

THE COLLIERVILLE HERALD

"COLLIERVILLE, THE DAIRY TOWN"

Vol. 1

Collierville, Tennessee, Friday, June 28th, 1929

No. 18

TOWN NOT "TOO SMALL BUT TOO MUCH LAW"

Collierville is Known by Criminals as Good Place to Stay Away From

Collierville, Tenn. got a slap in the face Saturday as a "mighty small 'Burg'" when W E Rumbley, 20, Paris, Tenn was questioned by Sergt W J Hendrix in connection with his alleged check passing activities. Rumbley was arrested late Friday by Detectives A O Clark and W T Pilkinton. The officers reported finding several hundred blank checks on him bearing the name of Blue Bell Creameries of Louisville, Ky. Three of the checks were made out to be passed at Collierville, police said. "When I got to Collierville I just kept on going. That 'burg' was too small to light in and try to get any money out of it", Rumbley told Sergt Hendrix. —Evening Appeal of Saturday.

The above item appeared in Saturday's Appeal under the heading "Small Collierville Given Go-by By Forger" and states his reason was "burg was too small". As a matter of fact the town is not too small as evidenced by attempted stunts of this kind in other places of this size and even smaller, but it's just the case of "too much law" here. With Marshall Lowe on the job in the City and the County officers and Deputies and the City Detective and Police Department, giving him every co operation, it is becoming known that Collierville is "mighty good place for crooks to stay away from. Recently a man appeared in town with a nice little story which sounded wrong to Marshall Lowe and that party was soon under arrest and was found to be wanted in Ark. It doesn't take many cases of this kind for the word to be passed along that a town is unhealthy place for law breakers and so it is "passed up" by this class—not account of it's size, but because of it not safe to work there. Let's continue to help our officials and make Collierville a good town in which to live but "too small for crooks to work in."

To Have Demonstration Sale

Thru the courtesy of Chas. Dean & Son, W H Beatty of Swift and Co. will be here Saturday to conduct a demonstration sale of Swift products at the Dean Meat Market. This will be interesting and instructive, for Mr Beatty is an expert in his line. Mr J L Dean who has charge of the market, is making every effort to give his patrons the best of service and this Demonstration Sale will be an attractive feature.

Our First Community Page

In this issue of the Herald will be found the first of a series of Community Pages, which will be run from time to time, sponsored by citizens and business firms of the town. Thru these pages we hope to help create a greater spirit of co-operation in Community work, that the Herald may render a service to our territory.

Rossville Notes

The West, Boyd, Morrison and Knox families and Beatrice Rives Freddie mai Thomas and Cecil Thomas motored to Reelfoot Lake Sunday.

The Rives family and their guest, Miss Cantrell, Miss Marjorie Morton and Farley Hill spent Sunday at Shiloh Park.

Douglass Baird and family of Holly Spring, Miss. visited his brother, M Baird Sunday.

Looke Baird of California is also a visitor of the Baird family. Mrs Nora Thomas who has been here with relatives for the past week has returned to her home in Fisherville.

James Thomas of Lake Village, Miss. who has been the guest of his father for a few days has returned home accompanied by Misses Mary and Martha Thomas who will spend the summer there with relatives.

Meedames Cowan and Cogbill of La Grange spent Wednesday in the home of Mrs John Crawford.

John Crawford, Mrs Petty and Pattie Crawford are at home after spending a few days in Clarendon, Ark.

We regret to state that Mrs A E Farley is on the sick list.

Meedames Burkam and Jones of Collierville were the guest of Mrs Knox, Wednesday.

Louise Thomas is at home after a few weeks stay in Searcy.

Meedames Jamerson, Knox, Boswell and Petty attended a Bridge luncheon Tuesday given by Meedames Burkam and Guy of Collierville.

E H Jamerson and wife and Harry Jamerson spent Sunday afternoon with their parents.

Mrs Ruby Scott of Chicago is here for a stay with her brother F B Towles, while their sister Marguerite is on a European trip.

Meedames Crawford, Boswell and Frazier enjoyed a luncheon Thursday with Mrs Nebhut in Red Aores.

Mrs J W Boyd spent Thursday with Mrs Hamner Farley

The W M S was entertained by Mrs C F Thomas Tuesday.

Louise and Doris Baird gave a Bridge party Friday evening for their brother Robert Locke.

Corrine Cowart was so unfortunate as to have her car wrecked Saturday near here on poplar pike. Two cars met with serious damage to both and to the occup apts, Eva Thomas and Mr Weinstein who were with Mrs Cowart.

MICKIE SAYS—

ALL THE ARTISTIC THINGS AINT HUNG IN FRAMES—TAKE SOME OF 'EM NICE PRINTING OUR JOB PRINTING DEPARTMENT TURNS OUT—MASTERPIECES, I CALLS THEM—COME IN AND GIVE A LOOK

IT PAYS TO ADVERTISE IN YOUR HOME PAPER



"All Set" for Birthday Party

Celebrating their first anniversary, Saturday, June 29th, the Collierville Cash Feed Store will have a Birthday Party to last all day long and an invitation is extended to everyone to come. J C Cook, Manager and Ed Sar Russell, Ass't Manager, have been busy all week, working out the details and getting things ready. They are "all set" and the party will begin early Saturday and last all day long. Ice cream and cold drinks will be served and music will be a feature of the entertainment. Most birthday parties you attend, you take a gift. This one is different. You don't take a gift but just go and have a big time and as part of the celebration, they are making special birthday prices on all their feeds and in addition are giving away a fine Jersey heifer calf to some customer who holds the winning ticket. A ticket is given with each 100 lb. sack of feed purchased during the day. The drawing will take place at the close of business Saturday evening. You write your name on the ticket, place it in the box and if your name is drawn you get the calf. The store appreciates the business given them during the past year and take this method of showing their appreciation and want everyone to visit the store during the day.

Wilkerson-Humphries

The marriage of Miss Mary Davis Humphries to Mr Mark S. Wilkerson was solemnized at the Christian Church parsonage Sunday morning with Rev Coyle officiating in the presence of a few close friends.

To Issue New Directory

The Collierville Telephone Co. will issue a new directory at an early date to be printed by the Collierville Herald. Mr Delaney will begin at once arranging the copy. This book, which is used many times each day, furnishes a splendid advertising medium. The Company has added quite a list of new names since the last directory was printed. Having this printed here is another move along the line of "Trade at home and keep Collierville money in Collierville".

METHODIST CHURCH

Sunday School 9:45
 Preaching by Pastor 11 and 8:00
 Junior League 5:30
 Senior League 7:15
 Prayer and Praise, Wed. 8:00
 Woman's Society, Monday, 3:00
 Our meeting begins the First Sunday in July. We have Mr. Alford Taylor to lead the singing. The Church and Pastor will do the work. Will you do your part and be in your place? If you don't who will do it for you?
 B. J. Russell, Pastor.

Are You Watching For Your Name?

Interest in the "watch-for your name in the ads" contest is growing. This week Cecelia Morris and Virginia Neely were the guests of the Herald thru the courtesy of Messrs Fred Evans and Biggs and Dudley, in whose ads the names appeared. Read the ads; you may find your name. If so, come to the Herald for tickets.

To Have Annual Picnic

A real honest-to-goodness old fashioned Annual Picnic, where you meet your friends and enjoy a day's outing, will be the Big Annual Rossville Picnic, Thursday, July 11th. Plans are being made this year for the biggest picnic ever held. Good barbecued meats, ice cream cold drinks and everything else that is needed for a picnic has been arranged. The amusements will be there, with music by a splendid six-piece orchestra that means dancing both in the afternoon and at night. A cordial invitation is given everyone to come and Rossville will do her best to make the day a real joy for you. Mr H H Farley is in charge of the various committees and is receiving excellent co operation in making this day a success. Make your plans now to be in Rossville July 11th.

New Sale Success

That our people appreciate bargains and the "buy at home" movement was demonstrated last week when Kelsey Brothers put on the Dollar Days Sale which was a bit different. Printed-at-home posters, announcing bargains of exceptional values, were sent out previous to the sale, which opened Thursday and ran thru Saturday with very satisfactory results. People were quick to take advantage of the bargains, displayed in an attractive way. Our home merchants are entitled to our support and Community Loyalty can be built by your "buying at home" whenever possible.

CHRISTIAN ENDEAVOR NOTES

"Summer Slump" merely peeped in the window and sneaked away disappointed. Yes, of course the Christian Endeavor was having the regular Sunday night service. No kind of slump could live in such an enthusiastic crowd. Interest and attendance are increasing. We had a very interesting program under the leadership of Leslie Jameson. All topics and questions discussed were on the subject, "Christ Teaching Self-Control". Nearly everyone present took some part on the program and helped to make it more interesting.

We have planned a spelling match for the first Sunday in July using as the words the names of Books of the Bible. Mrs Coyle offers a Bible to the one who stands longest. So study and come and you may be the winner. July 14th 3:00 P.M., we plan to give a program at Kirk's Chapel where they want our help in organizing a society. July 15th, is our C E union meeting which will be a picnic at Overton Park. We won the attendance banner last time and want to again. Come help us win and also have a sure nuff good time. We also plan to help the Bethany young people reorganize their Endeavor Society. Our motto is "Service" and we are trying to practice it. Just now we are sponsoring the raising of funds for new song books for our meeting in August. We want to do all we can for "Christ and the Church".

Card of Thanks

We wish to thank our many friends for their kindness and sympathy shown us in the bereavement of our beloved one, Elton. Mr and Mrs H W Jones and Janie Cathrine.

Germantown Notes

R L Payne of Oklahoma City, Okla. is visiting his sisters Miss Adelia and Telesa Payne.

Mr and Mrs P E Gorman are visiting in Memphis.

Mrs J T Payne was a visitor among old friends this week.

Mrs W L Drake is in Tupelo, Miss. visiting her sister.

Mrs Raymond Hudson of Buntyn is visiting her mother this week.

Mrs Bryan Payne was a visitor in the home of Mrs Kemp Coopwood this week.

Mrs E T White is visiting in Collierville this week.

Mrs J A Cole is a guest of her son in Memphis this week.

Mrs J A McVay was a visitor in Memphis Tuesday.

Mary Pressley and Janie Moffat were visitors at the home of B L Waller this week.

The Choir of the Union Ave. Baptist Church under the direction of Mr Geo. Richmond gave a concert at the Presbyterian church Tuesday night for the benefit of the building fund of the new Methodist church. The singing was fine and quite a neat sum was realized. This concert showed a wonderful spirit of co-operation as it was a Baptist choir in a Presbyterian church for a Methodist benefit. We hope they will come again soon.

We were very happy to see Mr B L Waller well enough to go to church Sunday.

The pulpit of the Methodist church was filled Sunday by visitors. Rev King of Obion preached at the morning service and Rev Lassiter of Grand Junction at night.

Mt Pleasant Notes

Mrs Miller of Memphis spent the week end in the B O Stone home.

Dr Conner and daughter, Lucy were in Collierville Wednesday.

B O Stone and wife were in Memphis Tuesday.

Franklin Kelsey and Jack Williams of Collierville were business visitors here Tuesday.

Rev McCall was in Memphis Wednesday.

Mrs A L Chandler, Miss Ruby Huston and Buster Goodman were fishing at moonlake recently

T D Coopwood and Rev McCall were in Senatobia Friday.

Mrs M E McCandless is visiting Mrs Emma McCandless in Slayden

N M Carpenter was in Michigan City last week doing well work.

Mrs Chandler and Miss Jarvis visited in Rossville Thursday.

Rebecca Collin, of Holly Springs and Frances Night of West Point spent last week with their aunt, Mrs Hargrove.

Quite a number from here were shopping in Collierville Saturday.

James Owen has gone to work in Clarkedale.

Dr Conner has purchased a new Chevrolet from Kelsey Chevrolet Company.

Mrs Kit King entertained the Missionary Society Wednesday.

N M Carpenter and family went to Pleasant Grove Saturday.

Mr and Mrs Hargrove spent the week end in Holly Springs in the Collins home.

J O Boatwright and wife from Memphis spent the week end in the W T Chandler home.

Eugene Ashford and John F. Jarvis were in Memphis Friday.

PIONEER LOCOMOTIVE TOURS THE SOUTH

Southern Will Stop Historic Engine in Collierville

Starting from Spencer, N.C on June 3rd, the Southern Railway's reproduction of the "Best Friend of Charleston," first locomotive built in the United States for actual service, began a tour of the South which will cover several of the Southern's lines.

Having made its first scheduled trip on December 25, 1830, the "Best Friend" when compared with locomotives of the present day, illustrates the progress in railway transportation that has been made during the intervening 99 years. Built for the South Carolina Canal and Railroad Company, now the Southern's Charleston division, it also calls attention to the leading part played the business men of Charleston in the development of the earliest American railways.

Mr Hill, the local agent, is planning to have this engine stop in Collierville on its way to Memphis and the train will be at the station for a short while. It is scheduled to be in Chatanooga on July 4th and in Memphis the 9th.

Mr. Warren Anthony

Mr Warren Anthony, age 47, died at his home in the Kirk community, last Thursday afternoon. He was born and reared on this place where he lived. He was a leader in Church and community affairs and always took an active interest in the needs of his people. Besides a host of friends, he leaves one son and three sisters.

Interment was made Friday afternoon in the old Anthony cemetery with Rev Coyle conducting the service. Hinton and Hutton were in charge of funeral arrangements.

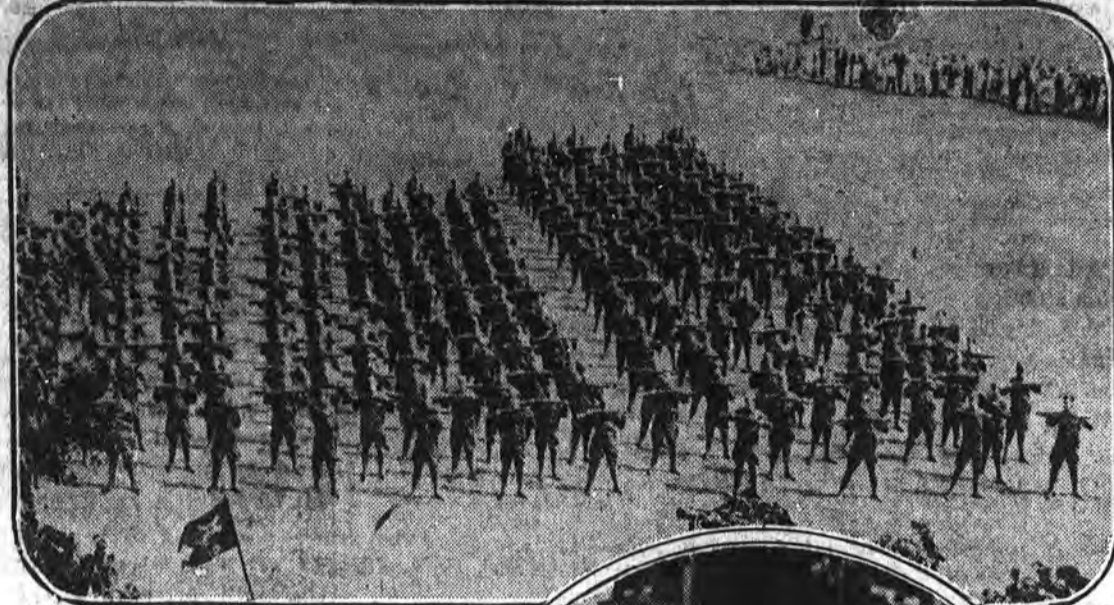
Auto Accident

A Chevrolet roadster, driven by J A Cambray of Hammond, La., collided with the Ford road service car of the Collierville Service Station, driven by Wilbur Boland at the southeast corner of the Park, late Monday afternoon. Neither driver was hurt but both cars were slightly damaged, the Ford getting a little the worst of the deal. Mr Cambray is an employee of Mr Sam Maggie, of the Standard Highway Construction Co., who was present at the time of the accident.

Celebrate the Fourth

The 4th of July is nearly here, and "what's a fourth without fireworks?" Knowing that children (grown-up ones especially) to have real fun must have firecrackers, roman candles, etc., Mr Roy Brooks, the genial host of May Pop Inn at White Station on Poplar Pike, has a complete stock of fireworks for this occasion. See his ad in the Herald and when driving to or from the Bluff City you'll find the Inn a delightful place to visit. The lunches and sandwiches served there are famous throughout this section. May Pop Inn enjoys an enviable reputation for prompt, courteous and efficient service and Mr Brooks always makes one feel at home.

What the Well-Dressed Young Man Is Wearing



THE MANTIAL OF ARMS

By ELMO SCOTT WATSON

HERE'S what the well-dressed young man is going to wear this summer: high-peaked, wide-brimmed sombrero; soft flannel shirt with narrow black cravat; peg-top woolen breeches; neatly-wrapped spiral leggings, and sturdy marching clogs. The color scheme will be olive drab throughout. On his shoulder he will probably be wearing an army rifle. For the well-dressed young men of the nation are putting on soldier's clothes on a larger scale than ever before since the stirring war days of 1917 and 1918.

The difference between 1917-1918 and 1920, however, is this: It's a bloodless war that this crop of youngsters is going to fight. And no mother—if one may be permitted to resurrect a phrase which was fortunately soon forgotten—can possibly say in regard to this war that she "didn't raise her boy to be a soldier." For the common enemy which they are going to overcome includes stooped shoulders, flat chests, sagging backbones, too little or too much weight and poor understanding of what American citizenship means.

All of which is by way of saying that at 52 citizens' military training camps, strung all the way from Ft. McKinley, Maine, to Ft. George Wright, Wash., and from Ft. Snelling, Minn., to Ft. Sam Houston, Texas, these youthful volunteers, more than 40,000 of 'em, are coming from farm and factory, from night school in the city and exclusive boys' schools, from cottage and from mansion to assemble for thirty days of camp life under the Stars and Stripes at the expense of their Uncle Sam. "Essentially schools in citizenship" former President Coolidge once characterized the C. M. T. C. For this is America's way of making her young citizens better fitted, both physically and mentally for their duties in citizenship.

The assembly of the 40,000 this year marks the peak of development of the C. M. T. C. idea since it was started in 1921. Today more than a quarter of a million husky young Americans will testify to the benefits which they have received at the citizens' military training camps, for that is the number, say government statisticians, which have attended the camps. In reality they go back to the famous old Plattsburg camps, conceived and sponsored by Col. Theodore Roosevelt and Gen. Leonard Wood, for business men and college students. That was back in 1915 and the value of the training given in the original camps was so soon demonstrated when the United States was drawn into the World War that congress, when enacting the National Defense Act of 1920, authorized the citizens' military training camps.

Although the words military training are a part of that name, making soldiers is by no means the primary aim of the C. M. T. C. movement. No obligation for future military service of any kind is incurred of those who enroll in the camps. The only requirements are the age limits of from seventeen to twenty-four years, good character and sound physique. Free trips to camp and return home and an abundance of wholesome food, uniforms, athletic equipment, laundry service and other necessary expenses are provided by the government. And there are no strings attached to this offer. Uncle Sam simply asks the privilege of taking over for a period of six weeks the training of his sons for the purpose of the following:

"To develop the manhood of the nation by bringing together young men of high and different types from



ALESSON IN BED-MAKING



ARTILLERY DRILL

all sections of the country on a common basis of equality and under the most favorable conditions of outdoor life. To teach them the privileges, duties, and responsibilities of American citizenship. To stimulate the interest of the youth of this country in the importance of military training as a benefit to the nation and the individual taking such training. To inculcate self-discipline and obedience and to develop these youngsters, physically, mentally, and morally."

He believes that in return for what he is giving his sons so freely they will repay in kind—as good citizens in times of peace and as voluntary defenders if ever war threatens him.

Elaborate preparations have been made to make this year's camps more attractive than have been the popular encampments for the past eight years. These camps offer no vacation in the sense of purposeless squandering of time in idle pursuits or useless diversions, such as indifferent youth may fancy. The camp schedule is not arduous, but for every hour there is a definite aim and occupation. Military drill fills the mornings with short intervals for rest and for the ever-welcome milk period, wisely ordained for those still fast-growing youths. Afternoons are devoted to a wide variety of sports and games, in one or more of which each candidate must take his part.

In the daily program he finds a means to greater physical vigor and control. Military drill brings proper carriage, quickness of response and exact co-ordination of nerve and muscle. Mass calisthenics emphasize these qualities through rhythmic movement. Adequate, varied, nutritious and appetizing diet for thirty days contribute its share to a bodily growth, measured by inches of height and chest expansion and many pounds of weight. Regular hours establish a proper habit of life. Systematic medical inspection wards off any danger of undue exertion and it is supplemented by hospital care in case of need.

After a long day of outdoor work and play, men welcome eagerly the recreation of the evening hours. The hostess house, under the direction of sympathetic and experienced women, affords the comforts and quiet enjoyment of a home or club. Chess and checkers, billiards and card games fill many a happy hour. Dances are organized at every training center with partners furnished by committees and clubs of neighboring communities. The Liberty theater offers moving pictures with professional and amateur concerts and plays. Most camps have their own citizens' military training camp band and sometimes their own orchestra and dramatic and debating clubs. From reveille to taps the program is full of earnest work and wholesome recreation, inciting each candidate to full performance of duty through the day in order better to enjoy the resulting leisure of the evening.

Six years have demonstrated the value of the citizens' military training camps, for which there is no better proof than the increasing desire of young men to return for a second year, coupled with the unanimous approval of parents.

Somewhat Larger
 "And what is your pleasure, madam?" asked the superbly dressed shopwalker, as a little woman in black bustled in.
 "I want a cap for my husband."
 The shopwalker introduced her to a young man who knew all about headgear.
 "What size does your husband wear, madam?"
 "Er—well, really I forget," admitted the little lady, with a blush; "but his collars are sixteen. I expect he'd want an eighteen or a twenty for a cap, wouldn't he?"

Principle Forgotten
 Many causes fail because men begin by fighting for a principle and end by yearning to lick the fellows on the other side.—Capper's Weekly.

with the real sporting spirit? In sport well conducted and well organized, it is just as easy to inculcate courage, honor and loyalty. To learn to keep our tempers in a game, to lose gracefully, to win without boasting, to congratulate a fortunate adversary courteously; these are the moral elements of an exercise which brings health to both body and spirit simultaneously.—Quebec Soleil.

Salt water is a better conductor of electricity than fresh water.

We Talk Faster
 According to the observation of a well-known stenographic expert, with the passage of 20 years there is an increase in speech at the rate of ten words per minute. People read more, see more, do more and are better educated than they were in the past and it has resulted in quicker thinking and talking.

Radio may jack the speed up even more. When radio was first used in reporting people began to say that it wouldn't be long until the shorthand reporter would be out of business. However, it has proved exactly otherwise. In the last Presidential campaign many newspapers used the radio in getting speeches.

The Sporting Spirit
 Military discipline is much praised as a means of education. But the discipline of the spirit is probably worth a great deal more. And if we must have a substitute, what is wrong

PATRIOT'S HYMN
 My country, 'tis of thee, sweet land of liberty,
 Of thee I sing;
 Land where my fathers died,
 Land of the Pilgrim's pride,
 From every mountain side let freedom ring.

My native country, thee, land of the noble, free,
 Thy name I love;
 I love thy rocks and rills,
 Thy woods and templed hills,
 My heart with rapture thrills, like that above.

Let music swell the breeze, and ring from all the trees
 Sweet freedom's song,
 Let mortal tongues awake,
 Let all that breathe partake,
 Let rocks their silence break, the sound prolong.

Our father's God, to Thee, author of liberty,
 To Thee we sing;
 Long may our land be bright
 With freedom's holy light,
 Protect us by Thy might, great God, our King.

"DECLARATION"

FROM THE "IMMORTAL DOCUMENT"

When, in the course of human events, it becomes necessary for one people to dissolve the political bonds which have connected them with another, and to assume among the powers of the earth the separate and equal station to which the laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We, therefore, representatives of the United States of America, in General Congress assembled, appealing to the Supreme Judge of the World for the rectitude of our intentions, do, in the name and by the authority of the good people of these colonies, solemnly publish and declare, that these United Colonies are, and of right ought to be, Free and Independent States; that they are absolved from all allegiance to the British crown, and that all political connection between them and the State of Great Britain is, and ought to be, totally dissolved; and that, as Free and Independent States, they have full power to levy war, conclude peace, contract alliances, establish commerce, and to do all other acts and things which Independent States may of right do. And, for the support of this declaration, with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our lives, our fortunes, and our sacred honor.

ACTIVE IN AID OF CAUSE OF LIBERTY
Conrad Weiser, Pennsylvania Patriot and Long Friend of Washington.

At his home in the Tulpehocken valley, fertile in soil and rich in German tradition, a park of 25 acres is dedicated as a memorial to Conrad Weiser, of whom Washington said: "This man served the Colonies well. Posterity will not suffer him to be forgotten."
 Born in Germany in 1696, Colonel Weiser left that country during the re-



Home of Conrad Weiser at Womelsdorf, Pa.

ligious persecution in the Rhine valley in 1710. With several thousand Palatine Germans, he settled first in the Schoharie section of New York. Here at the age of fourteen he lived for a time with the Indians and learned their language, which enabled him in later years to render his country inestimable service.

During the French and Indian wars Colonel Weiser rendered a service of national scope to the Colonies. Through his diplomacy he prevented the powerful Iroquois Indians from fighting against the Colonists.—Kansas City Star.

Betsy Ross Challenged
 Dr. George E. Hastings of the University of Arkansas in his book, "The Life and Works of Francis Hopkinson," credits Hopkinson, a signer of the Declaration of Independence, with having designed the Stars and Stripes. While examining the papers of the Continental congress, in the Library of Congress at Washington, Doctor Hastings found Mr. Hopkinson's bill for designing the flag, which was adopted by the Continental congress in 1777. The claim was never paid. A board which passed on the account was of the opinion that "The public is entitled to those little assistances given by gentlemen who enjoy a very considerable salary under congress, without fee or further reward."

SUB ROSA
 By MIMI

Program for the Busy Girl
 THERE are two little lines of worry in the rather pretty forehead of one Amelia and they're growing deeper, day by day. She's a nice kid with a pretty good face on the whole and the two aforementioned lines aren't doing anything for her chances of an external schoolgirl complexion.

But she can't help them. She is in a state of rush, of nervous activity which produces the little frown, and produces with it a certain shortness of temper, and acidity of disposition which are not endearing.

She's actually a busy girl. She works, she has a certain amount to do with taking care of her own clothes—she goes out in the evenings quite a lot, she dances, plays bridge, writes letters to an ever-increasing circle of friends—in short she lives the full busy life of a normal girl.

But she has no pleasure in it. The needless tasks which are part of everyday life pile up in front of her into a big black shadow from which she cannot escape.

Her's is got an easy-going temperament. She does not meet each minute with a serene confidence. She worries in advance of a situation, worries all the way through it about something still further ahead—and wonders why she isn't getting enough out of life.

There's only one cure for the nervous fidgety type who have a certain amount of work to do every day which cannot be avoided—that is to form a program and to stick to it.

The girl who calmly and efficiently does each day what must be done is never faced with gigantic problems all of a sudden. It's the nervous hurried Amelia type which is constantly having nervous breakdowns from overwork.

Amelia rushes through one task, only to pause for a good hard worry over what she's going to do to the old black dress when she gets home. She sits puzzling over this problem and bewailing her lack of money until some precious time has speeded past and she's horrified to discover that she has not even completed the work before her, let alone solved the problem yet waiting for her.

That causes more worry and the work she thereupon proceeds to do is faulty and inaccurate because her mind is too crowded with doubt and worry to permit its working clearly.

You see what I mean. That kind of frail little thing must have a program of some sort if she's to keep out of sanitariums the rest of her life.

Otherwise she will spend her days in worrying over what she has to do—and the time will slip past and she will find at the end of the day she has twice as much to do.

Luxury of Cattiness
BREATHES there a damsel with soul so dead who has never murmured to a bosom gossip, "Now for a really good low-down on our friends," and therewith plunged into a nice caty discussion of acquaintances, intimates and distant?

There are very few gals in the world who won't own up, under pressure, to a perfectly natural human desire, ever so often, to criticize what in their friends they find unpleasant—and to do it thoroughly.

It doesn't seem exactly a vicious practice—this little pastime of raking all one's neighbors over the coals, but honestly it's the most costly luxury any little maiden can afford.

The girl who settles herself down comfortably to tell an interested audience exactly why Dorothy isn't as nice as she's supposed to be—is indulging herself—and at what an expense.

For the sake of a few precious moments of tongue-wagging over a delectable piece of gossip—she's endangering her own good reputation and friendship with her hearers.

Oh, yes, she is! Not that they're all silently despising her for gossiping—as they eagerly listen and press for more details. Not that at all.

But somewhere inside them they're making a mental note: "This girl Anne CAN be darned caty if she chooses. I wonder what she'd say about me if she got half a chance."

Of course, that isn't a really conscious thought with them at all. But the impression sticks, all the same, and it breeds distrust of Anne.

There aren't many high-minded young things in the crowd today who will actually refuse to listen to the low-down on somebody else. So that Anne will never receive open and violent rebuff for her story-telling proclivities. She will always be listened to with flattering interest.

But she will not be trusted as a loyal friend and confidante, no matter how well her gossip is received.

Even the Dumbest Dora is bound to get wise to the fact that if Anne tells such interesting and dirty details about Dorothy, Anne will be able to furnish just the same amount of interesting data, on any girl to whom she takes a sudden dislike.

Therefore even the Dumbest Dora is careful not to give Anne food for conversation. She doesn't exactly avoid the little story teller, but she avoids being conspicuously friendly or unfriendly.

Clean Teeth Aid Health
 Have you ever tried 20 Mule Team Borax to sweeten the mouth and clean the teeth? Borax is a mild antiseptic—a perfect cleanser. Keep a cupful at hand to use regularly on the toothbrush.—Adv.

You See, He Had One
 "How do you get along without a speedometer?"
 "Well, when I get to driving 15 miles an hour my fenders start to rattle; at 25 the windows rattle; at 30 the motor starts knocking—and that's as fast as she'll go!"

After Operations
 "I was three times under an operation and I was very weak and nervous and could not eat. I suffered for ten years. I learned about Lydia E. Pinkham's Vegetable Compound and my husband bought me a bottle. I felt a little better and he bought me two more. I had the Compound in my home for two years and took it all the time. Now I feel strong and can do anything."—Mrs. A. Michalk, 3443 Mitchell Ave., Detroit, Michigan.

Lydia E. Pinkham's Vegetable Compound

Lydia E. Pinkham's Vegetable Compound

Destroys insects wholesale
 Tanglefoot Spray is thorough—kills insects by the roomful. None can escape—none revive. The remarkable effectiveness of this powerful insecticide will amaze you. This one spray keeps your home free from insects the year around. You need nothing else if you buy Tanglefoot. Prices greatly reduced. Pay less and get the best.

For flies only, Tanglefoot Fly Paper and Fly Ribbons are the most sanitary and economical destroyers.

TANGLEFOOT SPRAY

Home Cooking
 Bride—There are a lot of mistakes in this cookery book.
 Husband—Yes, I have tasted them.

For Poisoned Wounds as Rusty Nail Wounds, Ivy Poisoning, etc.
HANFORD'S BALSAM OF MYRRH
 Money back for first bottle if not suited. All dealers.

Talkies Invade Italy
 Italy has gone talkie, and sound pictures are being introduced into theaters in all the large cities. A studio in Rome has been equipped for sound production, and a special sound studio is being constructed. American and English systems are being used.

ASK FOR ALLEN'S FOOT-EASE
 For DANCING, TENNIS, GOLF, ETC.

Desert Place of Punctures
 Kalahari desert in Bachuanaland, Africa, is no place for autoists who dislike punctures. So declares a report of an exploring party that has just returned from there. Punctures averaged 20 a day, says the report, and this was due chiefly to stumps of dead trees, which often lie just beneath the sand with points like sharpened pencils. Indications are that plentiful supplies of good water exist, the report adds, and if these could be located by deep boring the desert could be transformed into a fine ranching country.

You See, He Had One
 "How do you get along without a speedometer?"
 "Well, when I get to driving 15 miles an hour my fenders start to rattle; at 25 the windows rattle; at 30 the motor starts knocking—and that's as fast as she'll go!"

Clean Teeth Aid Health
 Have you ever tried 20 Mule Team Borax to sweeten the mouth and clean the teeth? Borax is a mild antiseptic—a perfect cleanser. Keep a cupful at hand to use regularly on the toothbrush.—Adv.

You See, He Had One
 There are two sides to every story—and a lot of them should be turned.

A Small Boy Doesn't Care for a Book that is Instructive as well as Amusing.



AFTER OPERATIONS
 "I was three times under an operation and I was very weak and nervous and could not eat. I suffered for ten years. I learned about Lydia E. Pinkham's Vegetable Compound and my husband bought me a bottle. I felt a little better and he bought me two more. I had the Compound in my home for two years and took it all the time. Now I feel strong and can do anything."—Mrs. A. Michalk, 3443 Mitchell Ave., Detroit, Michigan.

Lydia E. Pinkham's Vegetable Compound



MAGNIFICENT TRICKS

"Well, how about some tricks today?" asked the keeper of his pet elephant.

All the children gathered around the keeper and said to him: "Will the elephant do some tricks today? Oh, won't that be fine!"

"Oh, please ask the elephant to do some tricks, Mr. Keeper."

"Well, how about it, Maggie?" asked the keeper, going into the zoo home of his pet elephant whose name was Maggie.

Maggie didn't answer, but made a tiny little noise, and taking her great trunk knocked off the keeper's hat.

All the children gathered nearer and laughed, and the keeper said: "I guess you feel like doing some tricks today, all right, Maggie," as he put his hat on once more, and no sooner had he put his hat back on his head than with another swing of her trunk and a funny little elephant chuckle, Maggie had knocked the keeper's hat off again.

"What does that mean?" asked the keeper. "I suppose you think that is a very fine trick, and so you must do it over, the way people do songs over it others have enjoyed them."

"Is that the idea, Maggie?"

Maggie said nothing, but waved her trunk from side to side as though to say, "Yes."

"Well, another trick," said the keeper, and he nudged the end of Maggie's trunk, so she knew that was the signal to stand up straight on her hind legs.

Then she swung the keeper up, too; and then she slowly got down to the ground, let the keeper off, rolled over and then got up once more.

"Maggie means," the keeper said, "yes, we'll do some more tricks."

So Maggie stood on her front feet, and then she knelt down while the keeper got under her, and she got up



Straight on Her Hind Legs.

once more, very carefully stepping so as not to hurt the keeper.

Then the children were allowed to give Maggie some peanuts, and they didn't see at first that Maggie was taking as many as she could, and not trying to eat them at once, for fear she would miss getting a few others.

She held them in her trunk as she took more, and if she had been able to speak to the children she would have said:

"Goodness, gracious, mercy me! There is no use in having a trunk if one cannot store away things in it."

"I have no best clothes to pack away, no winter furs to store for the summer and no summer swimming suits to put away when winters comes around."

"But I can put away a peanut or two or three while I am getting a few more."

When the children saw what the elephant was doing they were highly amused.

They fed the other elephants, too, but only when the keeper told them that night, for they knew that giving elephants or any animals all the food they wanted was not being good to the animals.

They didn't know how much food the animals had always had, so they always asked the keeper first, for they didn't want the animals to be sick.

It is not any fun to be a sick animal, any more than it is fun to be a sick person, and it is even harder for an animal as an animal cannot explain what is the matter.

An animal can't talk about his aches and pains.

So they gave just what the keeper told them they might, and they thanked Maggie most politely for doing her tricks for them, and as they thanked her, Maggie once more knocked off the keeper's hat, which the keeper said meant:

"Good-by, children, call again."

And the children certainly felt they had seen some magnificent Maggie-tricks.

Just Her Father

The Boy Friend—Say, who's the dumb-looking guy that drives your car around, and works in the garden? I notice he always gives me a nasty look when I come in.

The Girl Friend—Oh, don't mind him. That's just father.

Wrong Number.

Little Boy, calling father at office—Hello, who is this?

Father, recognizing son's voice—The smartest man in the world.

Little Boy—Pardon me, I got the wrong number.

SCARFS AND PANELS FLUTTER; PRINTED CREPE IDEAL FABRIC

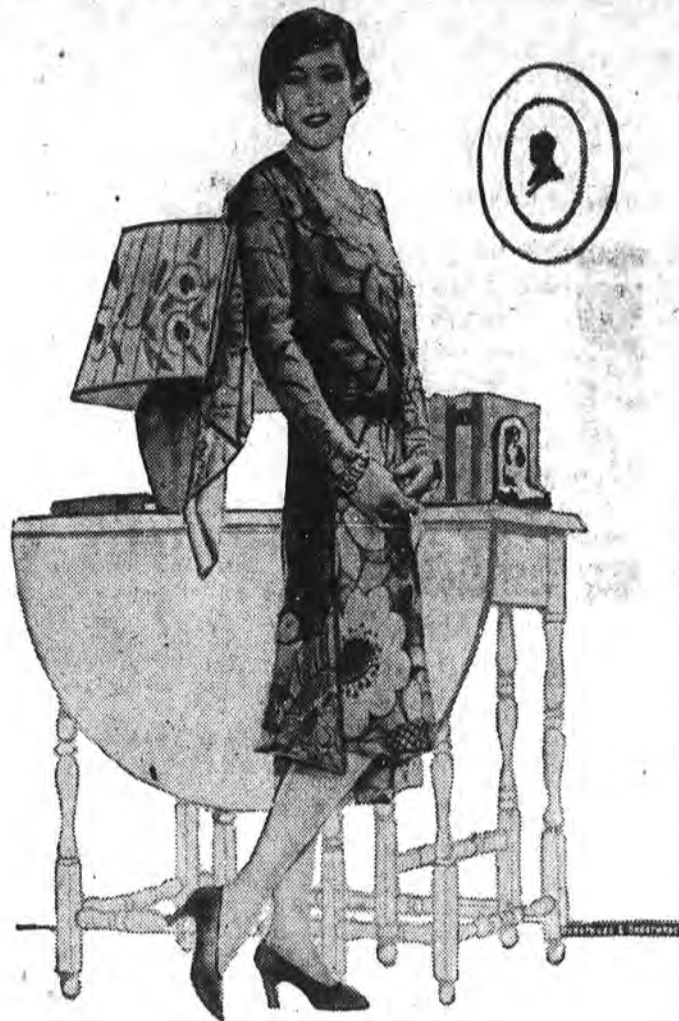
COSTUME designers have discovered that nothing so sets forth the chic and charm of sheer materials as to give them carte blanche to float and flutter at sweet will in guise of scarfs, panels and various capelets as novel and unique as genius can devise them. Wherefore the newest chiffon frocks are indulging in an orgy of shimmering airy-fairy drapes and contrivances which bespeak grace and beauty.

Yokes are especially tricky this sea-

many lovely cape and deep collar or wide scarf suggestions which so artfully serve to veil the arms in the absence of sleeves.

In the devising of these novelty soft necklines and shoulder drapes which are now so in fashion, fabric manipulation becomes a theme of supreme importance for most of them are made of self-material.

Patterning may come and patterning may go, but when it comes to polka dots they go on forever in the



Showing Capriciousness of Yokes.

son. One never can tell whether the modern yoke will remain true to its kind, or whether it will suddenly develop a "complex." Most of the new intricately designed yokes do just that.

The yoke in the picture is a fair example of the capriciousness of yokes. It started just like any sedate yoke being stitched flat across the front of the frock. However, when it arrives at the shoulders it assumes a dual role in that it glides into a graceful, floating scarf.

The majority of last minute styles elaborate the yoke idea in that they endow it with fantastic interpretations, such as, for instance, the tie yoke which enhances so many necklines. In looking up patterns for summer frocks it behooves the woman who does her own sewing to select those which exploit fanciful yokes.

Another outcome of the vogue for a soft "dressmaker" styling is the presence of cunning capes and bertha collars. Under the magic touch of daintily, filmy, floating draperies such as are now exploited, the crudities of sleevelessness vanishes. As the sea-

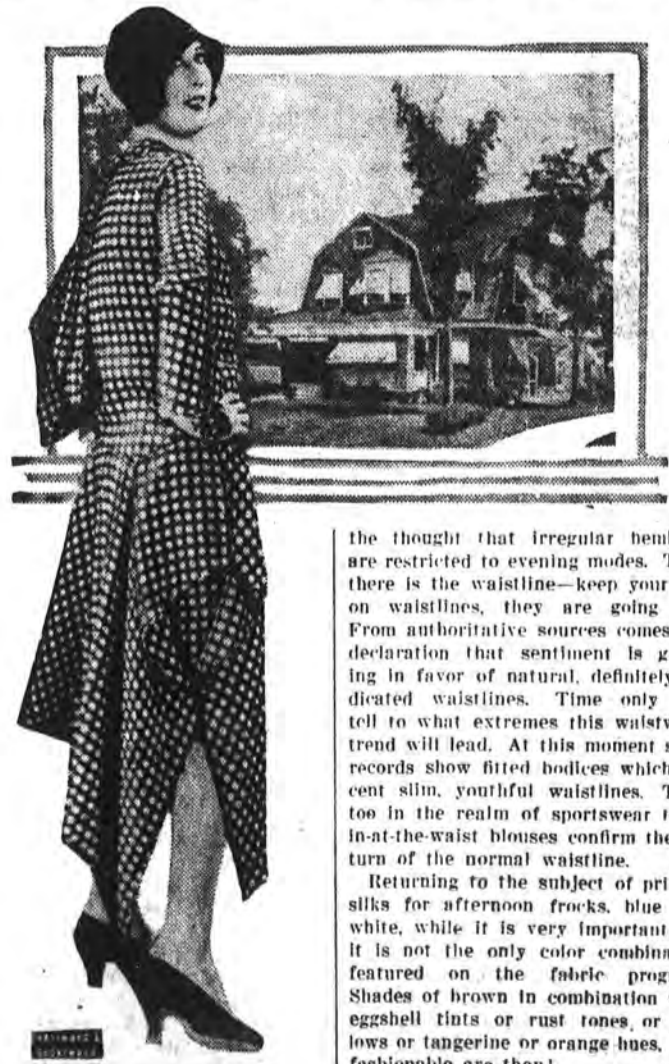
pathway of the mode. Just now long summer-day dress pictured below a turn-down collar and ends in a long Paris has gone polka-dot mad.

Even to the accessories of la Parisienne exploit the polka-dot motif. A polka-dotted parasol, a handbag to match—yes, indeed, polka dots are given a prominent place in the French mode.

In choosing silk prints for the smart daytime frock, again do women in the French capital express their preference for polka-dot themes. The striking summer-day dress pictured below is made of navy blue crepe de chine with large white polka dots. Those who know fabrics declare that printed crepe is a material ideal for the dress one wants to wear and wear.

Also, please notice that this particular crepe used for the gown shown here adopts blue and white for its color scheme, for, blue and white, he it known, are playing a leading part on fashion's fabric program, appearing together in plaids, checks, stripes as well as in floral and modernistic patternings.

The dress in the picture also helms



Costume of Printed Crepe.

son advances one realizes how cleverly designers are offsetting the un-sleeved trends by incorporating all sorts of over-the-shoulder drapes, wherein novelty and grace work hand-in-hand to achieve winsome feminine lines.

So if you are not quite determined on the sleeveless question an argument in its favor is the presence of the

the thought that irregular hemlines are restricted to evening modes. Then there is the waistline—keep your eye on waistlines, they are coming up! From authoritative sources comes the declaration that sentiment is growing in favor of natural, definitely delineated waistlines. Time only can tell to what extremes this waistward trend will lead. At this moment style records show fitted bodices which accent slim, youthful waistlines. Then too in the realm of sportswear tuck-in-at-the-waist blouses confirm the return of the normal waistline.

Returning to the subject of printed silks for afternoon frocks, blue and white, while it is very important still it is not the only color combination featured on the fabric program. Shades of brown in combination with eggshell tints or rust tones, or yellows or tangerine or orange hues, how fashionable are they!

Gingham checks in brown and cream are especially smart for short-jacket ensembles. Brown polka-dotted on a cream ground combines handsomely with the same polka dot in reverse coloring. In every instance the accessories accompanying either the blue-and-white or the brown-and-cream combine, must carry on the identical combination.

JULIA BOTTOMLEY.
(© 1929, Western Newspaper Union.)

The Kitchen Cabinet

(© 1929, Western Newspaper Union.)

The little cares that fretted me, I lost them yesterday
Among the fields above the sea,
Among the winds at play:

Among the lowing herds,
The rustling of the trees:
Among the singing birds,
The humming of the bees.
E. B. Browning.

SEASONABLE GOOD THINGS

With small children in the home their food must be carefully selected and served. When they sit at the same table with the grownups, it is best to serve the kind of food all may eat and enjoy. For breakfast the citrus

fruits, baked apples, prunes, figs or cooked pears, when the fresh are not obtainable. From this list the adult may find one that suits his taste. With a good cooked cereal, served with a little honey or raw sugar, buttered toast and a glass of warm milk for the child, coffee for the adult.

For dinner—stewed chicken or boiled fish, broiled steak, roast lamb, lamb chops, mashed or baked potatoes, noodles or spaghetti with the chicken, spinach, cabbage shredded and served with the cream and a bit of lemon juice and sugar as dressing, stewed tomatoes, buttered parsnips, carrots or creamed onions. For dessert, fresh fruit, tapioca or prune whip, floating island, junket or various custards or rice pudding.

For supper—vegetable soup, or any cream soup containing the cooked vegetable like onion, asparagus, spinach. Scrambled or coiled eggs, entire wheat bread, any simple sponge cake or cookie, apple sauce, berries, fresh peaches, canned pears, and warm milk.

Rice Custard.—Beat two eggs thoroughly, add one pint of milk, one-fourth teaspoonful of salt and one-half cupful of sugar; stir in one and one-half cupfuls of cooked rice and flavor with nutmeg or cinnamon. Bake twenty to thirty minutes in a moderate oven. Serve with thin cream for the children or a hard sauce for the grownups.

Floating Island.—Put a quart of milk into the top of a double boiler. Beat the whites of three eggs until dry; put a spoonful over the top until the milk is covered. Cover and cook until the egg is set. Remove the egg white with a skimmer. When all are cooked place in a glass dish. Beat the yolks of three eggs, add one-half cupful of sugar, one-half teaspoonful each of salt and vanilla and add to the boiling milk. Cook until the egg is cooked and pour around the egg white in the dish. Chill and serve with a simple cookie for dessert.

Take a pint of hash made of a cupful each of meat and mashed potato, well seasoned, doubling the amount if needed. Spread over the center of a well greased hot plank. Make small depressions with a tablespoon and fill with halved hard-cooked eggs, stuffed and covered with buttered crumbs. Bake with halved or sliced tomatoes around the edge, covered with a savory dressing.

Various Good Things.

A simple rice dessert which is both wholesome and easy to prepare is:

Baked Rice Custard.—Take a quart of milk, a half cupful of rice, one-half cupful of sugar, a little salt and a half cupful of raisins. Mix all well, dust with cinnamon or nutmeg and place in the oven to bake for an hour and a half.

Oatmeal Ginger Cookies.—Heat one-half cupful of molasses, add two tablespoonfuls of butter, one-half cupful of brown sugar and two tablespoonfuls of milk. Sift one cupful of pastry flour, one cupful of oatmeal, one-half teaspoonful of salt, one-fourth teaspoonful of soda and one teaspoonful of ginger and add to the first mixture. Cool and roll on a floured board, cut into cookies and bake on a baking sheet fifteen minutes in a moderate oven. Many prefer to brown the oatmeal well and grind it through the meat grinder before adding.

Fruit Cup.—Take one cupful each of white grapes, orange sections and diced pineapple. Remove the skins and seeds from the grapes and the membrane from the orange sections. Mix the fruit, one-half cupful of orange juice and the same of pineapple juice, sugar to taste and a few grains of salt. Pack in a freezer until the juice begins to freeze. Serve in tall glass garnished with maraschino cherries.

Walnut Prune Whip.—Take one cupful of prune pulp (cooked prunes, seeded and put through a sieve), beat three egg whites until stiff, add three tablespoonfuls of sugar, one teaspoonful of vanilla and carefully fold in the prune pulp and one-half cupful of chopped walnut meats. Set in a pan of hot water and bake until firm in the center. Serve with whipped cream. A cold custard may be served with it if desired. Coconut instead of walnuts may be used.

To save spluttering the cook book when in use cover with a glass pie plate, or keep a piece of window glass for the purpose.

Nellie Maxwell

MOTHER!

Child's Best Laxative is "California Fig Syrup"



Tongue Shows if Bilious, Constipated

Hurry, Mother! Even a fretful, peevish child loves the pleasant taste of "California Fig Syrup" and it never fails to open the bowels. A teaspoonful today may prevent a sick child tomorrow.

Ask your druggist for genuine "California Fig Syrup" which has directions for babies and children of all ages printed on bottle. Mother! You must say "California" or you may get an imitation fig syrup.

Pigs Outwitted

When pigs refuse to have their pictures taken, they can be set in position like a group of ten pins on a bowling alley. A contrivance designed by Gus Bohstedt, animal husbandman of the University of Wisconsin, provides a large frame of wood and galvanized iron with individual pens. The camera is focused in the frame and the hogs are driven into their pens. When everything is ready the pens are lifted into the air and the camera is snapped before the animals move, eliminating undesirable poses and oft-lost patience.

Willow Cane Took Root

Sixty-five years ago Increase Kendall thrust a willow stick he had cut for a cane into the ground at Fairfield, Maine, and forgot it. That was back in the days when Fairfield was known as Kendall's Mills and saw-mills were its chief industry. The willow stick took root and today has grown to a tree which is twenty-four feet in circumference near its base.

If You Like Good Coffee

Keep an eye on the coffee pot. It must be fresh, clean and sweet-smelling if the coffee is to taste just right. Always use a tablespoonful of 20 Mule Team Borax when you are washing out the pot.—Adv.

Muzzles More Appropriate

Several masked tenors are featured where muzzles would be more appropriate.—Toledo Blade.

Headache, Dizzy, feel weak and ALL IN? CURAT will restore you—see advertisement.—Adv.

There is no need to hunt for trouble; everything comes to those who wait.

Simple duty hath no place for fear.

LIVER SLUGGISH? HERE'S RELIEF Free Proof!

Headachy, sick, bilious, feverish men and women are quickly relieved of all the symptoms caused by sluggish liver and bowels. One or two pleasant, harmless doses of pure vegetable Dodson's Liver-tone will do the work better than calomel. Millions know how it cleanses, purifies the system; tones liver and bowels; makes them act normally. If you haven't experienced its marvelous benefits, we'll send a FREE bottle. Just write Sterling Products, Wheeling, W. Va. Do it today.



CURAT

Called the WONDER REMEDY for MALARIA, CHILLS and FEVER, AGUE, RHEUMATISM

Developed by one of Europe's greatest physicians, endorsed by many leading business men of the country. Now available to all sufferers. Sold under positive money-back guarantee to give relief.

Your druggist will soon have CURAT but DON'T WAIT—ORDER NOW BY MAIL—ENJOY REAL HEALTH.

DIXIE CURAT CO., GALVESTON, TEXAS

STOP THAT ITCHING

Use Blue Star Soap, then apply Blue Star Remedy for Eczema, itch, tetter, ringworm, poison oak, dandruff, children's sores, cracked hands, sore feet and most forms of itching skin diseases. It kills germs, stops itching, usually restoring the skin to health. Soap, 25c; Blue Star Remedy, \$1.00. Ask your druggist.—Adv.



PARKER'S HAIR BALM

Removes Dandruff—Stops Hair Falling—Restores Color and Beauty to Gray and Faded Hair

60c and \$1.00 at Druggists. Hilscox Chem. Works, Patchogue, N. Y.

FLORESTON SHAMPOO

Ideal for use in connection with Parker's Hair Balm. Makes the hair soft and fluffy. 50 cents by mail or at druggists. Hilscox Chemical Works, Patchogue, N. Y.

YOUR EYES

Dr. Salter's Eye Lotion relieves and cures sore and inflamed eyes in 24 to 48 hours. Helps the weak eye, cures without pain. Ask your druggist or dealer for BALT'S. Only from Reform Dispensary, P. O. Box 151, Atlanta, Ga.

W. N. U., MEMPHIS, NO. 26-1929.

Bear Is Shifty Eyed

The bear is a shifty eyed creature and will not look straight at a man, says Harold Tupper, a hunter of Hickey, Maine.

The Toilers

"Somebody is trying to introduce another new dance." "Yes, at least there is a lot of agitation on foot."

More than 1,500,000,000 government postal cards were used in this country in the past year.

FREE FROM FLIES!

2 EASIER WAYS TO KILL INSECTS

KILLS—Flies—Mosquitoes—Bedbugs—Roaches—Moths—Ants—Fleas

Waterbugs—Crickets and many other insects

Write for educational booklets, McCormick & Co., Baltimore, Md.

Bee Brand INSECT POWDER or Liquid Spray

If your dealer cannot furnish, we will supply direct by Parcel Post at regular price

Liquid—50c, 75c and \$1.25. Gum—30c Powder—10c, 25c, 50c and \$1.00 Gum—25c

Erudite "Can you spell cat?" we asked of the little Boston boy. "Yes, sir, and I can do conic sections."

One's Enough Office Boy—There's a salesman out-side with a mustache. Boss—Tell him I've got a mustache.—Judge.

The Essential of Beauty

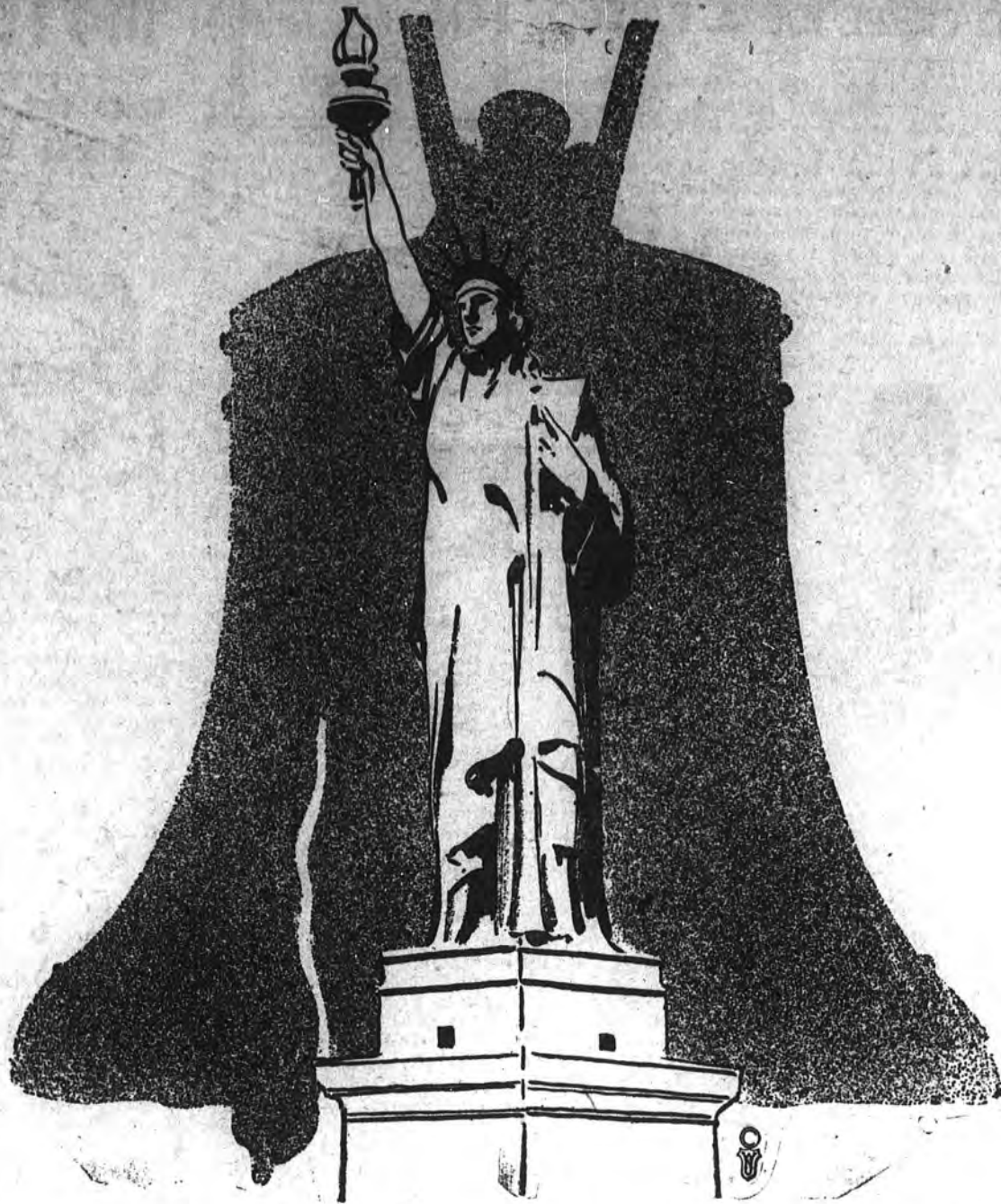
Clear Youthful Skin

USE Cuticura Soap daily to thoroughly cleanse the skin and keep it in a fresh, healthy condition. Assist with Cuticura Ointment to soothe and heal any irritations. The favorite method of curing for the skin for the past fifty years.

Soap 25c. Ointment 25c. and 50c. Talcum 25c. Sample each free.

Address: "Cuticura," Dept. 56, Malden, Mass. 2007 South Broadway, New York, N. Y.





THE SPIRIT OF FREEDOM

Hand in hand with the Spirit of Freedom travels the Spirit of Service. Freedom without service lacks much--but working together they constitute a creative force that builds communities and nations. This tremendous force awaits the opportunity to aid us in building this community. Co-operative effort will put this Power giant to work for us--now. It is the community which serves best that profits most, and enjoys to the utmost the great spirit of freedom.

Our interest in the welfare of this community prompts us to sponsor this message to the people of Collierville and vicinity.

Millin Drug Co.
Superior Service Station
J.G. Castlelow, Agt. Standard Oil Co.
Park'r Shoe Shop
Douglass B. Hill
Gooper Motor Co

Collierville Cash Feed Store
J. T. Patrick, Mayor
Mebane-Starnes Dimension Co.
Edgar H. Russell
Collierville Lumber Co.
A. Weinstein

J. A. Lowe, City Marshall
J. P. Williams, Jr.
Collierville Service Station
The Citizens Bank
Chas. Dean & Son
J. G. Cook

Watson Kelsey
J. R. Cox & Son
The Peoples Bank
Hinton and Hutton
W. W. McGinnis Lumber Co.
Harrell Drug Co.

The Collierville Herald

Published Every Friday at Collierville, Shelby Co. Tenn.

Walter H. Harris, Editor
I. M. Hooper, Business Mgr.

Entered as second-class matter March 15th, 1929, at the Post Office at Collierville, Tenn. under the Act of March 3, 1879.

Subscriptions \$1.50 per year payable in advance
Advertising rates upon application

Friday, June 28th, 1929

LOCALS & PERSONALS

Elton Boggan and family of Jackson, Miss. are spending the week end with relatives and friends here.

County Agent Landis and Miss Hall, Home Demonstration Agent were here Wednesday.

Dr. E. K. Leake and son, Davis, Rev. Millard Leake, daughter and grandson left Tuesday for a trip to Florida and other points south. Dr. was driving his new Essex coach recently purchased from the Hudson-Essex Co.

Born: to Mr and Mrs W. E. Robertson, a boy, at Gartley Ramsey hospital, June 23rd.

James Glenn visited relatives at Riply, Tenn. Monday.

Miss Nina Stamps is attending a house party at Riply, Tenn.

For Sale--Sow and nine pigs. \$35.00 Robert A. Jones Bailey. P.O. Germantown, Tenn. R.F.D. 3

Doris and Neff Jenkins of Memphis are the guests of their Aunt Mrs. Burckett, this week.

For Sale Cheap--One upright Emerson Piano in good condition Hester Hotel.

Mrs. Everett Wilson and little daughter, Miss Virginia, of Columbus, Ohio, are visiting her parents, Mr and Mrs J. L. Parker.

Miss Martha Russell who has been teaching in Eufala, Ala. is home with parents, Rev and Mrs B. J. Russell.

Mrs. Lora Braden, Miss Coopwood and Mrs. Oliver of Memphis were guests in J. Parker home Sunday.

Mr and Mrs Cloy Dowdy of Memphis spent Sunday with friends here.

Mr and Mrs Rembert Moon of Memphis were the guests of Mr and Mrs Douglass Hill Sunday.

Clyde McCall, son of Dr. McCall holds the distinction of being the only civilian aviator to win a prize in the contest held at the recent Dedication of the Airport in Memphis. Mr. McCall has been flying two years and won in the dead stick landing contest. He left this week for Detroit to bring a Curtiss Falcon ship back to Memphis.

Mrs. J. P. Horton and Miss Bessie Parker of Memphis spent Sunday with their parents here.

Cecilia Morris was taken to the Baptist hospital Monday and had her tonsils removed. She is doing nicely.

The Intermediate B. Y. P. U. entertained Monday night with a hayride. The crowd left town at 8:15 in a truck which was well-padded with hay, and jigg down the Pike to Forest Hill when they turned into a lovely lane. After driving two miles on this route, they stopped for an interesting feast of food and fun. Ten-thirty found them home again, hoping to have another such frolic again.

Mrs. Laura E. Smith, Fayette county Demonstration Agent, was in Collierville, Wednesday.

The Trusting Worker Circle of The King's Daughters will not have a meeting in July.

Mrs. Cecil Elliot, Pres.

Surprise Shower

The members of the Christian Ladies Aid gave a delightful surprise shower for Mrs. Coyle Wednesday afternoon. Mrs. Coyle left Monday for Avoca as chaperone for a party of twenty-eight, who are attending the Young Peoples Conference. Each gift brought her was suitable for the trip. At the close of the afternoon a lovely ice course was served.

Forest Hill Notes

Miss Julia Haney spent the week end with Mrs. Jeffries.

Helen Norris of Memphis spent the week end with Mrs. Dixon.

Mr and Mrs Rucker Shelton of Memphis visited in the home of Mrs. C. M. Scott Sunday.

Miss Rosenheim of Memphis who is the district leader of B. Y. P. U. intermediates of Shelby Co. was a guest for the week end of Mrs. Cookroft.

Miss Annie Lou Jones spent the week end in Jackson.

Bryant R. eh of Hot Springs is visiting his cousin, Boyce Jones.

Regional Convention of West Tenn. B. Y. P. U. was held at Jackson, with 15 Intermediates and Juniors attending from here. The contest to decide the winner of the Intermediates in the Sword Drill (Bible contest) was the principal feature with two first winners from Shelby Co. Charles Jones from Forest Hill won first and Cora Jones from Prescott Memorial, second. Mrs. Cookroft staged a playlet, "Can't itis" with Juniors from Forest Hill and Collierville.

Congratulations and Best Wishes to Collierville Cash Feed Store and Mr. J. C. Cook, on their First Anniversary

"May You Both Live Long and Prosper"

Superior Service Station
H. W. COX, Mgr.

MEATS

In our New Market you will find just what you want

Let Us Help You Plan Your Sunday Dinner

Chas. Dean & Son



Plenty of ICE
KEEPS FOOD GOOD

It is Real Economy to use plenty of ice during the summer to protect your food stuffs.

Collierville Delivery Co
Tel 183 Hugh Mann, Mgr



Whoopee!
WOW!
JULY
4th

ROY BROOKS
Poplar Ave. at White Station



"That was a
Delicious Lunch"
is what our cus-
tomers say after
eating a lunch
here.

Eating here is a good Hot
Weather Habit.

Dinstuhl's Ice Cream

FRANK'S PLACE
"The Home Like Cafe"

HINTON & HUTTON
GENERAL DIRECTORS
AMBULANCE SERVICE
PHONES 15 AND 173

BIGGS & DUDNEY
General Merchandise
Service Quality
Phone 43

Strong Grocery
Staple and Fancy Groceries
Free City Delivery Phone 157

How Big
Is Your
Money Bag?



That depends on how much you have sav-
ed. Most of us are negligent when it comes
to being thrifty for we do not think of the
future. Today is a good time to save with
a budget each week. In a short time, you'll
be surprised how your account grows and
it will be an incentive to save more.

The Peoples Bank

Capital and Surplus, \$44,000.00

Karr Hinton Jr. will be the Guest of The Herald at the Parkview Theatre Tuesday Night

**TO THE
CHECKERBOARD
STORE**

The
Purina
Line of Feeds
Will Get Results.

Records Show the Advantage of
Feeding Purina Dairy and Poultry
Feeds.

Hinton & Hutton Co.

Phone 15 Collierville, Tenn.

Ridgeway Notes

Mrs Massey visited in Forest
Hill last week.

Mrs Charlie Shannon who has
been very ill is much improved.

Meedames Doroty and McCarty
of Memphis spent Sunday with
their parents, Mr and Mrs Snover

Mrs Joe Crome is moving into
Memphis the First, much to the
regret of her many friends.

Miss Anna May drove into the
City Tuesday.

Miss Margaret Mann is taking
a business course in Memphis.

Misses Mary and Lula Brooks
of White Station spent Tuesday
with Mrs Massey.

Mr Slaughter's brother-in-law
of Indianapolis spent the week
end here.

Cayce Notes

Ransom Williams and family
and Tom Jones and wife were the
guest of David Thomas and wife
at Wyatt, Miss. Sunday.

Mrs Dora Brakefield of Collier-
ville is visiting her son here.

Van Brooks, Earl and Olivia
and Elise Vick attended the Coop
wood dance at Mt Pleasant Satur-
day night.

Mrs Alice Armour visited her
daughter near Collierville Sunday.
W G Joyce and Frank Dodd—
ridge of Memphis were visitors
here last week.

J P Milliron was in Memphis
Wednesday.

Mr and Mrs Sam Attaway and
Mrs Ida Wingo of Collierville
spent Friday here.

Mr and Mrs Jack Williams and
children, Bryan Vick and wife,
Mrs Ida and Elise Vick visited in
Slayden Sunday.

J A Doddridge and James, Tom
Parker, Mr and Mrs Claud Sal-
mon of Collierville were here last
week.

Robert Milliron of Memphis
was here Tuesday.

Mr and Mrs A P Clark of Mem-
phis were the guests of her sister
here Tuesday.

Ransom Williams and family
Elise and Mrs Ida Vick were in
Memphis Tuesday shopping.

Clarence Brooks and wife of
Victoria were here Wednesday.

Misses Sallie Lue Williams and
Lucille and Velma Smith of Byha-
lia and Lowery Williams of Oak-
land, Cal. were visitors here Sun-
day.

Virginia and Burke Hart have
returned to Memphis after a two
weeks visit here.

Ray and Mrs M H McCall and
baby were dinner guest of Mr
and Mrs P T Sandlin Sunday.

J A and John Dawkins of Col-
lierville were here last week.

J W Newburn of Whitehaven
and Edd Newburn and sons of
Macon, Tenn. visited M S McFer-
rin Friday.

Sunday School Class Party

Last Spring Mrs Coyle prom-
ised the boys class taught by Mr.
A A Houston that when they had
twelve in class she would give
them a party. They had twelve
on two Sundays so Mrs Coyle and
her daughters gave them a Flag
Day party Friday night.

The decorations were American
flags and flowers with three can-
dles of red, white and blue burn-
ing in frojo in an attractive pic-
ture of Betsy Ross.

The guests, twenty boys and
girls, enjoyed several games and
contests of a patriotic nature, af-
ter which the hostesses served ice
cream and cake.

Sweeten the day with candy



Candy is
a quick
pick up
when you are
slowing down.

We have all kinds

Harrell Drug Co. is
A Good Drug Store



Are you Looking
Out for No. 1?

You ought to be. Do
you know that every
time you send out of
town for Lumber, Build-
ing Materials, Hard-
ware or Paint you're
robbing this communi-
ty of something that
rightfully belongs to it?
Your Building material

money spent here helps to build and im-
prove your town. Sent out of town, it is
gone forever—you never get another
whack at it.

Your Dollars spent here go from one Merchant to another
and helps everyone either directly or indirectly. That's
looking out for No. 1. You are looking out for the
"the other fellow" when you buy out of town.

We, as well as your other merchants can give you just
as good prices as any out of town concern, quality and
freight charges considered.

W. W. McGinnis Lumber Co.
Collierville, Tenn. Tel. 21

DRY GOODS AND GROCERIES

J. M. Mann & Son

STAR BRAND SHOES

Jack Leake and

Throughout
The 24 Hours

Most businesses operate on day-
time schedules. When the end
of the day arrives, they lock up
for the night.

Our job goes on constantly,
throughout the 24 hours of each
day, every hour of which re-
quires never-ceasing vigilance.
Long after most workers are
home, and on through the night,
many of our organization are at
their posts of duty, so that you
may have the services of Electric-
ity in the quantity you desire,
whenever you want it.

Memphis Power & Light Company

Silk Lingerie

Lingerie that is thoroughly practical, yet altogether feminine in its lovely appeal. In all the new colors, in all the models, fashioned from silks especially fine and firm—at very reasonable prices.



Pajamas, Slips, Petticoats, Step-ins, Bloomers, Panties and Brassieres.

Hinton & Hutton Company
Dry Goods Department

"Congratulations and Best Wishes" to the Collierville Cash Feed Store on their First Anniversary

The White Cafe
H. W. Schradet, Prop

Hearty Congratulations and Best Wishes

to the **Collierville Cash Feed Store**

and Mr. J. C. Cook, on their **First Anniversary**

Forest Hill Gin & Milling Co.

J. W. Skinner & Son, Props,
"Makers of the Feed You Need"

Congratulations and Best Wishes to the Collierville Cash Feed Store on their First Anniversary

Fred Evans Store

Where Quality and Prices Count Most

Extending our Best Wishes and Congratulations to the

COLLIERVILLE CASH FEED STORE

on their

First Anniversary Celebration

The Citizens Bank

A Friendly Bank

Courteous Service Always

Big Annual Rossville PICNIC!

Thursday, July 11th

Plenty Good Barbecue

Cold Drinks and Ice Cream

Good Music by a 6 Piece Orchestra

Dancing!

Afternoon and Night

Society Notes

Dorothy Glenn, Editor. Phone 166.

Mrs R D Wilson entertained the Ladies Bridge Club last Friday in her home on Railroad Street, with a luncheon prepared and served by Mr Askew of Memphis who is demonstrating and selling a modern set of aluminum.

Mrs Fred West of Rossville entertained on Tuesday night with a slumber party. Those from Collierville who enjoyed this lovely party were Mesdames Sigrest, Burkam, Sam Hinton, Jr. and Winston Jones.

Mrs John Lynch had as her dinner guests on Wednesday evening Mrs Max Glenn and mother Mr. Bell of Bassett, Arkansas.

Mrs M V Dunn will entertain sixteen friends Thursday from twelve to two-thirty with a luncheon cooked and served by the aluminum demonstrator, Mr Askew of Memphis.

Mrs Herman Cox was the charming hostess on last Friday afternoon to the Young Matrons Club. After the four lively games dainty refreshments were served.

Miss Elizabeth Baker is the house guest of Miss Eleanor Washington, of Memphis, who is being entertained with a number of parties before leaving Sunday for a trip abroad.

Mrs Vance Carrington and daughter, Mrs H B Ward of Memphis entertained with bridge on Tuesday afternoon honoring Mrs Carrington's sisters, Mrs Howard Lumsden of Knoxville, and Mrs. E L Boggan of Reidsville, North Carolina. Mrs Tom Dean won high score prize, a bridge set, and the honorees were presented with dainty compacts. Following the four interesting games, a delicious ice course was served.

Miss Dorothy Glenn left Monday for Ripley to be the guest of her aunt, Mrs W C Thompson, and Miss Elizabeth Moore. Quite a number of parties and dances have been planned in Miss Glenn's honor.

LOCALS & PERSONALS

Mrs Ella Roach who is making her home in Memphis at present spent several days with friends here this week.

PARKVIEW THEATRE

"The Show Place of Collierville"

Friday and Saturday June 28-29
R. K. O.
Terror Mountain
Tom Tyler and his Pale

Monday and Tuesday July 1-2
F. B. O. Feature
Hard Boiled
with Sally O'Neil

Wed. and Thurs July 3-4
F. B. O. Feature
Dog Law
with Ranger the Dog Star

Fri. and Sat. July 5-6
A Metro-Goldwyn Feature
Wild Orchids

Added Attraction—Two Comedies
Regular Prices 25c & 15c

A Good Show Every Night
All Shows Start at 8 o'clock

Our New Blends

Join Good Style with Good Taste

No longer do Haphazard selections please the particular man. His Haberdashery must be blended. That's our Service.



WILSON BROTHERS Haberdashery

Watch our windows for New Blend Suggestions

Kelsey Brothers

"Hearty Congratulations and Best Wishes"

To the

Collierville Cash Feed Store

on their

FIRST ANNIVERSARY

"May Every Success be Yours"

Cooper Motor Co.

Sales



Service

On Poplar Pike

To Our Friends and Patrons,

At the close of our first year in business here, we wish to take this opportunity to thank everyone for the business given us and the many courtesies shown us during the past year. It has ever been our aim to serve you to the best of our ability and it has been through your co-operation that we have been able to render this service.

As we go into another year, we ask this same consideration and again promise our best efforts in serving you and our community. May we ask that you come to us with your problems, whether in our particular line or another, that we may help in any way we can.

On Saturday, June 29th, we shall have completed our first year and invite you to be with us to help us celebrate our First Birthday Party.

Again thanking you for favors shown us, we are

Yours sincerely,

Collierville Cash Feed Store

"We Sell for Cash—Our Patrons Get the Benefit"
We Buy Cream