

# IREDELL WOMAN BUILDS UP HUGE POULTRY FARM

Wife of Statesville Business Man Is Educating Large Family on Returns from Hatchery Business. 200,000 Baby Chicks Sold Each Year. Took in Over \$30,000 During Last Year.

Statesville, N. C.—How a few acres of land on the edge of a town can be the leverage for building a major farming operation is illustrated by the experience of Mrs. E. B. Burch, wife of a prominent business man here. In six years she has developed what is now the largest hatchery in the Southeast.

There were eight children of ours to be fed, clothed and educated," says Mrs. Burch, "and there were beyond our control certain circumstances which caused me to feel that I should help with the family income. I had kept a small flock of white leghorns on the place; so I decided to add a hatchery. Several of the children were small, so we attached the hatchery to the house and thus it remains."

She still raises chickens but mostly for purposes of demonstration. Her hatchery is the operating core of 50 to 75 flocks of purebred chickens on as many farms in Iredell and adjoining counties. The handling of all these flocks is supervised by Mrs. Burch, for from them she gets the eggs with which she procures some 200,000 baby chicks for distribution in spring and fall.

Before starting the hatchery Mrs. Burch took a course in poultry management at Purdue University in Indiana, and every November she partakes in the week-length short course in the same subject at State College, with the poultry department of which she operates in close co-operation.

She started off with an incubator of 12,000 capacity; now she has two, both of high efficiency, with aggregate capacity of 77,000 eggs. Last year she did a business of about \$30,000, and specialists in touch with her work say her earnings amount to \$4,000 to \$5,000 a year. Out of her earnings she has paid the expense of keeping several children regularly in college.

"Practically all of our baby chicks remain in the State," says she. "About half of them are taken by nearby operators who come for them and the other half are distributed by parcel post."

Her operations have been a great stimulus to improvement and expansion of poultry raising in this section. In the flocks from which she draws eggs there are 40,000 to 50,000 laying hens, all belonging to select strains of eight purebred varieties.

## Make Land Fertile, Dean Schaub Advises

Now that North Carolina is closely approaching the production of needed food and feed crops, little expansion in this direction can be made by farmers looking for substitute crops for cotton and tobacco. The next step, therefore, is to till the land with humus and organic matter so that it might be put into a high state of fertility, looking to better days in farming.

"We do not think that cotton growers may turn successfully to the production of tobacco next season," says I. O. Schaub, director of the agricultural extension service at the State College. "We do think, however, there is a great need to build up the fertility of the soil so that it may produce more profitable acreage yields in the future. There is little cash to be obtained in producing cotton and tobacco anyway and the man who has grown all of his food and feedstuffs in a good position to plant legumes so as to add to the fertility of his soil. The beginning should be made this fall."

Dean Schaub believes the day when North Carolina can be counted as a leader in cotton production is gone. The State should continue to produce this staple but devoting its energies to growing only the highest quality which measures about an inch or an inch and a sixteenth, leaving to other acres the production of low grade lint. Cotton growers should not increase the acreage to tobacco next season.

This means that the thing to do is to plant soil improving crops in rotations that will continue to improve the soil and will provide plenty of food and feed. With pastures added, the State may then turn to livestock and thus build out of the present depression an agricultural system which can easily be the peer of any in the nation.

### BLIND LUCK

Berkeley, Calif.—Mrs. Margaret Wilson, comptometer operator, blind since birth, stood on a busy intersection here, waiting for some one to help her across the street.

A man stepped up and asked: "May I go across with you?"

"I'd be very glad if you would," replied Mrs. Wilson.

Safely across the street, the man thanked Mrs. Wilson.

"Why, I want to thank you," she said.

"You know," the man continued, "when one has been blind as many years as I have, it is a mighty big favor to have someone help him over the street."

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## How Well Do You Know Teddy?

DISPITE all that has been written about Theodore Roosevelt, whose seventy-third birthday falls on Tuesday, Oct. 27, most Americans know very little about many of the most interesting facts concerning this great national figure.

By way of testing your "Roosevelti-ness," see if you can answer the questions listed here. Do not read the answers in the paragraph that follows until you have tried to answer all questions.

1. What was Teddy's original nickname?
2. Was he really a cowboy?
3. What two cities were traditionally claimed as his birthplace?
4. Of what city was he chief of police?
5. What was his favorite recreation?
6. What famous slogan did he coin?
7. What European monarch was his main ardent admirer?
8. What church did he belong to?
9. What position was he to Governor Roosevelt in the Roosevelt family?
10. Who was his closest personal friend?

The answers: 1. "Four-corners," so-called by rivals because he wore glasses from early childhood. 2. He worked on a ranch in North Dakota when a youth to build up his health. 3. Alpha Delta Phi and Delta Kappa Epsilon. 4. He was police commissioner of New York City, 1888, which position corresponded to chief of police. 5. Boxing. 6. "God to the last drop." He made this statement



Photo-Toms

to a friend after drinking Maxwell House Coffee, and that company turned the remark into a famous slogan for its product. 7. Former Kaiser Wilhelm, 8. Dutch Reformed Church. He was a member of the congregation at Oyster Bay and Washington. 9. A fourth cousin. 10. Elihu Root.

## Liggett, Leading Figure in Drug World, Issues an Optimistic Statement

Boone Drug Company, the local Rexall Drug Store, has just received a personal letter from Louis K. Liggett—leading figure in the drug world, old friend of former President Coolidge and a keen student of modern business. The message sent from Boston headquarters of this outstanding pacemaker in successful merchandising is as full of good news as an English walnut is of meat. Mr. Liggett throws some mighty interesting insights on current business affairs and has crowded much unanswerable logic into the document.

Referring to one of his conversations with former President Calvin Coolidge, he tells that after an hour's discussion of business problems, Mr. Coolidge declared: "Supply and demand will make the price. It always has and always will. You cannot control what God produces."

Mr. Coolidge was referring to the English attempt that failed, to regulate production and price of rubber, and Mr. Liggett's comment is: "No social legislation—no national legislation—no world intercourse or world courts can establish a value that will turn the flow of business. Calvin Coolidge was right when he said that price can be regulated only by supply and demand."

The fact that at this particular time of business stress there is listed the largest number of Rexall drug stores in Drugdom's history, was received with no little satisfaction, because it proved to him the wisdom of becoming the Rexall druggist in this particular locality where the profit and good will assured by the Rexall plan to both the one who sells and the one who buys has been a community affair of mutual benefit.

"I think the biggest merchandising idea that has ever been promulgated in America is the fall one-cent sale," continued Mr. Liggett, and he gives this bit of history: "I brought this sale to you in the fall of 1914, after war had been declared between the European countries. Everything was at a standstill. Stock markets were closed. Everything was going to hell in a hand, and the one-cent sale put your business over then and it will do the same thing this fall."

More money is being spent on the publicity program for this autumn One Cent Sale than has ever been expended before. As its projector who gave it to the independent druggists who have accepted the Rexall merchandising plan, Mr. Liggett says: "The theme and scheme back of the One Cent Sale is clean—it is wholesome—it is truthful. It is merchandising from factory to consumer with the lowest possible intermediate profit. You will give employment in your stores by reason of what your consumers buy. And after all, that is what is going to tide us over!"

This Rexall One Cent Sale will be run the first week in November and the people of this community will spare in this greatest festival of buying opportunity of the current strenuous year.

## STUMP STILL CAPTURED IN STATE OF WILKES

(Elkin Tribune)

A whisky distillery, set up to resemble a couple of stumps, was found and destroyed by Deputy Sheriff R. F. Eller in Boomer Township, Wilkes County, several days ago. The still was near the Wilkes-Allegheny line on the west side of the Brusty Mountains.

According to the officers, the outfit had a stone furnace and a 50-gallon steel drum used for making steam. A large poplar tree was cut near the ground and about five feet of the tree was used for the still proper, being set up to resemble a stump. Another poplar was cut in much the same manner and a section of it was used as a condenser.

Approximately eight hundred gallons of still beer was poured out. The entire arrangement was set up with the idea of deceiving possible passersby.

## Today and Tomorrow

By FRANK F. STOCKBRIDGE

### Edison

Twenty-three years ago, when Thomas A. Edison was seriously ill, I prepared an account of his life, for publication in case of his death. I found in the reference room of the New York Herald an article several columns long which had been written about Edison in 1879.

What man ever lived whose life was a matter of public interest for so many years? I can think of none. As far back as 1879, fifty-two years ago, Edison's name was known all over the world. Great men have sprung into the limelight, lived their full careers and gone to their graves since then. Theodore Roosevelt and Woodrow Wilson were just finishing college in 1879, William J. Bryan had not been heard of, Grover Cleveland was an obscure lawyer in Buffalo. Each of those and many others who have long since passed from earth left his mark on human affairs, but none so completely revolutionized the world as Edison.

Very few men live to see the full fruition of their life's work. Thomas A. Edison was one of the fortunate few.

### Decency

Librarians report that there is a revival of interest among young folks in the sound, decent literature of the days before the war. Young folks of both sexes who were too young to be influenced by the war are reading the great books of Dickens, Thackeray and Scott in preference to the modern sex novels. From a famous sociologist I learn that the wave of sex literature is waning, and that books whose chief claim to interest is their indecency are no longer being widely read.

This friend attributes the let-down in moral standards, which was so noticeable for a few years after the war among young people, to the desire for thrills on the part of those who were just too young to have any part in the war, but who were emotionally stirred up by it. They have now had their fling and are largely settling down to decency, while the younger ones, who were infants in wartime, have no such emotional disturbance to be compensated for.

Whatever there is in that theory, it is gratifying to feel that the age of indecency is approaching an end. It was bound to end sometime, as such manifestations always do, in time.

### Hoover

Most of the criticism of President Hoover is based upon his inability to stir the emotions of the crowd. He never "makes the eagle scream" and he does not like to quarrel in public with his political opponents. But when he can get a group of men around a table to discuss any question of public importance, he usually gets what he goes after. That is what Mr. Hoover has been doing in the matter of the war-debt moratorium, the new plan for credit relief, and other measures of great public importance. It is a new method in American statecraft, but it seems to work. It takes leadership to work it, and those who have been saying that Mr. Hoover is not a leader need to revise their views. Leaders do not always wave their swords and parade with a brass band.

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### Signs

Down in New England, rural weather sharps are forecasting a hard winter. The squirrels are laying in supplies of nuts with greater industry than for years. To the simple mind which attributes to animals powers of foresight which humans do not possess, this is held a sure sign of long-continued cold.

Science knocks this theory into a coked hat. One reason why the squirrels are hoarding more nuts than usual is that there are more squirrels. Last winter was a mild one and fewer squirrels froze or starved to death than ordinary. All summer I have observed more squirrels around my own farm than in several years. Not only the common red squirrel, but the rarer pine squirrel with spectacled eyes, the still rarer pure gray squirrel, and the reddish brown fox squirrel, as well as the little striped ground squirrel or chipmunk, have never been so plentiful. Another reason for the "sign" is that there are more nuts than usual. Last year there were few butternuts, fewer hickory nuts—or so my Yankee neighbors call them, walnuts. This year the trees are loaded with squirrel food. And a third reason is that it has been a mild, open fall so far, giving the squirrels fine weather in which to gather and store the nuts.

There is just as much basis for most of the so-called "signs" attributed to animals as there was for the old "Indian signs." My grandaunt used to tell of an old Indian who said he knew a sure sign of rain. "When I see it coming down," he said.

### GETS DIVORCE AND JOB

Hollywood, Calif.—With a divorce decree in her pocketbook and film offers in the hands of her attorney, Bayone Whipple, a veteran groupie of stage and vaudeville, came to Hollywood Friday to begin a new career as an actress.

Last week in Reno, she obtained a divorce from Walter Huston, featured film player and for many years her partner in vaudeville and on the stage. They started in 1912 as "Whipple and Huston," were married in Little Rock, Ark., in 1915, and separated three years ago.

Miss Whipple never has been in motion pictures. Five years ago she thought she retired from everything connected with acting. The call was too strong, however, and she has decided to try before the camera.

There were 2,575 ears of corn entered in the farm crops display at the recent Gaston County Fair. Twelve different booths entered. Individual farmers showed the latest at-home progress made in the com-

# Fall BARGAIN SALE!

## Beginning on Nov. 2nd & Lasting till Nov. 14

we are offering our entire stock of general merchandise at Greatly Reduced Prices!

We have been in business for 23 years and the prices are the lowest in our career. The price will be made during the sale to the satisfaction of the customer.

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29x4.50-20	5.60	5.45	29x4.50-20	4.78	4.63
30x4.50-21	5.69	5.55	30x4.50-21	4.85	4.70
28x4.75-19	6.65	6.45	28x4.75-19	5.68	5.57
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