

1913

SUNLIGHT AND
PEN SKETCHES

COLLIERVILLE
SHELBY COUNTY
TENNESSEE



ISSUED BY
COLLIERVILLE NEWS
COLLIERVILLE, TENN.



Business Street.

COLLIERVILLE

WITH ITS MOST ENVIABLE LOCATION, BLEST WITH NATURE'S HAND AND PEOPLED BY PROGRESSIVE, UP-TO-DATE BUSINESS MEN, WITH A LAW ABIDING AND FIRST CLASS CITIZENSHIP, IT IS DESTINED TO BE A LARGE SUBURBAN RESIDENTIAL CITY OF HOMES.

Collierville, with the exception of Memphis, is the largest town in Shelby County, and has a population of about 2,000. A portion of this population is composed of business men of Memphis who have their permanent homes here; the distance from Collierville to Memphis being only twenty-four miles and on the Southern Railway, the "Premier Carrier of the South," which operates a passenger service of six trains daily, to and from Memphis, including a motor car service, an inducive feature that a number of the business men of Memphis especially are taking advantage of by selecting a home site and building a home in this, the most healthful and delightful suburban locality, and in fact the only suburban locality that offers perfect rural home comforts combined with city life, and within such easy reach and access of this metropolis. With the elevated location, splendid natural drainage, pure water, unexcelled school facilities, churches, numerous splendid homes and surrounded by as rich and fertile lands as are to be found anywhere in this country, and the climate is about as near perfectly temperate as could be desired. The constructive improvements at Memphis this year (1913) will amount in round figures to about \$20,000,000. Why should not Collierville be, at least, a large suburban city?

METHODIST



PRESBYTERIAN



BAPTIST



CHRISTIAN



EPISCOPAL



Park and Public Square.

SCHOOLS.

Collierville prides herself on her splendid schools. Besides the graded grammar school, there is a full course high school, and from the superintendent down, each teacher is fit and perfectly qualified.

The West Tennessee Normal School is located at Normal, only about twenty miles from Collierville.

CHURCHES.

The Baptist, Methodist, Christian, Episcopal and Presbyterian denominations each have their house of worship. The churches are all well supported, and they serve a great influence for good in the community.



Southern Railway Motor Car.



PROF. R. M. LACY



W. A. FRANK



C. R. DAVIS



MRS. A. W.

COX



B. W. COWAN



A. C. LANDSTREET



Collierville High School.

SOCIAL CONDITIONS.

The foremost thought of the home-seeker inquires, What safety shall I find in this place? What schools and churches? What air of good breeding and morals in which to rear my children? We are prepared to state that from several years coming in close contact with farmers, business and progressive men and others, that no similar section of this country possesses a more desirable, law abiding and intelligent set of people than those found in this section.

With excellent schools, directed by intelligent and competent teachers; good, substantial church edifices, presided over by ministers of education, culture and liberal thought, are faithful agencies for the development and promotion of moral life.



Hester Hotel.



CLIMATE AND SOIL.

The most essential condition to be considered in home-making are those directly affecting health and comfort, for without these all other blessings go unappreciated. We feel that we can truthfully assure you that on this score Collierville and the surrounding section stands pre-eminent. There is no malaria, rheumatism and pulmonary troubles are almost unknown. In fact there is no sickness or disease that can be termed local or native, and most troubles can be relieved by residence here. The winters are mild. The mercury rarely ever touches zero. Most all the winter months are open, pleasant and crisp. So mild is the average winter that there is no use of expensive feeding or housing of stock.

Spring planting starts in March, and by April 15th most everything is in.

Summers here are not excessively hot, and never oppressive. The thermometer on the hottest days will, for a few hours in midday, stand around 95 degrees, but it is rarely over 90, and not very often that. The nights are cool, insuring delightful sleep and comfort.

The season of Autumn is a delight, with perfect weather and most beautiful color effect makes existence a joy.

The rainfall is about 42 inches, and well distributed. Streams with pure water are plentiful. There is no necessity of expensive irrigation. Neither is this section subject to overflows.



Residence of Sam Hinton.



Residence of J. K. Cox.



Residence of D. V. Hawthorne.

Progressive Business and Profession

Who invite, and extend a most h

PEOPLE'S BANK,
Felix Kirk, President.
W. W. Matthews, Cashier.

L. E. ROPER,
Grocery and Market.

KEOUGH GIN COMPANY.

COLLINS & COMPANY,
Druggists.

S. R. GRIFFIN,
Veterinary Surgeon,
Harness and Saddlery.

J. B. CARTWRIGHT,
Florist.

KELSEY BROTHERS,
Fine Footwear.

W. W. NORFLEET,
General Merchandise.

J. C. FLEMMING,
Livery, Saddlery and Buggies.

W. W. M'GINNIS,
Lumber and Building Material.

DR. B. L. BRANCH,
Physician.

D. V. HAWTHORNE,
Livery and Automobile Repairing.

PROF. R. M. LACY,
Principal of Schools.

MRS. A. M. COX,
Dry Goods and Millinery.

HINTON & CRAIG,
General Merchandise.

INTERESTING FACTS.

The reader must not think that this district is unhealthy. Neither should you contact this section with swamps or low land country. The water is as pure and healthful as is to be found. Artesian water is used mainly; the ever-flowing branches from numerous springs is a great blessing uncontaminated.

A few instances we give of health and longevity are as follows: Mr. Dempsey Curl, R. F. D. No. 2, eight miles from Collierville, is enjoying splendid health at the age of 93 years. Mr. Curl has been a farmer in this district for 75 years; he goes to church regularly, and he is cutting his third set of teeth.

G. W. Stamps and wife are 79 and 76 years old respectively. Both were born and raised near Collierville. Mr. Stamps is a farmer.

Mr. Mathew Gardner lives six miles from Collierville. He is 102 years old, and has farmed here all his life.

Mr. H. A. Patrick is a farmer 94 years old; and John Harrell 91 years old. There are many such instances through this territory. All of the physicians here will tell you they don't believe there is a healthier locality on the globe. They should know; none of them are rich.

W. J. Burrus, with a farm only about one mile from Collierville, can give you facts as to how to make money raising sweet potatoes.

onal Men of Collierville, Tennessee

ospitable welcome to Homeseekers

COLLIERVILLE MERCANTILE CO.
General Merchandise.

COX BROTHERS,
General Merchandise.

DAVIS BROTHERS,
Gin and Lumber,
Bailey, Tenn.

DR. J. C. PARR,
Dentist.

L. W. HALL,
Decorator and Jeweler.

R. L. STRONG,
Postmaster.

J. P. HUMPHREYS,
Mayor.

HESTER HOTEL,
J. D. Hester, Prop.

S. C. FLEMMING & CO.,
General Merchandise.

C. W. TOOMBES,
Livery Stable.

E. J. MANN,
Farmer.

J. A. BRUNDIGE,
General Merchandise.

JACK CLAYTON,
Farmer

W. J. Bobb, Mt. Pleasant, Miss., about 14 miles from Collierville, is a prosperous melon grower.

J. W. Skinner, about two miles from Forest Hill, Tenn., can show you one of the most up-to-date dairying farms. He is making a splendid success.

Mr. Jack Clayton, who has 400 acres of splendid land two miles from Collierville, came from Davis County, Kentucky, eighty years ago, and with \$70.00 started the purchase of this land; and from his efforts farming a part of this land alone he has paid for it entirely. Mr. Clayton, in connection with his farming, raises thoroughbred Gurnsey cattle and Berkshire hogs. Mr. Clayton was recently offered \$1,000 for a young Gurnsey cow. He makes a specialty of marketing butter in Memphis; his success may appear phenomenal, but it is a simple illustration of what a farmer can do here; and other farmers in this district are similarly successful.

Mr. Samuel Greer Sparks, one of the publishers of the Collierville News, is 76 years old, and has been a publisher of weekly papers in this section for more than 40 years. He is generally spoken of as the "Veteran Editor of Tennessee." Mr. Sparks is remarkably active, and really he is as spry today as men are in their fifties.

This is given simply to impress strangers with the truth of the healthful condition of this splendid section of Tennessee. Many such instances of old men, active in their pursuits of livelihood, are evident here.



JACK CLAYTON'S FARM

No man should be so much interested in the weather as the farmer. It is one of his assets, though not quite as valuable as the soil he cultivates, but of great consequence to growing crops. And here at this particular point we wish to impress upon the farmers seeking a desirable location in a warmer or more desirable climate, that the climatic conditions, together with the magnificent soil and other advantages, no better location for general farming, stock raising, vegetable, fruit growing, poultry raising and dairying can be found anywhere in the country. If there is a country where this uncontrollable force, weather, is known to be friendly, helpful and not an enemy, it is in the Colliverville district.

We will not trouble you with statistics. We will not even go far into causes. It is enough to state clearly such facts as may be helpful, and if they seem to be incredible the burden of disproving our statements will be up to you. The wise farmer today knows what he wants. He wants more climate for growing. The climate here is nature's smile and it goes with a deed of transfer for the land. There is no month when vegetation in some form is not growing here. Our mild climate is not unhealthy or unbearably hot, as may be generally believed throughout the North.

STOCK RAISING.

The ideal stock country is one which produces abundant crops of rich, nourishing grasses. The water should be pure and plenty, and the climate temperate; not hot enough to worry the stock, or cold enough to make them use up all the heat energy of their food to keep warm; and the soil just what might be prepared for the purpose of producing bermuda, lespedeza, cow peas, alfalfa and soy beans; the water, either live streams or artesian. All of these conditions are met in the Collierville section.

Hog raising is a very profitable feature, and grow here the year round, and by pasturing, it is stated, pork can be raised for 3 cents per pound. It is also a good sheep raising country, when grazed on wheat or rye in winter. The Cudahy Packing Company is building a rendering and butchering plant at Memphis at a cost of \$300,000.

DAIRY AND DIVERSIFICATION.

Cotton, not unlike other sections of the South, is the main staple or money crop here, and it is not the purpose of this booklet to discourage the growing of cotton, but there is great good in diversification of crops, and the nearness of this section of Shelby County to such a large consuming market as that of Memphis, crop diversification, with intensive cultivation with dairying in connection, would be exceedingly profitable, as it is demonstrated in this community.



Residence of J. B. Cartwright.

The dairy cow does not exclude cotton, fruit or truck crops, she adapts herself to any system of farming, and furnishes indispensable product for the farmer's table, a steady income for his purse, fertilizes his land, and food for growing calves, poultry and pigs. This particular section holds special inducements for the up-to-date dairying business, truck and fruit growing. There is no soil better adapted to all kinds of truck raising than this. Sweet potatoes, onions, tomatoes, beans, lettuce, beets, cabbage, Irish potatoes, asparagus, peppers and in fact all kinds of vegetables can be grown at a large profit, and the same can be said of the fruit and poultry raising.

LAND.

Farm lands are very reasonable in price now. Cultivable land varies in price, according to location and size of tract.



Residence of J. C. Fleming, Deputy Sheriff of Shelby County.



Residence of Dr. J. C. Parr.

Every section has its advantages and disadvantages, and what suits one will not suit everyone, but average it all up, and the Colliverville district holds out great inducements to the man who seeks a place for home-making. Here are good lands, some are cheap, and some are reasonable, and some in high state of cultivation are very valuable. Practically all the land in this section, if intensely farmed, will produce from \$100 to \$800 per acre. Consider where the location is. Right at a large consuming and shipping market; no expense of irrigation necessary, like in many localities; and two hundred and even thousands of miles from large consuming markets.

Now is your chance to get a home and a farm in the pick of a location. It is only a question of a short time before these land values will be so high that only the rich can buy them. Think it over, investigate and act.

INDUSTRIAL OPPORTUNITIES.

Located on the Memphis and Chattanooga division of the Southern Railway, and within twenty-four miles of Memphis. Collierville has splendid transportation rates and shipping facilities, which are important factors for industrial interests, and with an exceedingly low tax rate, Collierville has inducements for almost any kind of manufacturing industries. If you are contemplating a change of location or looking for a new location for a plant, Mr. Manufacturer, it may be well for you to investigate Collierville, Shelby County, Tennessee, before final decision.

THE NEW AGRICULTURAL ERA.

Settlers are offered splendid profits here, who will take advantage and develop. Emerging from a long period of speculative farming, the end can be foreseen of the one, and



Residence of W. W. Norfleet.



Residence of W. W. Matthews



Residence of J. R. Keough.



Residence of W. N. Craig.

the beginning of the other stage in the evolution of agriculture in many sections of the South. As an industry requiring a few men a part of a year is fast giving place to the requirements of many men, and in which every family owns a farm and builds a home; widening the area of small farms; the tendency is to get down to general farms of moderate size, work crops intensively diversify and multiply the number of land owners.

The lands in the Collierville district virtually constitute a new country for high class and specialized farms and farming, without pioneer conditions, yet all the advantages of the pioneer are here without such privations. The settler coming here, comes into a prosperous and progressive community, into a land of marvelous productiveness, with a market of large consumption virtually at the farmer's door, where he can sell anything he raises, and he can raise anything that can be raised in the temperate and sub-tropic zones. The wealth of our soils have not been developed, and the home-seeker finds all other things pleasing for a permanent home. You can make a living here and profit in addition, by producing farm products of all kinds, with a ready market at home; thus the farmer here has his living from a generous soil, and a surplus from the market. He adds wealth to the community by supplying what is compelled to be bought from the North and other sections of the country; he broadens the agricultural basis of our district to a position of sustenance, and helps our State to sustain many millions; he helps to make a home market by making a better basis for the growth of towns, and eases the burdens of others by increasing food supplies. He is able to do well here from the start, because he comes into the midst of growing communities and possession of lands that are among the best in the world, ready for the plow.



Residence of W. W. McGinnis.

THE TOPOGRAPHY.

The Collierville district, which we will say covers a territory of approximately 20 miles around Collierville, with 10 miles to the west of the town and a further district on the west and south, and within this territory are already a number of thriving villages, surrounded by splendid farms. This district is primarily a slightly rolling elevation lying east and west between Wolf River and Little Cold Water River.

A SUMMARY.

Put in brief the advantages of this section are chiefly: A mild climate, with a maximum of sunshine; the absence of severe cold weather, and driving storms; with rich sedimentary or silt loam soil that never wastes by erosion. No failure of crops in general farming. Solid profits in alfalfa, stock, dairying, truck, poultry and fruit growing. Special high-priced crops always in demand and at the very door of a great consuming market. Opportunities are many here, and there is plenty of room for young men, and men who want to work to get results. There is not a more attractive country life to be found in this entire country than we have here. The relation of country and city life is here close and vital.

Finally, as this is a prosperous and growing section of the most progressive and prosperous county in the great State of Tennessee, we may recall the words quoted from ex-President Roosevelt, "Civilization rests at bottom on the wholesomeness, the attractiveness, and the completeness as well as the prosperity of life in the country." We have a community well established beyond the stage of experiment, a social system based on schools and moral education, and only need more people of the right kind to heighten and expand what is now attractive, wholesome, and prosperous.

Mrs. William Power
198 Natchez
Collierville