

# THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. 1.

Collierville, Tennessee, Friday, March 1st, 1929

Number 1

## "HOWDY FOLKS"

"Collierville is to have a Weekly Newspaper" has been heard on the streets and through other papers for the past month—well folks "Here we are." After some "ups and downs" we have the equipment installed and are giving you herewith the first issue of the Collierville Herald.

In selecting a location for the establishment of the Herald plant we chose Collierville, believing in its future growth and development. In the development of the surrounding territory. We believe in the Town and in the Country around it and come to you to offer our best services in helping to bring about the development of the resources. A newspaper can be an asset to a town and medium of development through advertising and at the same time become a Community Booster. Co-operation will make it possible for us to succeed in our undertaking. We want to give Collierville and Collierville's trade territory the news—just the things that happen "around home." It is not our plan to try to get out a Metropolitan newspaper but just a "good, Country Weekly Newspaper."

We take this opportunity of thanking everyone for the many kind expressions and good wishes for our success and the help that has been given us in getting out this, our first issue. Now folks, you are going to find mistakes in the Herald—mistakes in spelling and mistakes in English. There are two reasons for this—one is we don't know any better and the other is, if we did some big city paper would find it out and Collierville would lose the best Newspaper man she ever had.

We want you to tell us the news. Whenever you have company, phone us. Anything that happens, "Tell the Herald." When you are in town, drop around to the Herald office and let's get acquainted. We are here to make our home and we only claim for the Herald that it will be "The Biggest Newspaper of Its Size In the World."

## KELSEY CHEVROLET COMPANY GETS CAR LOAD OF NEW CARS

Another car load of the new model Chevrolets was received Monday by the Kelsey Chevrolet Company of Collierville. This New Outstanding Chevrolet of Chevrolet History, is proving a most popular car and making many new friends. The many features of this New Six cylinder car and its performance is backing every claim made for it by the manufacturers.

## ADDS TO ORCHARD

Mr. C. E. Heckle is increasing his orchard at his home, Green Shutters, in Forrest Hill. He has received a number of large shipments of trees over the Southern Railway the past week, one of which contained a total of 1,500 pounds. He has a beautiful orchard and plans extensive improvements the coming season.

## WILL HOLD TOURNAMENT

The Fourth District Girls' Basketball Tournament opened here yesterday to last today, tomorrow and Saturday. Teams from Lauderdale, Tipton, Haywood, Fayette and Shelby Counties are playing at the local Gym. There are approximately 150 girls in the teams, together with their chaperones and coaches and every effort is being made by the people here to make the Tournament a success.

Sixteen teams entered, the first play-off requiring eight games; the eight remaining teams playing four games, and the four teams remaining will have reached the semi-finals. The two teams winning in the semi-finals will play the final game of the Tournament. Three games will be played each afternoon and night until Saturday, when the runners-up and finalists will clash.

A large and enthusiastic crowd greeted the teams for the opening games and interest is high as to who will be the winners. Full scores and detailed account of the Tournament will appear in the next issue of the Herald.

## HAS MODERN CLINIC

A Herald representative visited Cordova Tuesday, getting acquainted with the people of that thriving little City and found a very wide-awake town with every appearance of business and progress. A visit to the High School was enjoyed, finding a very complete plant in every detail with a competent faculty, an interested Student body that is doing very fine work. Among the business houses we found a mighty fine bunch of merchants, a bank that is enjoying a splendid business and alive to the interests and development of the town and territory. A visit to the Chaffee Clinic was another surprise, we finding Dr. A. C. Chaffee a very affable man and a Clinic that is completely equipped with every modern device. With an X-Ray machine, a complete laboratory equipment, the Clinic is prepared to take care of any case that may come there. A complete operating room, with several wards fitted with every modern convenience, a competent Technician in charge of the Laboratory, the Clinic specializes in X-Ray, Laboratory and Internal medicines. Dr. Chaffee established this modern plant about three years ago and it has steadily grown and will possibly be enlarged in the near future. This is an asset to the town and a convenience that the people of this territory appreciate.

A very alive, wide-awake P. T. A. is active in the interests of the school and with Mrs. Schwam as President, assisted by a good board of officers, and a hard working membership, the organization has done much good for the school and community. Mrs. J. C. Pierce will act as Special Correspondent for the Herald at Cordova and the Students of the High school will edit a three column feature School Paper each week, giving the school news and we are looking forward to another visit to Cordova soon.



## MEBANE-STARNES DIMENSION COMPANY

An enterprise that has grown rapidly since its organization in Collierville is the Mebane-Starnes Dimension Company. W. B. Mebane began the Hardwood business under the name of the Mebane Hardwood Dimension Company, having a mill here, and from the beginning the company enjoyed a splendid business. Recently a merger was made with the Cutler Desk Company of Memphis, and the new firm is the Mebane-Starnes Dimension Company. The company has a kiln in Memphis and the mill here, maintaining offices at both places. The timber is cut and partially finished in the plant here in Collierville, and then shipped to Memphis for the dry kiln process. They turn out Hardwood for the manufacturing of fine furniture, Ranges, cabinets, desks, etc. The hardwood supply comes from this territory and is of the very finest kinds.

This is one of the industries operating in Collierville, and Mr. Mebane says the outlook for the coming year is very good. The products of the Company have given satisfaction to the extent of a steadily increasing demand. The average pay roll for the operation of the local plant has run between \$500 and \$1,000 per week.

## HERALD TO HAVE NEW FEATURE

Beginning with the next issue of the Herald, a new feature will be offered that is exclusive in this territory. Arrangements have been made to secure "Slats' Diary" by Ross Farquhar, to run each week. "Slats" is a regular boy and his Diary will prove interesting to everyone. Watch for the first installment next week.

## FORREST HILL HAS NEW BUSINESS

The new firm of Jones & Moorer, successors to H. F. Alley, is one of Forrest Hill's newest stores. These gentlemen come to Forrest Hill to handle a complete line of merchandise and plan to make Service a feature of their business. They have added new lines to the stock and will appreciate making new friends while continuing to serve the patrons of the former business.

## REPAIRING BRIDGE ON WOLF RIVER

Mr. W. P. Hammer, who has charge of Bridge Repair and Construction work in the County had his gang busy Tuesday laying a new cushion floor on the bridge over Wolf River, on the Collierville-Fisherville road. This floor is a protection for the creosote flooring of the bridge and is laid as fast as it is worn out. Mr. Hammer is an experienced man in this line of work, and is keeping the bridges in good repair. He reports the roads leading into Collierville as being in good shape.

## COLLIERVILLE HIGH SCHOOL ON ACCREDITED LIST

The Collierville High School is accredited by the Association of Colleges and Secondary Schools of the Southern States, having received their Certificate for the Scholastic Year 1928-29, recently.

In the State of Tennessee there are about twenty accredited high schools and this means that Collierville has a school of which we can feel proud.

A school of this kind is an asset to the town and this standard was made through the work of the student body and the Faculty. Co-operation on the part of the patrons, school spirit and a determination to work will hold it and we predict for the coming year an even better school.

## MICKIE SAYS—

DO YE'VER THROW DOWN TH' HOME NEWSPAPER, 'N SAY, "NO NEWS IN THE PAPER!" SAY, OUR REPORTER SEZ YA JEST OUGHTA FOLLER HIM SOME DAY AND SEE HOW MUCH HOOPING 'N QUESTIONING AN' VERIFYING IT TAKES TO GET A COLUMN OF LOCAL ITEMS TOGETHER.



## FEDERATION OF YOUNG PEOPLE'S SOCIETIES

A Federation of Young People's Societies was organized on February 18th, 1929, at Germantown Presbyterian Church, with the following officers and committees:

President, Miss Lester Scruggs.  
Vice-President, Miss Elizabeth Thomas.  
Secretary, Miss Madlyn Moore.  
Treasurer, Miss Florence Coyle.

Program Committee.  
Misses Laura Garnet Drake, Jane Furr and Florence Coyle.  
Publicity Committee

Fred Snover, Arnold Houston, and Joe Sullivan.

Hostess Committee.

Misses Linnie Sue Thomas and Virginia Bryan.

Constitutional Committee.

Mrs. Drake, Misses Ella Venn Furr and Elizabeth Thomas.

The Federation was formed by societies from only three churches, Germantown Presbyterian, Germantown Methodist, and Collierville, Christian, but expects to enroll the young people from all churches in this part of the county, and eventually all the county.

The next meeting will be at Collierville Christian Church on March 18th at eight o'clock P. M. Everyone is invited and all young people especially urged to attend. The program committee promises a fine program.

ARNOLD HOUSTON

## OPENS NEW MARKET

The Market business of the Williams Grocery Company has been purchased by the Dean Grocery and Mr. Dean will give his patrons the best of service with the addition of this new line to his business. This added feature to his store will be appreciated by his many customers.

## LOCAL MANAGER MAKES MANY FRIENDS

Mr. E. J. Morton, the local representative for the Memphis Power and Light Company, has been a busy man the past few days reading meters but found enough time to help the Herald plant in working out some "juice" problems and we find he has made many friends for the Company by his courteous and efficient manner and his interest in giving the patrons the best of service. Collierville enjoys twenty-four hour Electric Service and with Mr. Morton on the job at all times, our Lighting and Electric problems are easy.

## AUTO COMPANY TAKES ON NEW LINE

Realizing that Spring will be here before long and a lot of our wives are going to want to "do the furniture over" and most of us will have to get paint and paint brushes, and put in a lot of work around the house, the J. W. Lynch Auto Company has added the Gen-O-Laq line of Paints. He has it in all colors and it goes on quickly and dries in two hours. His shop is also busy with repair work which he features.

## COLLIERVILLE RANKED AS BEST AT DRAWING

At a meeting of the Fourth District Athletic Association in Covington, Saturday, February 9th, at which time drawings were made for the forthcoming tournaments, Collierville teams were ranked as best by the majority of the visiting principals and coaches:

By a secret ballot, each participant was asked to rank the teams he considered best in the district, four teams being picked. Collierville led the list with twelve votes. Millington came second with eleven.

Keep it up, Collierville, you are on top; stay there.—The Messenger.

## METHODIST CHURCH

Regular services every Sunday.

Sunday School, 9:45; Preaching, 11 A. M.; Junior League, 3:30 P. M.; Senior League, 6:45 P. M.; Preaching, 7:30 P. M.

Woman's Missionary Society each Monday at 2:30 P. M.

Prayer meeting Wednesday 7:30.

March 3rd is the first Sunday and our regular Communion Service will be observed.

Don't rob yourself of the privilege of public worship. We want a full attendance of all the members, both old and the young. All others are cordially invited. COME!

B. J. RUSSELL, Pastor.

## LOCAL FORD DEALER HAS GOOD PLANT

The Cooper Motor Company, local Ford Sales and Service Station, located on Poplar Pike in their new home, is a modern plant in every detail. We find them ready to give Service and with their equipment and courteous manner, it is a pleasure to visit the Station. Mr. Cooper has enjoyed a good business and says he's busy all the time selling the New Fords.

## CITS UPSET U & P

The Collierville Independent Team playing their first game under the name of Citizens Bank Team defeated the Union and Planters Bank Team of Memphis, winners of the first half in Bankers League, in a one sided game by a score of 28 to 9. The Cits represented by possibly one of the strongest independent teams ever assembled on a local court outclassed and outplayed their opponents at all phases of the game.

Lineup:	Points
CITS	
MaMahan, F	6
Coltrain, F	7
Reid, C	5
Kelsey, G	6
Bryan, G	2
Leake, G	2
U. & P.	
Roberts, F	4
Jennings, F	3
Barrett, C	2
Graves, G	0
Ciancola, G	0
Farmer, G	0
Referee: Jacobs; Scorer: Rawlings; Timer, Mebane.	





# "That James Gang"

Edited By The Students of The Geo. R. James High School

Vol. 1.

Collierville, Tenn, March 1st 1929

No. 1

**THE STAFF**

Lucy Connell,  
G. O. Henry Priddy, Editor  
Dorothy Briggs,  
Thelma Bryan,  
Edna Mae Tomage, Local Editors  
Francis Connell,  
Homer Bryan, Sports Editors  
Eva Priddy,  
James Owen, Society Editors  
Alene Seward, Humors  
Lillie Mae Leake, Cartoonist

**HOW TO COMPEL THE WORLD TO GIVE YOU WHAT YOU WANT**

Each person must leave a past record of his life by which he will be remembered in the future. Some will be remembered by only a very few friends and relatives, while others will be remembered throughout the universe.

An obstacle in the life of over seventy-five per cent of the people in the world today is that they do not know what they really want to do with their lives. Even tho a person has chosen his goal, that is not always what that person really wanted. The time spent in deciding what you want the world to remember you for is never wasted time. Many a person has made a failure in his life career because he did not choose the goal he really wished to achieve. Your objective should be to you as a shining light at the end of a dark passageway. Even though the path through life's journey sometimes seems rough and stormy, our goal should stand out as our reward. After you have definitely decided on your objective, never lose sight of this. Let each day bring you nearer and nearer to your destination.

A person may say he wants to be a great lawyer or statesman, but do you think he can sit idle and the world will give him what he wants? No, never. When a youth ventures out into the world alone, he usually earns what he gets. If a person desires one thing so much that he is willing to sacrifice pleasures and time, you may be sure that he will receive his reward.

Your employer always wants to know just how much you know. He doesn't care what you made in your school record so much, but he really wants to know what you could answer today. What has been given you in school never benefits you. It has only cheated you. We should not want to be given things but we should be willing to work diligently and earn them. We may fool others, but we know just what we have really learned. The child is very ungrateful both to his parents and teacher if he does not try to learn in school.

A cry that reaches the ears of every citizen in the world is, what are you? Our reputation is what other people think we are, but our character is what we really are. This is known only to God and ourselves, but we are judged in the world by our reputation. Most of the time we are really what people think we are. We must remember this one thing, that even though our sins and faults are unknown to man, we should not forget that God above sees and knows our every thought and action. Many people have had a dark past, and have out-

lived their sins and really spent the latter part of their life in a manner to be commended.

Each person must be able to give recommendation of their character by men of high moral and mental standing in their community. The references given by uneducated, immoral and dishonest men are counted useless and never considered. The person who can be pronounced an ideal citizen by his fellow-men has something which no power on earth can take away from him.

A person who is a man of knowledge, spirituality, and character has the world at his service. The world is willing to serve the person who can look it square in the face.

**OUR PLEDGE**  
Ever-rette's Scrappers

We the girls of the George R. James High School basketball team, do hereby vow and pledge to do our best in the district tournament, to play the game fair, and we also pledge to refrain from crying or weeping if we lose any game, the only exception to crying is if we get seriously hurt. The ones who do cry are under punishment to the others. The others promise to bump nine times the one who breaks our pledge. Be good sports

We are, namely:  
Frances Connell, Lydia Reid, Pattie Ida Houston, Alene Seward, Lucy Connell, Edna Mai Turnage, Eya Priddy, Elma Seward, Dorothy Briggs.

**BANQUET BIG SUCCESS**

Regardless of a stormy night, the George R. James Chapter of the F. F. L., enjoyed their annual father and son banquet Monday night, Feb. 25, 1929.

The lunch room was artistically decorated in a yellow and white color scheme. A very enjoyable program was rendered. Miss Lucy Connell favored us with several instrumental numbers, and a vocal solo by Mrs. C. R. Connell was enjoyed by all.

Mr. George Henry Priddy, president of the club, acted as toast master. Mr. C. R. Connell's response was interesting and entertaining. Mr. Landers, our County Agent gave a very thoughtful and appropriate address, and Mr. Kerr made a very practical talk which was especially interesting to the boys. Members of the faculty taking part on the program were Miss Katherine Thompson, Principal of School, Mr. J. S. Everett Coach, and Mr. G. H. Armstrong, Smith-Hughes Teacher.

**HONOR ROLL PUPILS**

1st Grade: Virginia Marlowe, Mary Christine Sanderline, Christine Marie Seward, Willie Floyd Bryan, Marguerite Reid, Marjorie Ried, Farrell Bryan, Franklin Ried, Elsie Markle.  
2nd Grade: Fredna Bryan, Eva Taylor, Seleno Stamps, Maxine Hammer, Myron Barber,  
3rd Grade: Mary Ann Armstrong.  
4th Grade: Oneida Ried, Earzelle Barber, Woodford Jenne, Rose Zellar Flannigan.  
6th Grade: Wellborn Bragg.  
7th Grade: Mary E. Burrows, Virginia Priddy, Doris Ham.

8th Grade: Franklin Black, Jessie M. Godwin, Ruth Hammer, Nina Priddy.  
9th Grade: Estelle Bryan.  
10th Grade: Howard Bragg, Leon Seward.  
11th Grade: Eva Priddy, Lucy Connell, Edna Mai Turnage.  
12th Grade: Geo. H. Priddy, Essie Godwin.

**IN DANGER**

Miss Stamps—"Gordon, if you cannot behave yourself, I shall have to take your name."

Outside Gordon confided to a chum—"Miss Stamps threatened to marry me if I don't look out."

Fannie L. Seward—"I cannot understand, Ray, why you always sit on the piano stool when we have company. Everyone knows you cannot play a note."

Ray Seward—"I'm well aware of it dear. Neither can anybody else when I'm sitting there."

**NEITHER CAN I**

Lula H.—"You say you flunked in History, why I can't understand it."

Virginia H.—"Same here, that's why I flunked."

**A 1930 MODEL**

Lucy C.—"Why do you call your car a flapper?"

James O.—"Straight line body, swell paint job, quick pick-up, all kinds of speed, and is always ready to go."

Eva—"You talk like an idiot."  
Edna Mae—"I have to talk so you can understand me."

George Henry—"That girl of yours is a sweet kisser."

Mark—"How do you know?"  
George Henry—"Oh, I had it right from her own lips."

Mr. Everett—"I pulled off something big last night."

Miss Cox—"What?"  
Mr. Everett—"My shoes."

**JUST A MATTER OF FORM**

Ray—"If I try to kiss you, will you call your father?"

Lula—"Yes, but he's not at home."

I love your eyes, I love your lips,  
I love the gentle way you speak,  
But when you say, "Come kiss me dear,"  
Oh, lady, then I love your cheek.

L. M. L.

Miss Thompson—"I suppose you have been thru Algebra?"

Clyde—"Yes, but I passed thru at night and I didn't see the place."

Miss Stamps—"I told you yesterday I'd give you one day to hand in that theme."

Homer—"Yeah, but I thought I could pick any day."

George Henry—"I shall kiss you; I must; I will." (No response).

George Henry—(Shouting), "I shall kiss you." (Still no response.)

George Henry—"Say are you deaf?"

Dorothy—"No, but you sure are dumb."

Breathes there a man  
With soul so dead,  
Who never to himself

Has said,  
As he stubbed his toe  
Against the bed,  
xxx !!! xxx !!! xxx

Mr. Armstrong—"No, young man, words do not matter, it is only deeds that matter, words never count."

Lawrence—"That depends. Have you ever sent a telegram?"

Lillie M. Leake—"I couldn't decide among my beaus, so I told them all to see papa."

Thelma—"Well?"

Lillie Mae—"Now I'm worse off than ever; papa gave his consent to every one of them."

**SPORT-O-GRAPH**

By Johnny Leake

**Courage**

Show me a man who has formed the wholesome habit of keeping a stiff upper lip, who meets his difficulties by the exercise of ingenuity, and who expects to fight for everything he gets, and I will show you a star.

No one can answer for his courage who has never been in danger. We are full of hidden forces.

You cannot tell how much responsibility a man can carry without stumbling, nor how much grief a woman's heart can suffer without breaking. Why? Because we have no measure for one thing, COURAGE!

There are those who love "the doubtful ridges of the battle," who go down to sea in ships, sing in the face of the storm, and laugh at the arrows of the sleet.

These are the overcomers. These are the salt of the race.

You can win this tournament girls, the defeat in Brighton should serve you with confidence and assure you to know that your opportunity is at hand.

Play them, for a weaker team acknowledges to no one their superiority. Communicate your convictions—Egotism is disgusting but courage and confidence is to be praised.

Too bad that the boys had to lose. But lets forget it now for nothing can be had from worrying over something lost. We know that our team is a good one and by a fair appraisal of playing merits, they can stack up with any high school team.

There will no doubt be many surprises and disappointments resultant to the various predictions and prophesies of the fire-side depesters. There are those expected to look good that will fall down, and those unheard of rise to fame. A true characteristic of tournament play.

In Capt. Ruth Craig, Collierville has a good basket ball player, a better shot cannot be found on a high school court. She should shoot and shoot a lots, but don't shoot too quick, work for better position. Daisy will be there as she always is, a hard fighter and fast a plenty. She should attract much attention in the meet. Sarah Jones is the only inexperienced player on the team, this being her first entry in tournament play. A hard fighter and natural basket ball player, handicapped only by size and experience. Her best work has been done when competition was stiffest and when her team was behind. She will be the last one to quit. Frances Piper should be getting back into form, her work at the beginning of the year was far better than she has exhibited in her last two starts. When in form she can play on anybody's team. Elean and Alaine have done great work for the whole

## Feed Cow Chow For Extra Profits

Records are still coming in from Huddreds of Milk Producers all over the country. They are telling the Purina Field Men their Costs, no matter what feed they may be using. Adding these up we have the Most Astonishing and the Most Valuable Feeding Information ever placed before American Dairymen. COW CHOW Comes out Ahead in this Impartial Survey.

You will Come out Ahead if you Feed COW CHOW for a year.

**Hinton & Hutton Co.**  
Authorized Purina Dealers

**Dodson's Economy Store**  
Fancy Groceries and Produce  
Courteous Service Always  
Phone 94

### Atwater Kent Radios

The New 1929 All Electric Dynamic Atwater Kent Radio is Here. Let us Demonstrate one in your Home.

**J. W. Lynch Auto Co.**  
Goodyear Tires, Gas, Oils and Service  
Phone 74

**BIGGS & DUDNEY**  
General Merchandise  
Service Quality  
Phone 43

### The Wants of Workmen



in the way of Proper Tools, Implements and Supplies are provided for by us in the better grades and at the most reasonable market prices. Our Stock is Complete and we can supply your needs Promptly.

**W. W. McGINNIS**  
LUMBER, SASH, HARDWARE and COAL

season, both steady and dependable. Galla Mae may be used some and should serve to greatly strengthen the team but with her much is dependent upon her physical condition at that time. Mary Frances has done great work at guard, one of the best defensive players on the team.



**BEADS ENLIVEN SHEER GOWNS;  
DRAPED COLLARS THE LATEST**

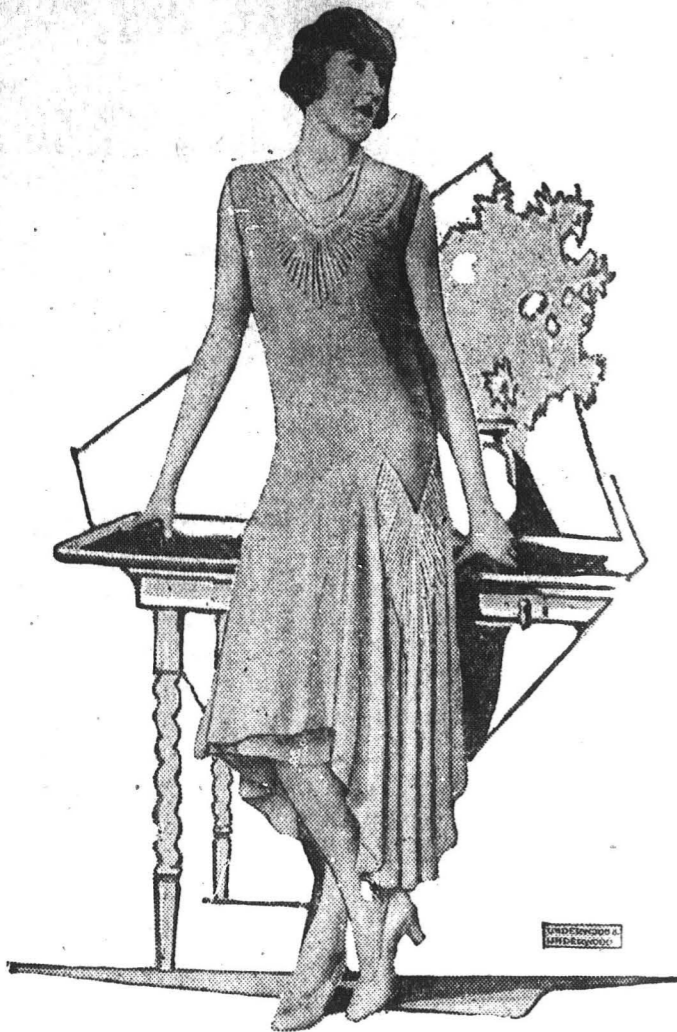
AS TO whether the beaded gown is fashionable—depends. If by beaded gown is meant one of those "fearfully and wonderfully made" creations laden with beads en masse until not an inch of the original fabric is visible, their day of triumph has departed.

The modern beaded gown bears little resemblance to the beaded gown of yesteryear. To win fashion's favor the evening gown of the moment must be discreetly touched with beads, not smothered with them. The beaded theme must be interpreted with that delicacy which achieves an elusive

also delicately patterned with beads. One of the sweetest debutante gowns in the social picture is of white stiffened chiffon, a fabric of utmost smartness. Rhinestones and tiny mirrors form little flower motifs and these are scattered here and there like blossoms fluttering their way in joyous springtime.

A becoming neckline is greatly to be coveted. It's not far from true to say that a neckline makes or mars a dress. Anyway the neckline has a lot to do with whether you like a dress or prefer another.

In matter of neckline the new spring



Beads Give Charming Touch to This Gown.

beauty—now here, now there a bit of a sparkle.

The theory that a few beads are more effective than many works out exquisitely in the instance of the gown in the picture. Here simple motifs are deftly worked with handsome crystals at neckline and at hipline.

Typically new in more ways than one is this exclusive model. In the first place it highlights fashion's latest whim, that of the very sheer gown sparsely worked with beads. At smart functions one sees countless gowns which look as if they came straight from fairyland, being all of frothy billowy tulle or of some other equally as diaphanous transparency, enlivened with a lightsome touch of glittering beads.

Then there is another feature about this evening frock in the picture. It conveys a new trend—the semi-princess silhouette. Very often the idea is carried out to the point that the top of the frock adopts stender princess lines, contrasted by excessive fullness coming from a long waistline. In this instance, while the hemline achieves

frocks are ever so satisfying in that they register one intriguing flattering effect after another.

Evidently the nonchalant draping and tying of the popular triangle and kerchiefs scarfs has had its influence on designers who are creating necklines this season which reflect these tendencies.

Soft drape effects which involve scarfs, bows, streamers, panels, caplets and what not are played up in every conceivable way. The scarf especially inveigles itself into the picture at every opportunity. One-sided scarf effects are introduced in novel treatments. Then again triangles are worked in to serve as yokes, which also tie somewhere effectively.

The resourcefulness of the designer in the matter of inventing new necklines is demonstrated in the graceful effects which drape across the front and tie at the back. As to bows necklines without a bow of some kind, somewhere, are in the minority.

The smart street dress of soft woolen in the picture boasts a fetching



Smart Street Dress of Soft Woolen.

fullness, a slender one-piece effect is maintained.

Among enchanting versions of daintily beaded modes appears a ravishing gown of peach-pink chiffon. The bodice follows the line of the figure with that slender lovely grace so characteristic of the newer silhouettes. There is also the semblance of a frail little belt worked in rhinestones and a very décolleté sleeveless yoke is

new neckline treatment with the soft drape effect as its basic theme.

Another point of interest which invites attention in the detailing of this swagger frock is the cunning peplum, at the waistline. It is very new, this idea of a wee apron effect or flaring frill. Many of the print frocks feature plaited peplums.

JULIA BOTTOMLEY.  
(© 1924, Western Newspaper Union.)

**THE KITCHEN CABINET**

(© 1924, Western Newspaper Union)  
These perturbations, this perpetual jar  
Of earthly wants and aspirations  
High,  
Come from the influence of an un-  
seen star,  
An undiscovered planet in our  
sky.  
—Longfellow.

**CANDY A FOOD ACCESSORY**

The convenience of using such prepared foods as candy in desserts, makes this a particularly helpful addition to the emergency shelf.

Hard candies like peanut brittle and peppermint can be chopped or mashed. Candy bar with its delicious mixture of caramel, chocolate and nuts or other ingredients, is best shaved and added to the recipe. Marshmallows, slightly melted or fresh, add a pleasing texture to a dish, as well as flavor and sweetness.

Peanut brittle chopped or mashed, folded into whipped cream is a good topping for angel food or, added to boiled frosting, a good topping for cookies. Added to whipped cream and frozen it is attractive in a mousse.

Caramel placed in the bottom of a custard cup before adding the custard will make a delicious sauce when it is turned out.

Peppermint Stick Ice Cream.—Take one-half pound of peppermint sticks, one quart of medium cream, one pint of milk, one-half teaspoonful of salt. Soak the candy over night. Add the cream, salt and sugar if you want it, and freeze.

Scalloped Apples With Peanut Brittle.—Spread thinly sliced apples over the bottom of a baking dish. Sprinkle with salt, place a layer of peanut brittle on top, repeat until all the apples (six large ones) and three-fourths of a pound of peanut brittle is used. Pour over four tablespoonfuls of lemon juice on the last layer of apples before adding the last layer of brittle.

Candy Bar Cottage Pudding.—Cut squares of cake or use cup cakes. Cover with very thin slices of candy bar. Pour hot custard or lemon juice over it.

The need for sweets for children has always been recognized and advocated by most physicians. Suitable provision should be made for sweets for growing children, but they should be given with or immediately after the meal. The child fond of candy will demand it at any time, so it is much better to regulate the amount and the proper time for eating it, rather than leaving it to the appetite of the child.

Candy as a dessert is no new thing, and many mothers find it an excellent compromise in the menu for candy loving children.

**Food for the Family.**

When you wish to serve something very choice for your family and friends prepare:

**Almond Soup.**—Take a cupful of blanched and ground almonds, pound them in a mortar until they are a smooth paste, adding a drop of milk to moisten. Scald a quart of milk, add the almonds and a tablespoonful of bitter seasoning and flour well blended for a binding. Cook until very hot, serve in bouillon cups with a spoonful of whipped cream on top. Garnish with finely shredded almonds and serve with croutons. To prepare them butter half-inch slices of bread and cut into half-inch squares; brown in the oven, stirring until well browned all over.

**Veal Birds.**—Take mutton slices of veal, cut into strips two by four inches, spread with any desired stuffing, using chopped salt pork, some of the veal left from the trimming, bread crumbs, seasoning and nuts if desired. Roll up the veal strips, skewer with toothpicks and place in a baking pan with enough thin cream to partly cover. Roast, basting occasionally until the veal is well browned. Thicken the cream, adding more if needed to make a gravy to serve around the birds.

**Benares Salad.**—Chop fine one Bermuda onion, add two finely diced apples, one small finely shredded pimento, and one cupful of fresh grated coconut. Blend well and serve on lettuce with a simple French dressing.

**Parsnip Fritters.**—Cook and mash a cupful or more of parsnips. Prepare a fritter batter. Mold a tablespoonful of the seasoned parsnip and dip into the batter, fry in deep fat and serve with a sauce from a can of pineapple.

**Fig Dessert.**—Steam large pulled figs, slit the side and fill with a nicely seasoned cream cheese to which a few chopped nuts have been added. Press in the original shape, chill and serve on a dolly covered plate with crackers and coffee.

The proper choosing of food, its manner of cooking and serving, is no small matter in the success of an individual. Who knows what heights have been reached by the well nourished and healthy men and what crises have been committed because undernourished, suffering or improperly fed people have given up the fight.

*Nellie Maxwell*

**Cryptic Enough.**  
Educated Egyptian—You have no wonderful hieroglyphics in America, no mysterious inscriptions, no indecipherable relics of an ancient literature whose secrets the wise men have tried in vain to discover.  
American Tourist (humbly)—No, we haven't any of those things, I admit. But (brightening up) we have our railroad timetables.

**Young Lady's  
Elbows No Longer  
A Hat Rack**

"I just couldn't resist any longer telling you of your wonderful medicine, Milks Emulsion. I have been constipated as long as I can remember. Had typhoid fever when I was eight years old and since then my bowels haven't moved freely. Doctors have given me bowel medicine and I have taken pills, salts, castor oil, and everything a person could think of. They didn't do me any good whatever. Now, whenever I hear anyone say they are constipated, I immediately tell them of Milks Emulsion. I have taken about 12 large bottles, not all of them regular. Now I keep Milks Emulsion in the house and take it regular. I have taken so much medicine that I thought it was all alike.

"I had a sallow complexion, no color, and felt miserable all the time; but now I have the color of health, and health is something I wouldn't exchange with anyone for a fortune. I wouldn't take ten times the price I paid for Milks Emulsion for the results I have obtained.

"I am 19 years old and weigh 105 pounds. Have gained 5 pounds since taking your medicine and am still gaining. My face is round and my arms are getting round. Before, people used to hang their hats on my elbows, thinking they were hatracks. Now I am going to keep on with Milks Emulsion until I weigh 125 pounds. "I mentioned your Emulsion to two doctors. They both admitted it was good, and no one knows better than I that it is not only good, but wonderful.

"You may publish this letter if you wish and anyone that wants to ask me about your medicine may do so. I promise to answer every letter. In fact, I couldn't do enough for Milks Emulsion to repay them for what their medicine has done for me. I remain, very respectfully yours, ROSEMOND BOWER, Frontenac, Kan."

Sold by all druggists under a guarantee to give satisfaction or money refunded. The Milks Emulsion Co., Terre Haute, Ind.—Adv.

**Conditional**

Woman (on train with well-grown boy)—Do I have to pay for the child?  
Conductor—Well, you needn't, ma'am, if you don't mind some passengers sitting on him.

A boy judges his mother's greatness by her ability to make pies.

**ACHING JOINTS**

**ASPIRIN**

**ASPIRIN** is the trade mark of Bayer Manufacture of Monoaceticacidester of Salicylicacid

**A Distinct Change**  
Husband (going over arrangements for a late vacation)—The Joneses are going to mind the cat, aren't they, dear?  
Wife—Yes.  
Husband—And the Browns are taking care of Fido and the parrot?  
Wife—Yes, that's the arrangement.  
Husband—And baby is going to your mother's—so what about a nice quiet rest at home?—Passing Show.

**Actors Resent Caricatures**  
Husband (going over arrangements too seriously are aroused over their caricatures being given by Rap, a Parisian revue artist, who is creating quite a furor by his mimicry of the personalities of the hour in Paris. Mistinguette, the idol of the dancing world, had a bad time of it when she recently visited the theater to see a cartoon of herself on the stage. When she was leaving the box office, it is said, the manager asked her if she would like to meet Rap, and she exclaimed, "Oh, No! No!" and hurried from the theater.

**Well Provided**  
"Does your husband give you an allowance, or do you ask him for money when you need it?"  
"Both!"—Passing Show.

How this delicious food supplies **ENERGY** Quickly to people who work hard

**KARO** is a delicious food—but more—it is a real energy food.

Which means, Karo supplies energy quickly.

There are 120 calories per ounce in Karo—almost twice the energy-giving value of eggs and lean beef, weight for weight.

And this is important to those who work and play hard. Especially good is Karo for growing children, as your doctor can tell you.

No effort to digest Karo is required as in many other staple foods.

Serve plenty of Karo—keep the folks healthy, happy and satisfied.



**DELICIOUS ON PANCAKES**

# KELSEY CHEVROLET CO.

Sales - Service - Used Cars

See the Outstanding Chevrolet of Chevrolet History—a Six in the Price Range of a Four

### LOCALS & PERSONALS

Hays Hurdle who is attending A & M College at Starkville, Miss. visited his parents last week end.

Mrs. Susie Bryan and son Sale spent Sunday with Mrs. Bryans' sister, Mrs. J. H. Irby.

Mrs. L. P. Pierce and family visited Mrs. Pearbe' parents in Memphis Sunday.

Mr. and Mrs. J. H. Irby spent Wednesday in Memphis.

The Ladies of St. Andrews Guild will meet with Mrs. M. L. Madgum at her home on Tuesday afternoon at 2:30. The President urges a full attendance at this meeting.

The friends of Miss Katherine Dean will be glad to learn she has been asked to sing over W. M. C. Miss Dean has a pleasing voice and her friends are looking forward to hearing her voice over the radio.

Mr. E. B. Baldwin Jr. returned this week from St. Louis, after taking a course at the Purina Feed Mills. He is with the Hinton & Hutton.

### Too Late for Publication

Letters were received from our Correspondents at Forrest Hill, Germantown and Eads, too late for publication this week.

### NOTICE.

Notice is hereby given that

after March 5th all dogs found running at large on the streets of Collierville, without a muzzle, will be taken up and placed in the pound according to City Ordinance. All owners of dogs will act accordingly. J. A. Lowe, City Marshall

## The Advertised Article

is one in which the merchant himself has implicit faith—else he will not advertise it. You are safe in patronizing the merchants whose ads appear in this paper because their goods are up to date and not shop worn. : : :

For Electrical Contracting and  
Water Kent Radios  
Call  
Granville Biggs  
Phone 74

### SOCIETY

Mrs. Lucile S. Swoope, Editor. Phone 83 or 14

The winners of high score for the year at Bridge were delightfully entertained by the "losers" last week, when a Box Party at the Orpheum Theatre in Memphis, was enjoyed. Favors in the form of orange baskets filled with delicious mints, tied with tri-colored ribbons and decorated with tiny hatchets, carrying out the George Washington idea, were artistically made by Mrs. Elliott and presented to the guests as they were seated. After enjoying the performance, the party was served at Fortunes Soda Room.

Mrs. Jack Dudney, hostess to the Lanier Bedford Chapter, U. D. C. at their regular monthly meeting, Feb. 13th, in her home on Main Street. A large number was present. After an interesting business meeting, the Historian presented the following program: Piano Number, Mrs. Perry Piper; Life of Andrew Jackson, Miss Katherine Burchett; My Visit to the Home of Sam Davis, Mrs. Robert Allen; Sam Davis, the Boy Hero, Miss Elinor Fleming. Delicious refreshments were served and a Social hour enjoyed.

The Ladies Friday Afternoon Bridge Club, was entertained last week, by Mrs. Sam Hinton, in her home on College Street. Four games of Bridge were played by the following members: Mrs. P. O. Baker, Mrs. J. H. Buckham, Mrs. Karr Hinton, Mrs. Sam Hinton, Mrs. E. I. McKie, Mrs. Perry Piper, Mrs. R. D. Wilson, Mrs. J. H. Irby, Mrs. Cecil Elliott, Mrs. W. W. Norfleet, Mrs. Tufft, Mrs. H. L. Sigrest, Mrs. V. Leake, Mrs. A. E. Guy, Mrs. J. M. Glenn, Mrs. Cornell Pankey and Mrs. J. K. Swoope. A guest table included Mrs. Elton Jameson, and Mrs. Wash of Rossville and Mrs. Delaney and Miss Doria Hinton. An attractive salad course was served at the close of the game.

Mr. and Mrs. J. M. Glenn entertained their friends with a Bridge Party Monday evening in their attractive home on Main Street. At the close of the interesting game, Mr. Sam Hinton was high score, winning a handsome deck of cards. A linen handkerchief was presented Dr. Parr for low score and Mrs. McKie's reward for lowest ladies score, was a lovely potted plant. At a late hour a delicious ice course was served for twenty guests.

Misses Margery and Gene Craig were charming hostesses to the Young Ladies Bridge Club Thursday evening. The Members including Misses Maggie E. Cox, Dorothy Davis, Bliss Dunn, Eula Dudney, Dorothy Glenn, Katherine Dean, Jennie Leake, Elizabeth Parr, Francis Stamps, Louise Williams, Fannie and Ruth Weinstein, played four games, at the close of which attractive prizes were awarded. Miss Bliss Dunn captured high score prize, a double deck of cards. The consolation, a crystal necklace, falling to Miss Francis Stamps. At the close of the evening, a salad course was served, which with the tally cards and favors were suggestive of Washington's Birthday.

Mr. and Mrs. E. I. McKie entertained with a small dancing party Thursday evening at their home on Poplar Pike. Nine couples enjoyed the hospitality of this popular couple. Refreshments were served at 12 o'clock.

The Maud Cowan Chapter U.

D. C. held their regular meeting at the home of Mrs. C. R. Davis at Bailey. Plans for a Benefit Bridge Party in the home of Mrs. Cecil Cox on the afternoon of April 1st, were discussed. A delightful musical program was rendered, at the close of which an ice course was served.

Mrs. Hamilton Ward delightfully entertained twelve of her friends at Bridge Friday afternoon in the home on Court Ave. in Memphis. Her guests were Mrs. Milton Mann, Mrs. David Cartwright, Mrs. John Markins of Forest Hill, Mrs. Walter B. Mebane, Mrs. Charles Davis, and Mrs. Paul Wilson. Mrs. Ward attractively gowned in blue crepe with touches of yellow, was assisted in receiving by her sisters, Mrs. Lloyd T. Ward and Mrs. Ned Ward of Memphis. Mrs. Charles Davis received a handsome box of stationery as high score player. A red, white and blue color scheme which was carried out in the decorations, tallies and favors was reflected in the salad course at the close of the game.

### Eskimo Children Have

Toys of Rare Beauty

Eskimo children possess the spears and harpoons cut from walrus bones, small ivory toys with ivory tipped arrows, and other little toys about a foot long, cleverly fashioned from skins and painted with carved ivory buttons. If you have a padlock of hair, a little harpoon, a walrus tusk, seal skin and delicate ivory jewelry.

Little studs of ivory, only a few inches long, yet perfectly finished, with several ivory darts finished with red deer hide barbs, are treasured possessions of Eskimo boys. Deer walrus bears, seals—all sorts of queer fish and birds—are carved from pure ivory and given to the children at Yuletide. Beautiful little ivory beads of the Far North, porcupine and the walrus, are cut so delicately that ivory as to astonish the examiner.

There are ivory thimbles for the girls, tiny ivory pins for their white, black hair, buttons or clasps for fur belts, shagreened bags of white fur from the Arctic hare.

Some boys have a marvelous drum made of a thin strip of walrusbone bent to form a circle. Both sides are covered with tightly stretched shark skin. Two little walrus bones are fastened to the drum, and a small hole in the hole that radiates from the instrument.

Many of these toys reach American cities but are sold in curio shops and are far too expensive for Santa Claus to distribute.—Boston Herald.

### Mystery and Romance

## The Return of Anthony Trent

By WYNDHAM MARTYN

Wyndham Martyn has the happy faculty of being able to write a story that not only has that mysterious touch, but also the proper amount of romance, so that it holds the reader's attention from beginning to end. He is not unknown to the American public, as various of his mystery stories have been published in the past few years. His most famous character is Anthony Trent, who in earlier stories operated outside the law, but is now utilizing his great talents to serve the ends of justice.

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Beginning Next Week in the Collierville Herald

Welcome

# Collierville Herald

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"Where You Meet Your Friends"



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- "SPECIAL DAIRY FEED" a Medium Price Feed.
- "DIAMOND DAIRY FEED" a Very High Grade Feed.
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The International Line of Feeds

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## J. R. COX & SON

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Mrs. B. L. Barker, Greater Children's Entertainer, will give an Entertainment and Picture Show at

Parkview Theatre, Monday Afternoon at 3:30

Come to our Store Monday and get FREE Tickets

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SERVICE With a Smile, and it Means Real SERVICE

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