hatcher and Jerry, Mr. and Mrs. Granville Farris and children

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Iuka, Miss.
October 9, 1952

Dear Mom and Dad:

Before you buy my shoes again, please take me to **WILSON'S FRIENDLY SHOE STORE** in Sheffield so I can be fitted correctly in a pair of shoes.

Your Loving Child,

P. S. I understand they are to be fitted by trained salespeople, and their Formal Opening is today, tomorrow and Saturday

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AUTOMATIC STATION SELECTOR
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It's a wonderful and an entirely new experience to watch television on this 1953 Zenith! Super-powered with the new "K-53" chassis... with built-in provision for new UHF, pictures are sharper, clearer and actually 20% brighter—unmarred by annoying glare or reflection—with far greater long distance reception.

And with Zenith's Super Automatic Station Selector you get single-knob easy, instant tuning. See it today and you'll be convinced Zenith Quality TV is America's greatest television value!

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TERMS AND
TRADE-IN
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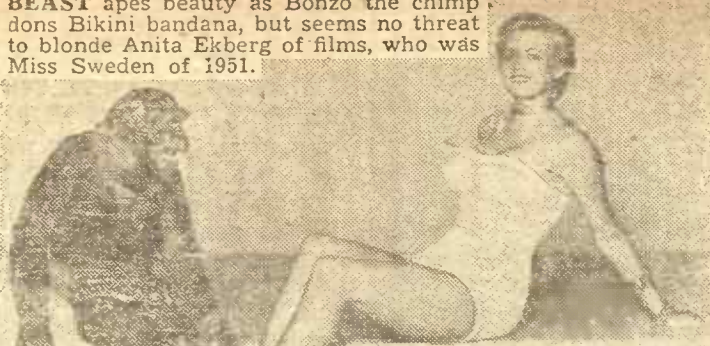
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People, Spots In The News

BEAST apes beauty as Bonzo the chimp dons Bikini bandana, but seems no threat to blonde Anita Ekberg of films, who was Miss Sweden of 1951.



MISS EASTERN Railroads—Carolyn Miller—symbolically scissors red tape from symbolic freight car, the 100,000th built for eastern roads since 1945, as NY Central president William White watches. Ceremony in Grand Central Terminal opened rail campaign to end government over-regulation.



BIGGEST college grizzer of 1952 may be John Gatti of Mt. Union at Alliance, O. He's 5-10, weighs 310. Plays tackle.



BRITISH hope for air-fighting eminence is this delta-winged "Javelin," claimed able to fly through sonic barrier yet be easily maneuvered at lesser speeds. Wings carry large fuel supply.

Mrs. Farris will be remembered as Ollie Mae Ross.

Farmers are making use of this ideal fall weather. About 75 per cent of the cotton has been picked.

Mr. and Mrs. B. F. Ross visited Mr. and Mrs. John Hatcher and Mrs. Daisy Whitfield Friday afternoon.

Mrs. Anison Gray and Mrs. Lucian Stidham made a business trip to Booneville Thursday.

Charles Castleberry had the misfortune of painfully injuring his hand Saturday.

Mrs. Troy Dickerson visited her sister, Mrs. Lilly Ozburn, Sunday.

Mr. and Mrs. Tom Ross of Memphis spent the week end with Mr. and Mrs. B. F. Ross.

Charlie Mack Stricklin and Mrs. Verlon Hollin of Memphis, spent the week end with their parents, Mr. and Mrs. H. C. Stricklin.

Mr. and Mrs. Robert Sims have moved into their new home that they purchased from Mr. Calvary.

MIDWAY NEWS

Mr. and Mrs. Virgil Epps of Plant City, Fla., spent a few days with her mother, Mrs. Bea Frederick, last week.

Mr. Jerrell McNutt and friend, Mr. Wade McSwain from Southern Baptist Seminary, spent last week end with his mother, Mrs. Lula McNutt.

Mrs. Ada Bell was carried to Corinth Hospital last Thursday, suffering from a broken arm and other bruises from a fall.

Week end guests of Mr. and Mrs. Edd McNeil were Mr. and Mrs. Ray Feltman, two daughters, Mr. Mr. Harold McNeil of Memphis, Mr. Laney McNeil of Holcut and son, from Detroit, Mich., Mr. and Mrs. Howard Hester and family.

Mr. Nelbert, Grace and Reba Hester visited relatives at Booneville last Sunday.

Mr. and Mrs. Lloyd Booker and little son returned to their home in Allsboro, after a few days stay with Mr. and Mrs. Hollis Hester.

YIELD OF FLEGUME SEED INCREASED BY USING BORAX

Application of as little as 5 pounds of borax per acre more than doubled the yield of crimson clover seed at the Coastal Plain Branch Station at Newton in 1951-52 tests. Without borax the yield was 82 pounds per acre, compared to 197 pounds with 5 pounds of borax. In similar tests at the Brown Loam station at Oakley, borax increased yields by 12 per cent. Reporting these results, Dr. Louis N. Wise, Experiment Station agronomist, said seed quality was also improved by the use of borax but forage yields were not affected.



CHECKING FINISHED pictures to assure high quality, Brent Oxley, Production Foreman for National School Pictures, holds down one of the most important jobs with the company. Having lost a leg in WW II does not keep Oxley from doing a fine job.

son clover seed at the Coastal Plain Branch Station at Newton in 1951-52 tests. Without borax the yield was 82 pounds per acre, compared to 197 pounds with 5 pounds of borax. In similar tests at the Brown Loam station at Oakley, borax increased yields by 12 per cent. Reporting these results, Dr. Louis N. Wise, Experiment Station agronomist, said seed quality was also improved by the use of borax but forage yields were not affected.

In a test conducted a year earlier at the Brown Loam station, the yield of red clover seed was increased by the use of borax. White clover seed production was similarly affected in exploratory tests at four branch stations in 1950.

"On the basis of these tests conducted by the Mississippi Experiment Station, boron fertilization is recommended for production of crimson clover, white clover, red clover and alfalfa seeds," Dr. Wise said. "Boron deficiencies will occur more frequently on light sandy soils than on the heavier and more fertile soils. It appears that 5 to 15 pounds of borax fertilizer per acre is sufficient to satisfy the boron requirements of the above legumes. Larger applications, particularly on lighter,

more sandy soils, may cause stand damage or yield depression.

"The borax may be obtained from fertilizer borate or from mixed fertilizers which contains small amounts of borax. Fertilizerborate mixed fertilizer containing borax may be applied prior to seeding or as a top dressing. Recommended levels of phosphorus, potash and lime are necessary for optimum response to boron fertilization. Cost of 5

to 15 pounds borax is negligible, only \$.50 to \$.75 per acre. The

return is often many times this amount."

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SAUSAGE PURE PORK LB. 3
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24-oz. Can

NAPKINS DIAMOND PKG. 1
DINNER

BISCUITS PUFFIN CAN. 1
Ready To Bake

BACON PALACE LB. 4
TRAY PACK

MILK HOMOGENIZED QT. CTN. 23c 2
Everyday Low Price

COFFEE FOLGER'S 8
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FRESH BLACK EYE

FLOUR GOLDEN LOCKS 25 lb. Bag \$1
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SENSATIONAL VALUE
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