

When the Census Taker Calls



By ELMO SCOTT WATSON
Drawing by Ray Walters.

WITHIN the next few weeks an army of 100,000 men and women will be visiting every home in the United States and asking a series of questions which every one of us must answer, or have answered for us. Those questions are the following:

Name and address, sex, color or race, age, single, married, widowed or divorced; relationship to head of family; home owned or rented, free or mortgaged; literacy, place of birth and that of parents; citizenship, ability to speak English, whether employed and trade or profession, whether veteran of any American war.

But lest you should feel that the asking of these questions is a meddling interference in your private affairs, let it be stated at once that the man or woman who calls at your home and asks you these questions is a census enumerator, engaged in the huge task of taking the 15th decennial census of population in the United States. In accordance with Article 1 of the Constitution of the United States, that you are required by law to give true answers to the questions and that there is no real reason whatsoever why you should not answer them. For you have this assurance from Dr. William M. Steuart, chief of the bureau of the census, in regard to it:

"No citizen need hesitate to answer the questions asked by the enumerators. The facts, so far as the individual is concerned, will be safe in the hands of the government and will never be disclosed. No one need have the slightest fear that his personal or business secrets will ever be disclosed to friend or foe. The oath of the enumerator requires that he shall keep secret the answers to queries. If he does not, he is guilty of a crime, and if detected there is not the slightest doubt as to what will happen. The law will be invoked and enforced to the limit."

The 1930 census will be the greatest "counting of noses" in the history of the world. When it is completed Uncle Sam will know just how many more children he has than he had in 1920. As to what the population of the United States will be, Doctor Steuart says:

"It will be more than 121,000,000 and less than 125,000,000. We are certain as to this, because we know that the population of the continental United States is now increasing at the rate of about 1,400,000 persons each year, or, to put it another way, at the approximate rate of one person every twenty seconds. These totals are made up of the annual excess of births over deaths, which amounts to about 1,150,000, and the excess of immigration over emigration, which gives us an additional 240,000 each year. The 1930 census will show that our people are thirty times as many as were in the country in 1790 and nearly twice as many as in 1890, or only forty years ago.

"History records no instance in which population has so rapidly increased as has been the case in the United States. Neither is it of record that the increase in population has anywhere else been accomplished by

so great an improvement in the comfort and well-being of the people generally.

"In 1790 there were 4.5 persons for each square mile of what was then the United States. The 1930 census, I believe, will show forty people to each square mile, or nearly ten times more than at the time of the first census. In 1790 there were six cities in the United States with more than 8,000 inhabitants. Then the cities were responsible for only 3 per cent of the population; America in those days was truly agricultural. In 1920 the cities with more than 8,000 inhabitants numbered 324 and their population was 44 per cent of the national total. Add to these the little towns and villages of less than 8,000 people and we find that in 1920 the urban population was a little more than half the total for the Union."

In accomplishing the huge task which faces Uncle Sam's army of census enumerators, they will visit not only 30,000,000 homes but also more than 2,000,000 stores, almost 200,000 manufacturing plants, and in addition they will compile data concerning 6,000,000 farms, 14,000 mines and quarries, 100,000 irrigation and drainage projects. The reason for this is that the 15th decennial census will be not only a count of population but also a comprehensive study of the commerce and industry of the nation, including, for the first time, a census of distribution. In the last named it is hoped that there will be found at least some of the reasons for an estimated annual loss of \$10,000,000,000 in the process of placing commodities in the hands of the ultimate consumer.

"The 1930 census," says Doctor Steuart, "is going to be, we hope and believe, the most nearly perfect tabulation of population, business and other basic facts ever taken in history. I say this with the fact in mind that nearly 3,000 years have passed since the first census was made—when King David set out to number the people of Israel and Judah. It took him nine months and twenty days to do the job, and among the things he found out was that there were in Israel and in Judah about 1,300,000 'valiant men that drew the sword.'"

"The first census of the United States was taken 139 years ago. The United States was first among the countries to make a regular periodical enumeration of its inhabitants a part of the fundamental law.

"The first American census, taken in 1790, was very limited in scope and was directed by the United States marshals. They were allowed thirteen months on the job, and when the totals were added up our population was about 4,000,000. That census related solely to population. The name of the head of the family was taken, together with the number of persons in each family, classified as free or slave. The whites, who were free, were classified as "free whites," as male or female, and the free white males as over or under sixteen years of age. That was about all there was to it. The marshals who supervised the 1790 count numbered only 17, the enumerators 650, and you will appreciate what the latter figure means



DR. WILLIAM M. STEUART

when you are told that the enumerators who will take the 1930 census will be an army of more than 100,000.

"Since the 1790 census the nations of the world have been gradually developing methods and machinery that speed up the counting of heads and the accumulation of a vast amount of data regarding economic, social, educational and other conditions. Here in the United States the development has probably been more far reaching than in any other country. Consequently the director of the census is now by law required to enumerate in the space of one month more than 120,000,000 people and at the same time obtain very extensive information about 6,000,000 farms, 14,000 mines, 100,000 irrigation and drainage projects, the facts of employment and unemployment affecting millions of people, and also the trade, profession or particular kind of work done by every person of working age in the nation. Quite a job for four weeks, is it not? Yet it can and will be completed in the allotted thirty days."

With the exception of a comparatively few, when the vast total is considered, the original records of every family enumerated in the 1790 and subsequent census are on file in the census bureau, according to Mr. Steuart. The missing records have been lost or destroyed by accident. However, file on John Hancock has been preserved and his family was reported as being made up of "two white males over sixteen years of age, three white females and seven other free persons, not white." It is presumed the seven free persons listed as "not white" were negro servants.

In the taking of the 1890 census, each person was for the first time asked to give the value of his or her real and personal property. The records for Illinois show that Abraham Lincoln's family comprised Mr. Lincoln, his wife, his three sons and a boy, fourteen years old, named Philip Dinkell. Mr. Lincoln said he was worth \$17,000, of which \$5,000 was the value of his real estate, the remainder being personal property. In the same census James Buchanan listed his household as consisting of himself, his niece, Miss Harriet Lane, and eleven employees and servants, all of the latter being of foreign birth.

The system of individual enumeration, was adopted at the census of 1850, and at the same time a number of new classifications were added—illiteracy, school attendance, occupation, place of birth, age, etc.

Killed for Playing Radio After Hours

Pottsville, Pa.—Playing his radio after 10:30 at night led to the killing of Peter Yurcheck of Primrose. Michael Sliss, who occupied half the double house, surrendered. Mr. and Mrs. Yurcheck and friends were dancing when Sliss pounded on the walls and demanded the music stop. A few minutes later Sliss appeared at the door with a gun and fired.

LOVE PILL SLAYER DECLINES PAROLE

Will Be Satisfied Only With Pardon.

Mansfield, Ohio.—For three years an unframed portrait of a sleek-haired, smiling girl has rested on a stand in one of the gloomy cells of the Ohio state reformatory here.

A gaudy yellow drape curtains the stand from the cell. An electric light shaded with blue paper continually glows over the picture. The stand is a shrine—a shrine to the memory of the love Emil "French" Balanescu, Cleveland's "love pill slayer," said he bore for Dorothy Kirk, the pretty sweetheart he was convicted of killing.

The likeness of Dorothy Kirk, victim of the love potion tragedy, haunts every waking and sleeping hour of her erstwhile lover as he goes about his duties in the prison.

It is the memory of his love that keeps "French" a prisoner in the reformatory, prison officials declare.

A year ago, "French" was brought before the reformatory board. He astonished the board by declaring that he did not wish to be paroled. He asked for a governor's pardon that the stigma of the slayer's brand might be removed. The request was denied.

"By accepting a parole I will admit that I was responsible for Dorothy's death," French said. "I know that I am innocent and would rather stay here 20 years before I gain my freedom by admitting that I killed the girl I loved, and still love."

Child Spanks Father; Jail Is His Reward

El Paso, Texas.—Revenge burning in his breast after each spanking his father gave him, Federico Guerrero, Juarez (Mexico) has claimed his attainment of manhood with a reversal of form.

"Papa, I whippa you now," said Federico. "Many times you make eet hard for me to sitta down when I was keed. I don't like that. You don't ever need whip me. I was good boy."

With those words the "child" who had bent over so many times to be on the receiving end of paternal advice picked up his father and spanked him.

The father whose strength had kept him master of his house for many years was surprised but not beaten. He stumbled out of the house down to the police department. Federico was jailed on a charge of assault.

Minnesota Bird League Feeds Game in Winter

Duluth, Minn.—The Douglas County Fish and Game league during the winter months patrols the roads of the county with sacks of grain, scattering food for the grouse and partridge.

"Feeding birds in the winter months is one of the more important means of bird propagation," Michael Teske, chairman of the executive committee, said. "We have quite a stock here and it is up to members of the league to co-operate and see that they remain."

Additional birds are obtained in the spring by the league and distributed along the streams and in woodlands of the county. Bird hunting in past years was one of the major sports here. Of recent years, however, the birds have become scarce.

Goettingen University Gets Mathematics Home

Goettingen, Germany.—The new home of the institute of mathematics of the University of Goettingen, the construction of which was made possible by a gift from the Rockefeller Foundation, was dedicated in December. Goettingen, widely known as the "mathematical center of the world," has thus acquired the most modern institute of the kind of all German universities.

Surplus of Women Growing in Portugal

Lisbon.—Portugal is a paradise for men, the surplus of women having increased steadily since 1890.

Forty years ago there were 139,051 more women in the country than men. Twenty years later this had been increased to 302,674. Today, the census figures show, 321,355 more women are lying in Portugal than there are men. In Lisbon, the surplus is 38,615.

Vibrationless Street Cars Used in Tacoma

Tacoma, Wash.—New noiseless street cars have been in operation here. To free those new conveyances from rattle and jar rubber shock absorbers were used with a system of springs to offset the bumping of wheels over corner intersections. The rebuilt trolleys speed up to 30 miles an hour without the vibration or lurch of the old type street cars.



Miserable with Backache?

It May Warn of Disordered Kidneys.

DOES every day find you lame and aching—suffering nagging backache, headache and dizzy spells? Are kidney excretions too frequent, scanty or burning in passage? These are often signs of sluggish kidneys and shouldn't be neglected.

To promote normal kidney action and assist your kidneys in cleansing your blood of poisonous wastes, use **Doan's Pills**. Endorsed the world over.

50,000 Users Endorse Doan's:
J. F. Parker, 115 Mansion St., Pittsburgh, Pa., says: "I gladly recommend Doan's Pills. My kidneys were not acting normally. The secretions were very irregular and burned in passing. I would get up in the morning tired and stiff all over. I had a constant backache and headaches annoyed me. Since using Doan's Pills I have been in good shape."

Doan's Pills

A Stimulant Diuretic to the Kidneys



For COLDS

We all catch colds and they can make us miserable; but yours needn't last long if you will do this: Take two or three tablets of Bayer Aspirin just as soon as possible after a cold starts. Stay in the house if you can—keep warm. Repeat with another tablet or two of Bayer Aspirin every three or four hours, if those symptoms of cold persist. Take a good laxative when you retire, and keep bowels open. If throat is sore, dissolve three tablets in a quarter-glassful of water and gargle. This soothes inflammation and reduces infection. There is nothing like Bayer Aspirin for a cold, or sore throat. And it relieves aches and pains almost instantly. The genuine tablets, marked Bayer, are absolutely harmless to the heart.

BAYER ASPIRIN

Aspirin is the trade mark of Bayer Manufacture of Monocaceticacidester of Salicylicacid

Insure Him a Healthy Skin through life by using **Cuticura Soap**

[Cleansing, Healing, Soothing and Antiseptic]

Soap 25c. Ointment 50c. and 50c. Talcum 25c. Proprietors: Potter Drug & Chemical Corporation, Malden, Mass.

Fliers Say Courage Varies with the Way they Feel

AEROPLANE pilots tell us that their courage, their whole attitude toward flying, varies from day to day, with the way they feel. If they feel full of pep, healthy, they can try anything—nothing frightens them. Their nerve is unshakable; their skill keen; their flying is machine-like in its perfection.

It is an entirely different story, however, if they wake up in the morning feeling sick, down in the mouth. Then flying becomes a real danger.

What is the matter with these brave people when they are not up to par? The natural poisons in their bodies have not been swept away. They are allowing their brains to be clouded and dulled by poisons which should not be permitted to remain in the body.

This is the lesson we can learn from airmen. It is the lesson that points to Nujol—the simple, natural, normal way—without the use of drugs or medicines to keep the body internally clean of the poisons that slow it up. Nujol is pure, tasteless, colorless as clear water. It forms no habit; it cannot hurt even a baby.

See how the sunshine floods into your life when you are really well. Get a bottle of Nujol in its sealed package at any drug store. It costs only a few cents and it makes you feel like a million dollars. Find out for yourself what Nujol will do for you this very night. You can be at top-notch efficiency and happy all the time. Get a bottle today.



Member of the "Caterpillar Club" earns his right to membership by 5000 foot Emergency Jump.

The New Spring Styles in
SHOES
are here
We have a Style and Size for every
member of the family
J. M. Mann & Son

They Must Succeed!

The growth and development of this community depend to a large extent upon the progress of its farming interest,

It is the aim of this Bank to do everything in its power towards helping the farmers succeed.

We are proud of the fact that so many farmers have taken advantage of our facilities for serving them.

We offer you our service

The Peoples Bank

Capital and Surplus, \$44,000.00

New Spring Felts



The Choice of your New Spring Hat will be made easier by a visit to our store,

We are showing the Newest Styles and Shapes in Men's Felts-in the late Grays and Tans.

Hinton & Hutton Company

Dry Goods Department

More and Quicker Poultry Profits



The International Line of Poultry Feeds

is Poultry Life Insurance for your poultry and means **More Profits**

We want you to come in and see the Registered Jersey Male Calf, raised on International Feed, now on exhibition at our store.

Collierville Cash Feed Store

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

Mr and Mrs H W Cox were in Memphis Wednesday.

Chas. Powell of Memphis spent Wednesday here with friends and relatives.

LOCALS & PERSONALS

Judge W T Horton of Jackson, Tenn. spent the week end with his parents, Rev. and Mrs J P Horton.

P E Steward of Santa Barbara, Cal. visited in the home of Mr and Mrs Milton Mann this week.

Wilson[Ark] Big Boll Cotton Seed \$3 25 per 100 Will exchange some for pigs and calves.

Bickham P Wilson
R 1 Collierville

Bray Station

Mr and Mrs C W Fleming have a New Stewart-Warner Radio, purchased from W W Clay, local dealer.

Dr L P Pearce attended the meeting of the Memphis-Shelby County Medical Association Tuesday night, in Memphis.

FOR SALE-300 acre farm in Fayette County, Tenn. 200 acres good farm land. 100 acres timbered.

Address: J H Iby, Agt.
Collierville, Tenn.

Work is progressing on a modern brick veneer 6-room and bath bungalow—the home of Mr and Mrs W W McGinnis. The lot is being terraced.

C B Barker of New York City is visiting his sister, Mrs Harry Williamson, this week.

For Sale: 100 acres fine land, dwelling, on public road and mail route. Near school and church Price \$1,000, \$500 cash, — balance five years at 6 per cent interest. Fine climate to live in. J. Wood, Box 138, Griffin, Georgia.

The friends of Mrs. Sue F Walker will be glad to know that her condition is much improved. She is with her son in Decatur, Ga.

Mesdames L A Williams and Howard Jameson of Memphis spent Wednesday here the guests of Mr and Mrs L P Carruth.

New Radio Log—gives all stations and wave lengths—broadcast periods and late stations. Price 15c. See or phone W W Clay, Phone 133.

Mrs L P Carruth made a business trip to Memphis on Tuesday.

Mrs W S Jameson of Rossville was the guest last week end of her daughter, Mrs Virginia Piper.

For Rent—Six-room house, good barn, 50 acres bottom land. Call J. A. Dawkins, Collierville.

Mrs Hughley Keough and children spent the week end in Duncan, Miss., with her son, H H Keough.

Miss Aileen McCandless, a student nurse at Baptist hospital, spent Tuesday evening here with her parents.

For Sale—Pigs, and Bunch Yam eating and seed potatoes. Rev. B. M. Cowan. 3-21-pd.

Miss Ida Knox was a guest last week end of Miss Ruth Piper.

Watson Kelsey was a business visitor this week to St. Louis.

For Sale—A Fordson Tractor in good condition with or without pulley. F. A. Cory, near Cordova on Hall road.

R. Cohn, of Hearts Delight Farm, Forest Hill, is in the Baptist Hospital in Memphis, this week.

Dr. Vance C. Roy

OPTOMETRIST

901 Farnsworth Bldg. Memphis, Tenn

Will be at Dr McCall's Office in Collierville, every Wednesday

Eyes Examined and Glasses Supplied

Pure-Bred Buff Orpington Eggs, \$1 per setting. Mrs. J S Person, Collierville.

Leola Rodgers spent the week end in Mt Pleasant with her aunt Mrs Tom Jamison.

Mesdames Buzz Hamner and Jasper Steaks of Fisherville shopped here Tuesday.

Found — Key case containing four keys — owner may have same by paying for this adv. Call Phone 140

Cooper Motor Co. reports the sale this week of a new Ford Roadster to E B Ashford

Mrs W E Friedman attended the funeral in Topelo, on Tuesday of Mr Friedman's grandmother.

For Sale. No. 1 Pine land delta Cotton Seed, and Delfas Cotton Seed at \$1.00 per bushel.

R. A. Jones, Baily, Tenn

W M Huffstickler had as guests Saturday his sister, Miss Mary McGerson, and Mr Young of New Albany

Mesdames Lottie Dunn and Albert Person shopped in Memphis Tuesday.

Mrs A Weinstein with her daughters, Miss Ruth and Mrs Lehman, visited in Memphis Tuesday.

Card of Thanks

We wish to thank everyone for their help and kindness to us during the illness and death of our son and brother Marvin Odell. We shall remember you with grateful hearts.

Mr and Mrs W H Looney and family

Christian Church

Sunday School 10:30
Preaching 11 and 7:30
Sunshine Endeavor 5:00
Intermediate and Senior Endeavor 6:30
Prayer meeting, Wed 7:30

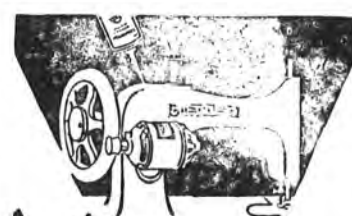
A record of Sunday School and Church attendance will be sent the State Board each week until June 8. All members are requested to help us make this record what it should be. Others always welcome.

F. A. Coyle, pastor.

Fire Wednesday Morning

What might have proven a very serious fire, except for fast and efficient work on the part of volunteer firemen with the new fire hose purchased recently by the city, occurred Wednesday morning in the basement of the apartment occupied by Mr and Mrs H W Schrader. They were awakened by smoke pouring into the room, and were scarcely able to escape, being almost overcome by the fumes.

The exact origin of the fire is undetermined, but it is supposed it was caused by an oil stove that Mr Schrader used during the cold weather to warm a lot of potatoes he had stored in the basement. The loss is estimated at \$200 with no insurance.



You Notice the Difference Immediately

"STANDARD" HOUSEHOLD LUBRICANT

You are cordially invited to attend a

TAILORING EXHIBIT

to be given here by

Mr. St. Clair Thompson

an expert representative and style authority of the

KAHN TAILORING CO. of Indianapolis.

He will show a complete display of the

NEWEST SPRING and SUMMER

FABRICS and FASHIONS

and personally assist you in selecting your patterns and styles and in taking your measures

AT OUR STORE

Saturday, March 8th
Kelsey Brothers

Kelsey Chevrolet Co.

New and Used Cars

for Economical Transportation

Sales-  -Service

SPRING DAYS are PAINT DAYS

The Porch Furniture will need a new finish—Woodwork will need touching up and Floors need re-painting. We have the

Sargent Paints

a wide range of colors in Paints, Enamels and Varnish Stains

Harrell Drug Co.
A GOOD DRUG STORE

Business is Good

Our New High Pressure Washing Machine has increased business so much we are forced to hire more help. in order to turn out the work. This machine develops a 400 lb pressure and will absolutely knock the dirt and grease off the chassis (no additional cost to you.) We have also installed an All Electric Alemiting High Pressure Grease Gun and Guarantee to grease each and every part of your car and Spray your Springs with Genuine Cosite Penetrating Oil. Prices are

Washing and Cleaning Chasis-fenders,
Fords and Chevrolets, \$1.00 If muddy, \$1.50
Large Cars, 1.50 " " 1.75
Vacuum cleaned, 50c Nickle Polish, 50c Duco Polish, \$1.50c
Large cars, \$2.00

Greasing of all cars, including spraying of springs, \$1.00

COOPER MOTOR COMPANY

Sales-  -Service

Phone 163—we will call for and deliver your car

BIGGS & DUDNEY

General Merchandise

Service

Quality

Phone 43

HINTON & HUTTON FUNERAL DIRECTORS AMBULANCE SERVICE

PHONE 15

NIGHT PHONES, 137 & 177

DON'T FORGET-- McGinnis Has It

- Lumber
- Hardware
- Paint
- Sash and Doors
- Lime and Cement
- Face and Common Brick
- Galvanized Roofings
- Composition Roofings
- Cypress Shingles
- Red Ash and Jellico Coals
- Galvanized Water Pipe
- Glazed Sewer Pipe
- Plumbing Materials
- Electrical Supplies
- Wagon Material-Rims and Spokes

"THE MAJESTIC RADIO"

W. W. McGinnis Lumber Co.

Collierville, Phone 21 Tenn

No Woman Need Be A Drudge These Days

Electricity is so efficient and economical that no woman can afford to waste her time and energy in doing drudgery work in these modern days.

For a few cents an hour, Electricity will relieve her of labor in doing the washing, ironing, cleaning and cooking, leaving more time for leisure and culture.

The modern home is incomplete without adequate Electric Service.

Consult your wiring contractor when you plan to build. He will give you valuable advice.

Memphis Power & Light Company

Our Poultry Column

Edited by Prof. Frederic H. Stoneburn



Without charge, our readers may secure expert personal advice on poultry topics. Address inquiries to Southern Poultry Bureau, Box 728, Memphis, Tenn. State your problems fully; enclose stamped self-addressed envelope.

TO THOSE who have watched the growth of the baby chick industry during the last twenty years, who have seen the business developed to tremendous proportions on the basis of service and value, who have noted the wonderfully helpful influence it has exerted upon our national poultry industry, it seems almost incredible that any interested person should have any doubt as to the value of baby chicks produced by reputable hatcheries. Yet in a letter which recently came to my desk I find expressed the thought that it isn't safe to buy commercial baby chicks "because they always die."

IF ANY reader has even a lingering doubt as to the business integrity of the operators of hatcheries or the character and value of the chicks they offer the public, I ask him to accept this assurance: one is perfectly safe in dealing with reputable hatcherymen, and from them will receive good chicks which will live and thrive, which will develop into mature birds of better than usual quality.

It is true that many hatchery chicks die. This is equally true of chicks hatched at home, either in incubators or by mother hens. But in the vast majority of cases such losses are directly due to improper management of the chicks, faulty brooding, incorrect feeding, accidents, etc. You must admit that these various factors are not under the control of the person who produced the chicks.

I KNOW of no business or profession which is free from people who are willing to resort to sharp practices in order to secure the dollar. There are crooks in all lines. At intervals some of these unprincipled gentry make their appearance in the baby chick business. But the number of transgressors is surprisingly small and they don't last long. As the business, both selling and delivering the chicks, is largely conducted through the mails, the national authorities have jurisdiction and a high proportion of those who have attempted to conduct fraudulent businesses in this line have quickly been forced out. Some of them are serving time behind the bars. The International Baby Chick Association has been especially active in ferreting out and assisting in prosecution of crooks.

ON THE other hand, the dependable and capable producers of baby chicks—and they are in the vast majority—know that their permanent success depends upon their ability to build and maintain a good volume of business. This can only be accomplished by rendering honest service and delivering good value.

In order to provide an efficient plant and equipment, the owner of a modern hatchery must invest large sums of money. Sound business sense dictates the necessity of protecting this investment through square dealing and the delivery of goods which are of satisfactory quality. It must be

apparent that no hatchery could survive and expand year after year if all or the majority of the chicks delivered to customers died during the brooding period. In that fact alone one finds a big reason for believing—that is true—that full confidence may be placed in the established producers of baby chicks.

SHOULD there be heavy losses among chicks purchased from reputable hatcheries, seek the cause before blaming the producers. Faulty practice in brooding is generally the cause, as previously intimated. Then there is always a possibility that the shipment has been injured in transit. Certain lots of chicks may be chilled, overheated or roughly treated during their journey from the hatchery. The effects may usually be noted when the shipment arrives and the shipper should be notified.

The danger of such accidents, however, is so slight that it is scarcely worthy of serious thought. The men whose business it is to produce thousands, even millions, of chicks each year have so perfected their shipping methods that losses in transit seldom occur. In such instances the average hatcheryman is not only willing but anxious to make full adjustment and the buyer is thus protected.

THIS consideration brings the local hatchery to the fore. America is now dotted with hatcheries and the majority of poultrymen are within driving distance of one or more of them. There are certain advantages to be gained from meeting the hatchery operator face to face, inspecting the chicks at time of purchase and taking them home with you.

As a class the good hatchery folks are entirely dependable. They have done a vast amount of good in the commercial poultry field. They are safe men to deal with. And, being specialists, they are in position to be of real help to poultrymen generally.

AMONG the breeds best suited to the production of table poultry are the Rocks, Reds, Wyandottes and Orpingtons, the general purpose breeds. Also those heavyweights, the Brahmas and Jersey Giants. To those who will grow chicks of these breeds this season I suggest that plans be made to caponize a fair number of cockerels and develop these into about the finest table poultry that is produced.

The delicious capon is steadily becoming more popular as its merits are recognized. Here and there we find capon specialists who rear large flocks of these huge, soft-meated birds each year. As a rule they make good profits, frequently the profits are surprisingly large. I see no practical reason why the production of fine capons cannot be greatly enlarged to the benefit of all concerned. During the height of the season capons commonly sell at higher prices than turkeys. They are mighty good eating! (Copyright, International Sugar Feed Co., Memphis.)

The Herald Is One Year Old

Last week's issue of the Collierville Herald was Number 52, completing our first year. As we go into our second year, we want to thank everyone for the help given us, to our patrons for advertising and job printing, our correspondents for their items sent in and everyone who has helped us in getting out the paper. We have tried to give a "Good Weekly Newspaper", striving at all times to give the local news of our territory and we want to help in every way we can, in the development and upbuilding of Shelby County and surrounding territory.

We are adding equipment to our plant, making it possible to handle a larger line of printing and to give you a better paper during the coming year. The Herald was established, not as an experiment, but with the intention of staying here and our first year has met our expectations fully. We appreciate the many nice things that have been said to us and assure you all we are going to do our very best to merit your approval during the coming years. We want to print the news of the territory and any items, either brought in or phoned to Phone 140, will be appreciated.

Again thanking you, and promising our co-operation and help in every move for upbuilding and development of the en-

tire territory we are,

Yours truly,
Walter H. Harris, Editor
Mrs. Kathleen Harris,
Managing Editor.

The Collierville Herald,
It is with genuine pleasure that we wish you many more anniversaries in Collierville.

Your paper has been helpful, and we think worth while to the community. Newsy and well written.

We have had advertising experts tell us that your advertising is attractive, well displayed and equal to that of the much larger towns.

We hope you will grow and prosper in our town.
Chamber of Commerce
Collierville, Tennessee
Watson Kasev, Secretary

BIGGS ELECTRIC CO.

J. W. Lynch Auto Bldg.

"Everything Electrical"
Electrical Supplies Radios and Repairs
Phone 74

"Say it with Flowers"

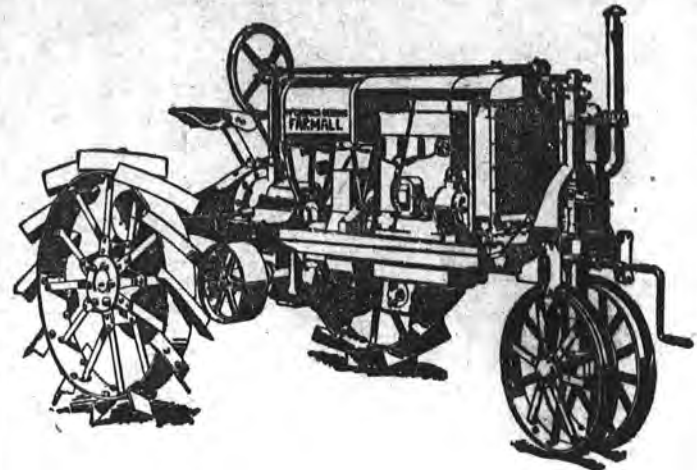
FLOWERS
FOR ALL
OCCASIONS

Call Mrs. Delaney

Agent for Irby Harris Florists

Seeing is Believing

Farm with Profit



The FARMALL Tractor

Does all kinds of Farm Work Cheaper—from Plowing to furnishing power—and is "always ready to go"—ask the man who has one.

Let us Demonstrate a FARMALL Tractor on your farm.

Hinton & Hutton Company

Collierville, Tenn.

Are you Interested in these Values?

Drop into our store and look them over when in Memphis

Tilt-top Tables, Decorated,	\$.98
Boudoir Lamps,	1.35
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When in the store, ask to see our Special 3-Pc Overstuffed Living Room Suites at \$89.50

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FURNITURE

173-75 South Main St. MEMPHIS

Many Bells in Carillon
There are 71 bells in the carillon of the Florida singing tower.

Collierville Insurance Agency
Mrs. W. N. Craig,
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Only the Best of

MEATS

In our New Market you will Find Just What You Want

Home Made Pure
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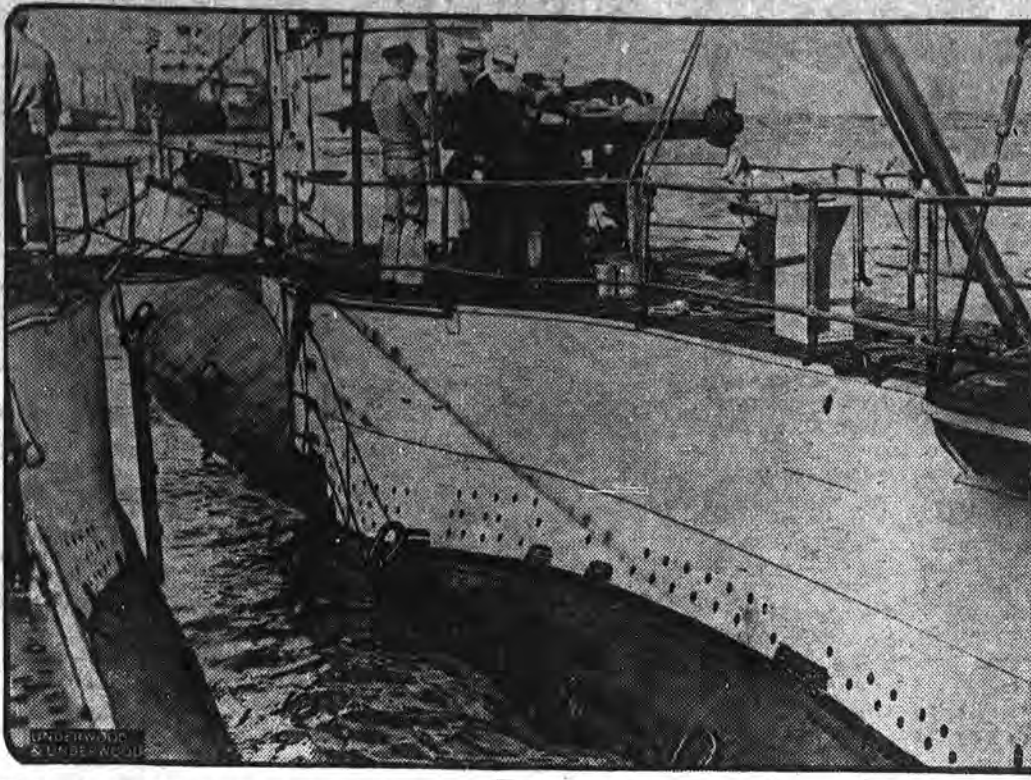
PUBLIC HAULING

We Go Anywhere
Any Time,

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Hauling Milk a Specialty

Making Uncle Sam's Submarines Safe for Crews



Various devices have been adopted by the United States navy for the safety of submarines and their crews. This picture of the new S-29 shows the "pad eyes" near the water's edge. These rings will permit cables to be attached in case of sinking and pontoons will then raise the sunken ship. Other safety equipment on the S-29 includes Momen "lungs" (quickly attachable breathing devices for the crew), a safety escape lock on deck from which the crew can escape; a marker buoy which will serve as a marker for a rescue ship, and a telephone buoy which also will go to the surface and serve as a means of communication with the crew below.

Mountains That Reveal History

Darius Used 5,000 Words to Tell the Story of the Persian Empire.

Washington.—Five hundred words is the limit to a history of the United States which former President Coolidge has been asked to write as a legend to accompany the herculean figures of Washington, Jefferson, Lincoln and Roosevelt, being carved on the rocky face of Mt. Rushmore, S. D. Darius, king of the Persians, and Mr. Coolidge's predecessor in mountain inscribing by the margin of nearly 2,500 years, used 5,000 words for a history of his empire.

centuries the Behistun inscriptions proved a mystery that challenged scholars. Steps leading to the translation of the writings make one of the best mystery stories of archeology. Final success in reading the cuneiform sentences gave the key to the whole literature of Babylonia. What the Rosetta stone did to reveal the enigma of Egyptian hieroglyphics, the Darius inscription did for cuneiform writing.

Historic Mountain Memorials. "Darius' inscriptions at Behistun; the rock records of conquerors from Xanxes II down to the French in 1800 at the Nahr el-Kelb, Syria; and the Lion of Luzern, Switzerland; are three notable mountain memorials," says a bulletin from the Washington headquarters of the National Geographic society.

"An Autobiography on Stone. "I am Darius, the great king, the king of kings, the king of Persia, the king of the provinces, the son of Hytaspes, the grandson of Arsames, the Achaemenian," and so on, at considerable length.

False Teeth or Fly Paper, U. S. Sells 'Em

Washington.—Department of commerce export figures for 1929 show that this country shipped to foreign nations \$1,786,607 worth of windmills, \$68,782 of horseshoes, \$80,578 of fly paper, \$1,267,000 of false teeth, and \$368,000 of rubber erasers.

The entire text is a gargantuan boast of a primitive tyrant whose human weaknesses peep out only once or twice.

"There is also much else," proclaims Darius with sudden modesty, "that hath been done by me which is not graven in this inscription; on this account it hath not been inscribed lest he who shall read this inscription hereafter should then hold that which hath been done by me to be too much and should not believe it, but should take it to be lies."

GIVES TEN MILLIONS



Maurice Falk, multi-millionaire philanthropist, who announced recently that his gift to Pittsburgh, his native city, is the creation of a \$10,000,000 foundation for the public welfare and established as a memorial to his wife, Mrs. Laura Falk. A board of seven managers will be empowered to spend the entire amount within the next 35 years.

Negro Chemist Gets Milk From Peanuts

Tuskegee, Ala.—Dr. George Washington Carver, professor of chemistry at Tuskegee institute, claims he has derived more than 100 useful products from the sweet potato, 165 from the peanut and 300 different paints from clay in this area.

COLLECTING HANDCUFFS IS KANSAS CITY MAN'S HOBBY

Walls of Home Lined With Most Valuable Assortment of Kind in World.

Kansas City, Mo.—The market price on handcuffs is usually on the advance when M. A. Gill of this city is in the vicinity. He is the leading collector of "cuffs," thumb-cuffs, navy irons, and manacles in the United States.

Two pairs of handcuffs were obtained by Gill from Mrs. Beatrice Houdini, wife of the late Harry Houdini, the magician. One pair is the Lillie hand slave iron used by Houdini in his exhibitions. The inventor of this handcuff died in a pair of his own make on board a ship while in temporary restraint. They were patented during the Civil war.

Kilt Most Economical Garment, Scot Says

Rothsay, Scotland.—The reason the Scotch wear kilts is because they are economical, according to Lord Colum Crichton Stuart, M. P., a Scotsman himself and brother of the marquis of Buth. His reasons for the plaid was told in a story at a Gaelic meeting held here.

The KITCHEN CABINET

"Spring, with that nameless pathos in the air Which dwells with all things fair, Spring with her golden suns and silver rain Is with us once again."

THIS AND THAT IN COOKERY

Apples are so commonly found in all markets, so wholesome as a fruit and so popular as a food, we find new ways of serving them most welcome.

Apple Pie—Pare and core six large cooking apples, cut into eighths. Make a sirup with one cupful of water and cook gently until they are nearly done. Add two tablespoonfuls of butter and finish cooking.

Fried Apple Pudding.—Line a buttered pudding dish with strips of sponge cake (cut one-half inch thick) which have been dipped into milk and sauted lightly in melted butter.

Apples With Cheese.—Cut circles of white bread one-fourth inch thick, dip into melted butter then roll in grated cheese. Place half on a buttered baking dish. Cover with rings of cored apple. Bake in a hot oven and serve sizzlingly hot.

Chicken Custard.—Chop cooked chicken, stir in a thick white sauce, add one beaten egg, and cook stirring constantly; pour into custard cups, sprinkle with buttered crumbs and brown delicately.

Prepare some biscuit sandwiches by rolling out the biscuit dough thinner than usual, spread one with chopped, seasoned ham and cover with another. Bake until well browned.

Windmills.—Roll out a rich pastry cut into four-inch squares, slit each an inch deep in the corner of each square. Brush with egg yolk and milk beaten together, and press the corners toward the center.

Honey Sauce.—Take one tablespoonful each of flour and butter, one cupful of currant jelly, one cupful of boiling water, two ounces of honey, and two ounces of lemon juice.

Apple Meringue.—Grate one apple, add two tablespoonfuls of sugar and one egg white and beat until light. Serve as cake filling or sauce for various puddings.

Soup From Roast Beef Bones.—Remove all the fat and cover with one quart of water, add salt and a lump of sugar, one teaspoonful of beef extract. Simmer three hours with a sliced carrot, add one cupful of chopped cabbage and simmer for one-half hour longer. Serve hot.

Oxtail Soup.—Take one oxtail, jointed, three pints of water, one table-spoonful of mushroom catsup, a tea-spoonful of sugar. Simmer several hours, then add one slice of carrot and one onion. Simmer another half hour. Serve with the meat in it.

Improved Uniform International Sunday School Lesson

(By REV. P. B. FITZPATRICK, D.D., Member of Faculty, Moody Bible Institute of Chicago.)

Lesson for March 9

THE PARABLE OF THE SOWER

LESSON TEXT—Matthew 13:1-23. GOLDEN TEXT—Who hath ears to hear, let him hear.

PRIMARY TOPIC—Hearers and Doers. JUNIOR TOPIC—Hearers and Doers. INTERMEDIATE AND SENIOR TOPIC—Giving Heed to Jesus' Teaching. YOUNG PEOPLE AND ADULT TOPIC—Take Heed How Ye Hear.

In this thirteenth chapter of Matthew the "mysteries" of the kingdom are unfolded. By "mystery" in the Scriptures is meant truth undiscoverable by human reason, made known by revelation. The seven parables of this chapter set forth in a most graphic manner the admixture of moral and spiritual affairs in the world between Christ's ascension and return to the earth.

I. The Sower (v. 3). The sower is not named in this parable. In the parable of the wheat and tares, the sower is the Son of Man (v. 37). It is evident that the sower in this case is the Lord Jesus Christ. Through the centuries He has been sowing the seed of divine truth by means of prophets, apostles and ministers.

II. The Kind of Soil (vv. 4-8; 19-23). The soil is the human heart (v. 19). The seed sown is the Word of God (v. 19). The difference of results lies in the condition of the soil, which in turn is the state of the human heart. Notwithstanding the faithfulness of the sower and the purity of the seed, the results of preaching God's Word depend upon the condition of the human heart. This parable reveals four kinds of soil or hearers.

1. The wayside, or hard-hearted hearer (v. 4, cf. v. 19). The soil is the human heart (v. 19). The seed sown is the Word of God (v. 19). The difference of results lies in the condition of the soil, which in turn is the state of the human heart.

2. The stony places, or superficial hearers (v. 5, cf. vv. 20, 21). This means stones with a thin layer of soil upon them. Under such conditions the seed springs up quickly, but likewise scorches quickly. Hearts superficially impressed receive God's Word with joy, but when persecution and trials come they are not able to endure.

3. The thorny ground, or pre-occupied hearers (v. 7, cf. v. 22). In this case the ground is good, mellow enough and of sufficient depth, but has thorns in it. Such really hear the Word of God, but the cares of this world and the deceitfulness of riches and the lusts of other things, entering in choke the Word and it becomes unfruitful (Mark 4:19).

4. The good ground, or fruitful hearers (v. 8, cf. v. 23). "But other fell into good ground and brought forth fruit." This ground differed from all the rest. It was mellow, deep and moist, therefore it was capable of bringing forth fruit, a hundred, some sixty and some thirty fold. In the measure that the heart is kept free from worldliness, riches and pleasures, the good seed matures.

III. The Purpose of Teaching in Parables (vv. 10-17). There is much misapprehension concerning teaching in parables. The parable method of teaching makes clear the truth to those that love it, but conceals it from those who have a distaste for it. Jesus did not teach by parables till the rulers had set their hearts against Him. When in the light of His miracles and wonderful works they turned against Him and attributed His works to the devil, He denounced them in the most scathing terms and began to teach in parables. In fulfillment of the prophecy of Isaiah (Matt. 13:14, 15; cf. Isa. 6:9, 10).

God Ever Ready to Protect God often strikes away our props to bring us down upon his mighty arms. What strength and peace it gives us to feel them underneath us! Far as we may sink, we cannot go farther down than those stretched arms.—Doctor Cuyler.

What Love Is Love is the simple desire for the highest good of another or of others, and is the expression of a spirit of self-surrender.—Bishop Westcott.

"No repairs in 22 years," says home owner

"Visitors are delighted with the noiseless operation of my doors," says a home owner of Monongah, West Virginia. "The locks and hinges have been in active service 22 years, and during this time I haven't spent a cent for repairs. I've never used anything but 3-in-One Oil."

To Avoid Infection Use Hanford's Balsam of Myrrh

All dealers are authorized to refund your money for the first bottle if not satisfied.

This Mother Had Problem



As a rule, milk is about the best food for children, but there are times when they are much better off without it. It should always be left off when children show by feverish, fretful or cross spells, by bad breath, coated tongue, slack skin, indigestion, biliousness, etc., that their stomach and bowels are out of order.

Millions of mothers have proved its merit and reliability in over 50 years of steadily increasing use. A Western mother, Mrs. May Snively, Montrose, California, says: "My little girl, Edna's, tendency to constipation was a problem to me until I began giving her California Fig Syrup. It helped her right away and soon her stomach and bowels were acting perfectly."



Makes Life Sweeter

Next time a coated tongue, fetid breath, or acid skin gives evidence of sour stomach—try Phillips Milk of Magnesia! Get acquainted with this perfect anti-acid that helps the system keep sound and sweet. Take it whenever a hearty meal brings any discomfort.



W. N. U., MEMPHIS, NO. 18-1930.

