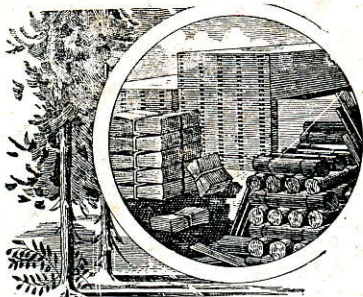


SNAPSHOTS





COMPLIMENTS OF
**M. L. Virden Lumber
 Company, Inc.**

BUILDING MATERIAL
 Wholesale and Retail
CLEVELAND MISSISSIPPI

***Cleveland Laundry and
 Cleaning Service***

Headquarters for Delta's Dirty Work
SPECIALIZED DRY CLEANERS

We dry clean your complete wardrobe

CLYDE E. WESTBROOK

Telephone 230 Manager's Residence 345

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**CLYDE WESTBROOK
 MOTOR COMPANY**

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DAY PHONE 50 NIGHT PHONE 259

Reasonable Wrecker Service

Alemite Greases Day and Night

General Repair Department

The Delta's Wildest Trader

Compliments of

MILTON WEINSTEIN

Representing Russell-Heckle Seed Co.

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FOR THE BEST SELECTION OF MERCHANDISE
 IN ALL SEASONS

I. A. KAMIEN

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MISSISSIPPI

**MISSISSIPPI POWER
 AND LIGHT CO.**

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*A Civic-Minded Taxpaying
 Basic Mississippi Industry*

**Delta Hardware and
 Implement Co.**

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*Wholesale and Retail
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CLEVELAND

MISSISSIPPI

**Levingston and Myers
 FURNITURE**

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**FRANK E. JONES
 GENERAL INSURANCE AGENCY**

BONDS

MERIGOLD, MISSISSIPPI

BUILD A HOME AND BE HAPPY

Estimates Cheerfully Furnished

NOWELL LUMBER COMPANY, Inc.

PHONE 11

CLEVELAND

MISSISSIPPI

COMPLIMENTS OF

ED RAYNER, Sheriff

Merigold, Mississippi

C. W. CAPPS & CO.

Cotton Merchants

Cleveland

Mississippi

"BOOTS" JONES

COTTON

Cleveland

Mississippi

COMPLIMENTS OF

**ELLIS and REGENT
THEATRES**

Cleveland

Mississippi

The minister arose to address his congregation. "There is a certain man among us today who is flirting with another man's wife. Unless he puts five dollars in the collection box, his name will be read from the pulpit."

When the collection plate came in, there were nineteen \$5 bills and a \$2 bill with this note attached: "The other three pay day."

Ruth rode in my cycle car
In a seat in back of me.
I took a bump at fifty,
And rode on Ruthlessly.

His wife, determined to cure him of his evil ways, with the aid of a sheet and an electric torch transformed herself into a fair resemblance of a ghost. She went in and shook the drunkard.

"What's that?" murmured the toper.

"This is the devil," came the answer in sepulchral tones.

"Shake hands, old horsh; I married your sister."

Mistress—Who broke that China jug?

Maid—The cat, mum.

Mistress—What cat?

Maid—Why, ain't we got one?

COMPLIMENTS OF

**THE
GOYER
COMPANY**

Cleveland Mississippi

Captain—Now, suppose you are on duty one dark night. Suddenly a person appears from behind and wraps two arms around you so that you can't use your rifle. What would you say?

Cadet—Let go, honey.

She—You're like the horizon.

He—What do you mean?

She—You never get any closer.

**PLANTERS
EQUIPMENT COMPANY**

Farmall Tractors
International Trucks and
School Buses

McCormick-Deering Horse-Drawn
Implements

CLEVELAND

MISSISSIPPI

THE GONG COMPANY

FANCY GROCERIES AND
KANSAS CITY MEATS

MERIGOLD

MISSISSIPPI

**FEDERAL COMPRESS
& WAREHOUSE CO.**

▼

*"Service Impartially
Rendered"*

▼

Cleveland Mississippi

Gent (engaging chauffeur)—And when you're not driving the car, there's the poultry house to clean out, and the dogs to look after, and you can give the gardener a hand in odd moments.

Chauffeur—Yes, sir, what sort of soil is it?

Gent—Soil? Why?

Chauffeur—I thought if it was clay soil I might make a few bricks to fill in the time.

COMPLIMENTS OF

Cleveland Motor Co.

Chevrolet Dealers

Cleveland Mississippi

Compliments of

PACE SEED COMPANY

CLEVELAND - INDIANOLA - YAZOO CITY

Compliments of

SMITH & WIGGINS, Inc.

MERIGOLD

MISSISSIPPI

Compliments of

T. W. WALDROP

MERIGOLD

MISSISSIPPI

CINDERELLA HOSE FOR BEAUTY AND WEAR

GORDON'S

MERIGOLD, MISSISSIPPI

Compliments of

DIXI-STAR BAKERY

CLEVELAND, MISSISSIPPI

Red Nelson Mule Barn

COME TO SEE US

CLEVELAND

MISSISSIPPI

At the end of the fifth round the heavy-weight staggered to his corner in a dazed and battered condition.

His manager approached him and whispered in his ear: "Say Joe, I've got a great idea! Next time he hits you, hit him back!"

He—Can I kiss you?

She—I don't know. Most fellows have been able to.

The Pik-Nik Grocery

**FANCY GROCERIES — MEATS
EVERYTHING YOU WANT
AT THE BEST PRICES**

Cleveland

Mississippi

**DENTON'S
QUALITY ICE CREAM**

Denton

Manufacturing Co.

Shelby — Merigold — Cleveland

A man, whose wife was inclined to be jealous, was sitting with her one evening when the telephone rang:

"Hello—is that you, George?" his wife heard him say. "How are you, George?" Certainly, George. When did you say George? Right you are, George. Goodbye, George."

Replacing the receiver, he turned to his wife, and said: "My dear, that was George."

"My father said if I gave up all my bad habits he'd present me with \$10,000."

"And you didn't do it?"

"Of course not. With no bad habits, what would I do with the money?"

**FEATURE
YOUR
BAND
IN
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AMES
UNIFORMS**



Demand a colorful Uniform. Lilley-Ames original special features and Colorful Ornamentation will add SWING and SNAP and STYLE.

Our Mr. O. E. McCollister, District Sales Manager, is always at your full service, to assist in designing just the uniform you require. Catalog on Request.

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COLUMBUS, OHIO
America's Leading Uniform Tailors

COMPLIMENTS OF

T. E. PEMBLE

*Poland China Pigs
For Sale*

Merigold Mississippi

Compliments of

The Bolivar Commercial

RICHARD E. DAVIS, Owner

CLEVELAND MISSISSIPPI

Compliments of

Sterling Department Store

CLEVELAND, MISSISSIPPI

PEMBLE CLEANERS

SHELBY

CLEAN AND CONVENIENT

Phone 49

LING'S SUPER MARKET

CLEVELAND, MISSISSIPPI

COMPLIMENTS OF

DR. J. P. WIGGINS

Cleveland Mississippi

"What is home without a mother?" asked the good looking young man.

"Well" replied the sweet young thing, "I am tonight."

After night fall the most important part of a car is the clutch.

BEST WISHES

From The

Merigold Spotlight

The Best Mimeographed High School Paper in Mississippi

LADIES' READY TO WEAR

THE STYLE SHOP

CLEVELAND

MISSISSIPPI

SHOENHOLZ

CLEVELAND

MISSISSIPPI

A simple country man saw a gaudy-plumaged parrot on the roof of his cottage. He climbed to capture it.

The parrot looked at him and said sharply, "What do you want?"

The country man touched his cap: "Beg pardon, sir. I thought you were a bird."

Kennedy Motor Co.

Ford Sales and Service

TELEPHONE 370

Cleveland Mississippi

Compliments of

Fletcher Funeral Home

AMBULANCE SERVICE

CLEVELAND MISSISSIPPI

Compliments of the

Thweatt Funeral Home

CLEVELAND, MISSISSIPPI

Dick—How does your new blonde feel about petting on the sofa?

Dave—I don't know. I'll approach her on that this evening.

She—Now that we're alone I can tell you what I think of your petting.

He—Is there room for improvement?

She—Yes, I've bought a larger sofa.

Compliments of

5c - 10c SANDWICH BAR

Highway 61

CLEVELAND MISSISSIPPI

Compliments of

Modern Grocery Store

Telephone 287

CLEVELAND, MISSISSIPPI

Compliments of

DR. W. C. McHARDY

CLEVELAND MISSISSIPPI

The Cleveland Lumber & Supply Co., Inc.

Building Material For Every Purpose

Cleveland - Phone 311 - Mississippi

POST OFFICE CAFE

Excellent Steaks — Sea Food Dinners

CLEVELAND, MISSISSIPPI

FOR QUALITY AND SERVICE CALL

STANDARD OIL CO.

SHELBY MISSISSIPPI

"Gee, dat's a pretty boid."

"Dat ain't no boid. It's a bird."

"Dat's funny. It sings like a boid."

Master—James, is my bath ready yet?

Valet—Yes, sir, all but the hot water.

Master—What's the matter with the hot water?

Valet—It's cold sir.

DAVIS DRUG STORE

Right

On The Corner - On The Square - On The Price

Watch Us Grow

MERIGOLD, MISSISSIPPI

Booth's Service Station

Standard Gas & Oil Products

ONE STOP SERVICE MERIGOLD, MISS.

COMPLIMENTS OF

J. P. McLAURIN

Delta Service Station

DISTRIBUTORS

*Giant Tires
Wholesale and Retail
Sinclair Products*

MERIGOLD MISSISSIPPI
GRADY ROBERTSON, Prop.

The Best of Wishes to the Fidelis of 1940
From

Willis Frances Malley

CLASS OF 1937

Drugs, Sundries, Toilet Articles, Sandwiches,
Candies, Drinks

CLARK'S DRUG STORE
MERIGOLD MISSISSIPPI

**WE BOOST
OUR ADVERTISERS
THE FIDELIS**

GRADUATION GIFTS AT
OWEN'S DRUG STORE
DRUGS—SODAS—CANDY
CLEVELAND MISSISSIPPI

Compliments of
THE PARISIAN
Exclusive Women's Apparel
CLEVELAND MISSISSIPPI

Compliments of
DR. A. M. WYNNE
MERIGOLD MISSISSIPPI

BEST WISHES TO THE CLASS OF '40

Connell Motor Co.
Authorized Ford Dealer
SHELBY - Telephone 140 - MISS.
We Service All Make Cars

"TOBE" KAPLAN
KAPLAN'S MEN'S SHOP
CLEVELAND, MISSISSIPPI

Compliments of
Kelso's Dry Cleaning Co.
PHONE 168 CLEVELAND, MISS.

Mistress—Is my bath ready, Clara?
Maid—Why, this ain't Saturday night.
Mistress—How dare you? I bathe twice a
day, of course. I don't want a maid as
ignorant as you seem to be. Leave my
employ.
Maid—I'll go, all right. I don't want to
work for anyone who needs a bath as often
as you seem to.

Compliments of
THE SPLENDID CAFE
DELICIOUS STEAKS GOOD FOOD
Eat With Us
CLEVELAND, MISSISSIPPI

ODOM MOTOR CO.
PONTIAC — GMC TRUCKS
CLEVELAND MISSISSIPPI

We Appreciate the business given us by the
Girls' Basketball Team.

Cleveland Candy Company
CLEVELAND, MISSISSIPPI

W. H. WALL
THE TAILOR
AND DRY CLEANER

Phone 122 Drew, Miss.

A merchant was persuaded to buy a parrot. It had traveled far and could jabber in several languages. He ordered it to be sent home.

The same day his wife had ordered a chicken for dinner. On leaving the house she said to the cook, "Mary, there's a bird coming for dinner. Have it cooked for Mr. Richards when he gets home."

Unfortunately the parrot arrived first, and Mary followed instructions. Dinner was served.

"What's this?" exclaimed Mr. Richards.

Mary told him.

"But for goodness' sake Mary," he said, "this is awful! That bird could speak three languages!"

"Then why the dickens didn't he say something?" asked Mary.

"What a purty bird that is!"

"Yeah, it's gull."

"I don't care if its a gull or a boy; it's purty."

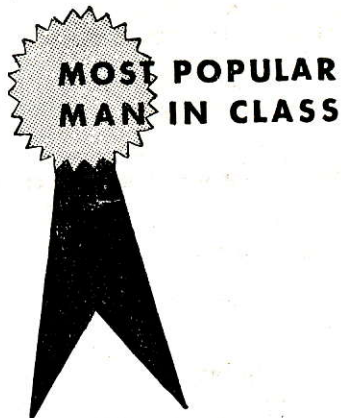
SHELBY
OIL MILL, Inc.

Shelby Mississippi

COMPLIMENTS OF

The Cook Brothers

Merigold Mississippi



Look back through your yearbook. Who's the fellow's most popular? We'd be willing to wager our 19th century diploma he's the fellow who might also have been voted best dressed. Popularity and appearance go hand in hand . . . and our clothing can lead to both!

P. S. We also have lots of things for the girls!

ALEX LOEB, Inc.

Meridian and University
 Mississippi

"So you think Jerry is a flirt?"

"A flirt? Why, he can tell the owner of any lipstick in town by simply tasting it."

COMPLIMENTS OF

Mr. and Mrs. J. C. Jones

Merigold, Mississippi

She—Isn't that a butterfly on my knee? It must think I'm a flower.

He—That's no butterfly. That's a horsefly.

He—You remind me of my mother.

She—I had to. You were beginning to get rough.

He—Do you pet with the lights on or off?

She—Yes.

He—Are you willing to live on my income, dear?

She—Yes, if you will get another one for yourself.

Telephone Operator—Is that Plaza 1749?

Maid—Yassum.

Operator—Is this Mrs. Bolt's residence?

Maid—Yassum.

Operator—Long distance from Washington.

Maid—Heh! Heh! Yassum. Sho' is.

Old lady (severely, to beggar)—Do you drink?

Beggar (cheerfully)—Yes, where shall we go?

Beggar—Thank you, sir. I will pray for you and your wife to go to Heaven.

Citizen—Here's a quarter extra if you will leave my wife out of it.

Englishman—With all due deference, my boy, I really think our English custom is better than saying "Hello" as you do.

American—What do you say in England?

Englishman—We say "Are you there." Then, of course, if you are not there, there is no use in going on with the conversation.

First Drunk—I'm afraid muh wifsh going to have her face lifed.

Second Drunk—Aw, nonsensh, old sport; don' worry. Who't ever want tuh steal a face like that?

Husband (phoning)—Is my wife in?

Butler—I think she's in the bath, sir; just a moment, sir, and I shall see, sir.

Husband—No, no, no! I'll call later.

Storekeeper—That clock, madame, will go eight days without winding.

Old Lady—Gracious! And how long will it go if you wind it?

Doc—There's no need to worry about your wife. You'll have a different woman when she gets back from the hospital.

Anxious Hubby—And what if she finds out?

"Did your watch stop when it dropped on the floor?"

"Sure. Did you think it would go through?"

"Correct this sentence: Girls is naturally better looking than boys."

"Girls is artificially better looking than boys."

He—Will you blush if I tell you a snappy story?

She—I'll try.

He—I like to explore a girl's mind.

She—Well, you have a funny idea of where my mind is!

THE CLASS

OF 1940

HIGHLY RECOMMENDS
ITS LOYAL ADVERTISERS