



PROF. BRADFORD KNAPP,
University of Arkansas,
Fayetteville, Ark.



J. T. THOMAS,
Banker and Former President,
Grenada, Miss.



WM. TUCKER,
Vice-President,
Ripley, Tenn.



W. H. MAXWELL, President,
Merchant,
Stanton, Tenn.



J. N. BROWN, Vice-President,
Banker,
Olive Branch, Miss.



M. W. WILLIAMS,
Board of Governors,
Cardwell, Mo.



W. B. PACE, Vice-President,
Merchant,
Mammoth Spring, Ark.



J. F. CROWELL,
Former Vice-President,
Itta Bena, Miss.



J. L. GUITON,
Board of Governors,
Vernon, Ala.



J. N. SUTHERLAND,
Board of Governors,
Camp, Ark.



G. R. ROEBUCK,
Board of Governors,
Haynes, Ark.



R. R. RAINEY,
Board of Governors,
Brownsville, Tenn.



DR. G. WADDELL,
Board of Governors,
Lunsford, Ark.



CLAUDE R. HORNE,
Board of Governors,
Carrollton, Miss.



E. C. DAVIS,
Board of Governors,
Blue Springs, Miss.



J. H. LANDESS,
Board of Governors,
Whiteville, Tenn.



LUTHER ELLISON,
Board of Governors,
Jonesboro, Ark.



E. A. MORRISON,
Board of Governors,
Corinth, Miss.



W. D. ATTERBURY,
Board of Governors,
Estill, Miss.



J. O. LAMB,
Past President and Merchant,
Bono, Ark.



MISS SUSIE V. POWELL,
Asst. Director of Demonstration,
Agricultural College, Miss.



ALLAN H. HINCHEY,
Development Editor,
Cape Girardeau, Mo.



E. D. GRANBERRY,
Board of Governors,
Hazelhurst, Miss.



S. B. DEAN,
Board of Governors,
Eudora, Miss.



CHAS. COHEN,
Board of Governors,
Coahoma, Miss.



WREN COLEMAN,
Board of Governors,
Noxapater, Miss.

You Simply Can't Afford to Miss
the Seventh Annual Convention

Cotton States Merchants Association

A most cordial welcome awaits you. On the program this year are men of national reputation who have a vital message for every Southern merchant. Come, and exchange ideas with others in your line.

Program Seventh Annual Convention

Convention Hall, Hotel **Memphis** Three (3) Big Days, August
Chisca 10-11-12

Tuesday, August 10

Music.
Convention called to order by the President, W. H. Maxwell, Stanton, Tenn., at 9:30 a.m.
Invocation, Rev. P. A. Hurt, Pastor Union Avenue Baptist Church.
Addresses of Welcome:
Hon. A. H. Roberts, Governor of Tennessee.
Hon. J. R. Paine, Mayor of Memphis.
Mr. Thos. B. King, Memphis Chamber of Commerce.
Response to Addresses of Welcome:
Mr. William Tucker, Jr., Vice-President, Ripley, Tenn.
Address: "The Future of Business," Congressman Finis J. Garrett, Dresden, Tenn.
Address: "A Merchant's Service to His Community," Curtis M. Johnson, Rush City, Minn.
Address: "The Editor, the Merchants and the Public," Allan H. Hinchey, Development Editor The Southeast Missourian, Cape Girardeau, Mo.
Six-Minute Address: "Prophet and Lost—The Correct Way to Figure Net Profit," Claude R. Horne, Carrollton, Miss.
Address: "The Federal Reserve Bank as a Safeguard to Business," John J. Hefflin, Manager Memphis Branch, Federal Reserve Bank.
Address: "The American Cotton Association, One of the South's Best Assets," Mr. J. W. McGrath, Brookhaven, Miss., and Col. W. B. Thompson, New Orleans, La.

ENTERTAINMENT

After the business session, guests are invited to the performances at any of the four theaters listed on the coupon of admission in the coupon book.
8:00 P.M.—Boat ride on the Mississippi River. Steamers Idlewild and Princess. Music and dancing. Boats especially chartered for the occasion. Leave wharf, foot of Monroe Avenue.
Visit Alaskan Roof Garden any evening of the convention from 8 to 12 o'clock. Vaudeville, Cabaret, Dancing.

Wednesday, August 11

Music.
Convention called to order by the President, 9:30 a.m. Invocation, Rev. P. D. T. Roberts, Pastor Trinity Methodist Church.
Address: "Confidence," W. B. Pace, Vice-President, Mammoth Spring, Ark.
Address: "A Perilous Undertow in Rural Life," Miss Susie V. Powell, Assistant Director of Extension in Charge of Home Demonstration Work, Agricultural College, Miss.
Address: "Industrial Legislation," Hon. W. L. Muggins, Presiding Judge of the Court of Industrial Relations, Topeka, Kansas.
Address: "Cost of Doing Business," Curtis M. Johnson, Rush City, Minn.
Address: "Practical Ways to Increase Your Sales and Advertise Your Business," Luther Ellison, Jonesboro, Ark.
Conference Subject: "Organized Effort as a Factor in Community Development," general discussion led by J. A. Osolinach, Assistant Secretary, Memphis Chamber of Commerce, and participated in by community representatives from various sections.
The speaker whose five-minute talk on the subject: "What Our Chamber of Commerce has done for Our Town," is best received, will be given an engraved silver loving cup.

ENTERTAINMENT

5:00 P.M.—Old-fashioned Southern Barbecue, plenty for everybody. Band concert, open air dancing, novelty features and games of chance for 30 prizes furnished by the hosts. East entrance to Overton Park.
Take Raleigh Springs or Binghamton cars, Main and Jefferson Streets.
Go out early and see beautiful Overton Park, which contains the second largest Zoo in the world.
Visit Alaskan Roof Garden any evening of the convention from 8 to 12 p.m. Vaudeville, Cabaret, Dancing.

Thursday, August 12

Music.
Convention called to order by the President at 9:30 a.m. Invocation, Rev. T. M. Lowry, Pastor Alabama Avenue Presbyterian Church.
Address: "What is to Be Our Buying Policy for the Spring," Mr. J. F. Crowell, Itta Bena, Miss., followed by a general discussion.
Address: "Developing Your Community by Organized Effort," Hon. Chas. H. Brough, Governor of Arkansas.
Address: "The Present Agricultural Situation and the Town Man's Responsibility," Prof. Bradford Knapp, Dean and Director, University of Arkansas.
Address: "The Annual Fire Waste," Mr. Walter B. Bell, Tennessee Fire Prevention Commissioner.
Award prizes to the six traveling salesmen who have secured the largest number of signed attendance blanks.
Report of Committee on Resolutions.
Report of Committee on Nominations.
Election of Officers for the ensuing year.
Adjournment.

ENTERTAINMENT

4:00 P.M.—Southern League Baseball Game, Memphis vs. New Orleans, for championship of the Cotton States. Guests will be given tickets after Thursday's business session, 1 o'clock, at the office of the Secretary, adjoining Convention Hall.
Visit Alaskan Roof Garden any evening of the Convention from 8 to 12 o'clock. Vaudeville, Cabaret, Dancing.

Hotel Accommodations Will Be Adequate

Every hotel in Memphis is alive to the importance of this convention. They are co-operating with us and there'll be room for all.
ELEVEN BIG HOTELS HAVE THROWN WIDE THEIR DOORS—SO EVERYBODY COME!

Helpful Instruction

New conditions make it necessary that merchants get together again this year to discuss how to meet them. Associated endeavor will solve any business problem.
Come and Discuss Your Problems With Other Merchants

Prize Fight

Added Attraction for Monday Night

8:30 P.M., MONDAY NIGHT, AUGUST 9th—Boxing Match and Battle Royal at Southern Athletic Club, corner Main St. and Winchester Ave. Guests who arrive in time for this event will be given tickets at the Registration Office in the lobby of Hotel Chisca.

And Lots of Fun

Southern League Ball Game—Moonlight Boat Ride—Theater Party—Prize Fight—Vaudeville Show—Roof Garden Cabaret—Sight-Seeing Trips and an Old-Fashioned Country Barbecue in Overton Park.

Delegate Badges Will Be Issued at Registration Booth