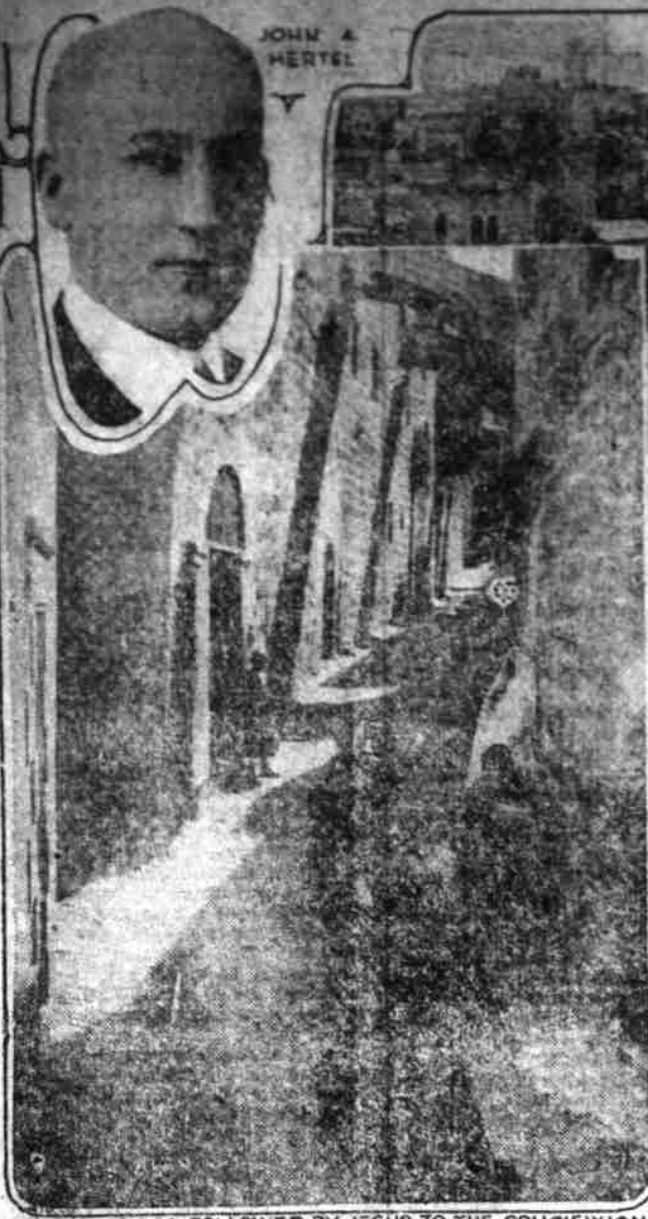


BIBLES FOR ALL NATIONS IN WORLD-WIDE DISTRIBUTION



JOHN A. HERTEL

BETHLEHEM, CHRIST'S BIRTHPLACE

Mr. Hertel, whose firm is a large publisher of Bibles, presented the following facts about the Scriptures: More than 600,000,000 Bibles have been printed in all languages since the invention of printing. Figuring the population of the world at 1,500,000,000 and the number of families at 300,000,000, all the Bibles ever printed would give each family more than two copies. Eight million Bibles are printed in the United States annually, and 35,000,000 throughout the world. The American Bible Society distributes 6,000,000 Bibles every year. The British and Foreign Bible Society of England distributes 10,000,000 annually. Eighty million people in the United States in an estimated population of 115,000,000 own Bibles. Thirty-five million are without Bibles. Of the 23,000,000 families in the United States, 15,800,000 families own Bibles and 7,100,000 families are without Bibles. "I believe," said Mr. Hertel, "the great majority of the 35,000,000 people in the United States without Bibles have had the benefit of Bible instruction. The American people are essentially religious. Home-to-home salesmen who sell Bibles are welcomed in every home. This in itself is a tribute to the religious sentiment of the nation."

CHICAGO.—Bibles have a larger distribution among farmers and the people of towns and villages in the United States and Canada than among city dwellers. This was the statement here of John A. Hertel, Chicago publisher, at the convention of the Subscription Book Publisher's association that has launched an international campaign to raise the standard of the subscription book industry and improve its house-to-house selling methods.

Sir Walter Raleigh Had a Bright Idea

You remember the episode of the rainy day when he threw his cloak into a puddle that the good queen might cross without getting wet feet and perhaps the flu. That was advertising. Sir Walter had a message of import to her majesty. He wanted a hearing. He got it—by a courteous and ingenious method of attracting favorable attention. It was another case of advertising that paid both ways.

Business today is metaphorically throwing its cloak before you. It seeks your favorable attention. It uses its most effective method of capturing it—ADVERTISING. Day after day it caters to your tastes, and your desires through advertising.

The men who advertise in this paper believe that if they succeed in getting their messages across to you, you will often be interested and sometimes inspired with a little of their own enthusiasm for their wares.

Advertising will help you. Whether you realize it or not, advertising is a big vital force in your life. Through it, American genius and American manufacturers are putting within your reach the many boons of modern life.

Advertising keeps your information up to date on every article of human need, whether food, clothing, articles of household utility, necessities or luxuries.

Advertisers deserve your support. The queen knighted Sir Walter.

PATRONIZE THE ADVERTISERS!

In 3000 and 4000 B. C. the Egyptians believed in a life after death and in a day of resurrection—a belief brought out of Egypt by the Children of Israel and handed down by them to all subsequent Christians. No biblical scholar who rightly disbelieves this. But the Egyptian belief, was materialistic rather than spiritual; a belief that took little or no account of the soul. The soul was the living. Man's immortal part was in his body.

Vast Size of the Sun. It may surprise many people to learn that the sun, which is by no means a large star, as stars go, could easily contain within its boundaries the entire earth and moon and also the distance between them. In fact, these systems like that consisting of earth and moon could be strung out in a row through the center of the sun without coming within thirty miles of the surface.

Poesy. Poesy is a beautiful, dancel, chaste, honorable, discreet, witty, retired, and who keeps herself within the limits of propriety. She is a friend of solitude; fountain, entertains her, meadows console her, woods fan her from annual, flowers delight her; in short, she gives pleasure and instruction to all with whom she communicates.—Cervantes.

SPRING RANGE TOO LOW IN LIVESTOCK AT PRESENT

Figures on livestock in North Carolina Made Public by Frank Parker. Raleigh, N. C., Feb. 7.—The completion of the state livestock statistics, compiled by the co-operative crop reporting service, shows that North Carolina ranks entirely too low. In the number of sheep and beef cattle we rank thirty-seventh; horses, thirty-first; milk cattle, twenty-fifth; swine, twentieth; and mules, eleventh, while in the value per head we go lower on cattle, but come up to fifth rank in mules; fifteenth in hogs and eleventh in horses. This is the leading paragraph in the January livestock report for North Carolina made public today by Frank Parker, statistician of the North Carolina and United States departments of agriculture. During 1922, it is stated, there was an increase, compared with 1921, in the number of mules, milk cattle, sheep and hogs both in this state and the country. Horses, sheep and beef cattle increased in value per head, while mules decreased for the whole country, according to the report. "Livestock is not the principal farm asset in North Carolina, but it is an important one in the United States," the report continues. "The aggregate value of North Carolina's farm livestock is over \$90,000,000, or 1.7 per cent. of the national value, which is less than our proportional share and out of all proportion to the total crop values. We had a four per cent. increase in value of all stock in this state compared with 0.5 per cent. for the United States. "The fifty-four per cent. increase in the value per head of sheep and a substantial increase in numbers is the most conspicuous change in the national farm livestock trends. "Iowa is decidedly the largest swine state, having almost seven times our hog population, but our \$13.30 per head compares favorably with Iowa's \$12.80. Idaho and Wyoming are the leading sheep states, but our Ashe, Alleghany and Watauga counties are truly sheep counties in numbers, quality and breeds. "In milk cattle, Wisconsin leads with 2,195,000, of which we have about 19 per cent. as many, averaging \$18.00 less per head than the former's \$27.00. In other than milk cattle, Texas and Iowa lead—Iowa averaging \$35.20 and Texas \$18.70, while North Carolina averaged only \$17.10 each. "The south has the largest number of mules. This state ranks eleventh in this respect, but in value we are third at \$128.00 each. Horses lead in Iowa (\$1,305,000). North Carolina has only 13 per cent. as many horses as Illinois, but in value per head their average of \$79.00 compared with this state's \$108.00."

SCHOOL HOURS, PAY, AND FREE DAYS, DISCUSSED

Underpay and Overwork Injuries to Education, Say Solons. Washington, Feb. 9 (Capital News Service).—The country-wide agitation for shorter hours and better pay for teachers is much discussed in the National Capitol. Superintendent of Schools, Frank Ballou, has just sent out an order putting all teachers on a five-hour a day basis, although, as it is explained, these hours refer to attendance at and work in schools, and by no means limit the activities of teachers to those hours. Attendance at teachers' meetings, preparations and examination of papers naturally take up several hours more per day. Washington teachers are heretofore to have one "free day" per week for "catching up" on paper examinations, preparation of work to be done, and more especially for visiting other schools, to get in touch with the problems of other teachers and their methods of handling them. No possibility of raising teachers' pay exists in the hands of the Superintendent or the School Board or the District Commissioners, such action being only possible by Congress, sitting as a City Council for Washington. Mrs. Marietta Johnson, educator, founder of the progressive schools of Alabama and Connecticut, states that Washington teachers are so far underpaid that their salaries should be doubled to enable them to make a fair living wage. "With such a material increase in salary," Mrs. Johnson declared, "the energy now devoted to anxiety over making both ends meet could be put into constructive study of the child and its needs."

Mice and Rats Will Not Eat Match Heads

Chicago, Feb. 9.—The poor mouse and rat have been suffering under an undesired stigma for centuries, getting the blame for fires which have cost untold millions, according to conclusions reached by the Fire Underwriters Laboratories, Ltd., of this city, after exhaustive tests. As a result of experiments conducted by the laboratories' experts on more than 100 rats and mice the conclusion was reached that the rodents will not nibble matches. For the tests more than fifty rats and as many mice were trapped and confined in cages for three days without food or water. Then a quantity of straw and 150 matches were placed in each cage. Observations over periods of from one to five days showed that neither the mice nor rats so much as nibbled at the match heads.

State Liquor Bill is Reported Favorably

Raleigh, Feb. 7.—Sub-committee of the house judiciary No. 2 reported favorably this afternoon the bill making the Volstead act supplemental to the existing state laws. The bill had rough sailing yesterday when the full committee failed to get it out with a favorable report, but when the sub-committee got on it today it went through without difficulty. Complications arose over the bill through the opposition's contention that if the Volstead law is adopted the way should be cleared for it by the repeal of the existing laws, demanding all the legislation procurable that will tend in any way to curb the liquor traffic. A single gram of radium will give out enough energy, before it is entirely dissipated, to raise five hundred tons one mile high in the air.

REPORT OF STATE AGENT SHOWS FIVE WORK ACCOMPLISHED BY THE COUNTY AGENTS

Raleigh, N. C., Feb. 8 (By the Associated Press).—Co-operative marketing and buying increases in food and food crops, campaigns against the boll weevil's ravages, home ownership of land and developments in tobacco and fruit growing sections are among the chief accomplishments of farm demonstration agents in North Carolina last year, according to the annual report of C. R. Hudson, state agent, made public last night. "There is some variation in the work in the several sections of the state on account of different soil types and elevation," the report reads. "Outside of regularly established lines of work, the activities of district agents may be mentioned about as follows: "In the mountain district, three of the large projects are the production of standard money crops, co-operative marketing and organization. The work of growing Irish potatoes for eating stock and for seed stock in the eastern counties has made good progress. The work with orchards, especially with apples, has been given good attention. The growing of special truck crops of lettuce and celery has been promoted. The work with livestock has been mainly breeding up and introducing purebreds. "In co-operative marketing, local marketing organizations have been established, which will eventually affiliate with the central organization at Asheville. One of the problems in this district is the production of money crops, such as will meet the market demands. The people already largely grow sufficient food and feed crops to supply themselves. "In the Piedmont section, attention has been given to the production of food and feed crops, and the establishment of standard money crops, co-operative marketing and organization. "In the central district, the largest projects may be mentioned as follows: soil improvement, the growing of food and feed and money crops, co-operation and co-operative marketing. "In the northeastern district, the district agent has given much attention to co-operative buying of fertilizers and home mixing, boll weevil work and co-operative marketing of crops. "In the southeastern district, the district agent has been working on a plan for a more balanced agricultural system, promoting subjects for home ownership of land, projects on easy terms, a large movement for pork production, and the promotion of sweet potato growing, housing and marketing. "Plans are now being made for the ensuing year's work for the cotton growing territory of the state. These are largely concerned with the growing of cotton under boll weevil conditions. The weevil has not yet covered our cotton section, but the object of the plan is to help farmers where it has already appeared and get others prepared for its coming, which probably will be within one or two years, according to the latitude of the several counties. "As usual, the work may be roughly grouped under the heads of crop production, livestock growing and miscellaneous. The latter includes almost everything connected with the life and activities of the people on the farm, taking in much in the way of conveniences in and around the homes. "The more economical growing of crops is promoted mostly through field demonstrations. "During the year, 23,165 crop demonstrations have been conducted on 70,973 acres. Reports have been prepared from 7,939 of these demonstrations. Records show that in addition, 18,920 other crop demonstrations, not directly under our supervision, have been conducted on 95,716 acres, by farmers who were interested in promoting better agriculture through such demonstrations. "In the promotion of the growing and testing of improved seed, 851 farmers have tested 3,873 bushels of seed and planted 53,879 acres with these. For next year's planting, 6,124 farmers have selected 15,342 bushels of good seed. Ten thousand, eight hundred and twenty-nine acres have been treated for diseases and insect pests."

Trinity College Students Making Hit as Song Writers

Trinity College, Feb. 8.—Every year or so one of the institutions of higher education in North Carolina produces a student who bids fair to, in the immediate future, loom bright in the particular field to which he has devoted attention. This year Trinity College is laying claim to the season's bright light through Walter Wm. Turrentine, a Trinity senior whose song hits are rapidly gaining fame in the music world. Young Turrentine, a modest composer, is completing four years of college work with achievements in the past and excellent prospects for greater honors in the future. "Her Name's Lucille," is the title of his biggest song hit. More than 1,000 copies of this song, according to the publishers, have been sold to date. Additional editions are to come from the press within a short time. The number is already being used by some of the leading concert artists and orchestras of the country. It is also slated for the talking machine program. The Trinity glee club featured Mr. Turrentine last year. The young author of the song rendered his number and received state-wide approval. In the past few weeks Mr. Turrentine has had four new songs copyrighted. They will be published in the near future. "Fairly Fair," is one of the attractive waltz numbers composed by the Trinity senior. "This year Mr. Turrentine is adding to the Trinity glee club program, having consented to sing both "Her Name's Lucille" and "Fairly Fair." Mr. Turrentine is a Concord boy and possesses an excellent baritone voice. Some of the leading music critics have declared that both Mr. Turrentine's voice and his song hits are destined to become very popular. Of his song "Her Name's Lucille," a representative of the Victrola company said: "It is destined to become very popular."

To Save the Young Folks From Modern Dances Hall and Sex Problem Play

The South Congregational church of Springfield, Mass., holds semi-monthly dances. It isn't the old-fashioned quadrille or even the waltz, but the modern dances, including the toddle. And even the descendants of John Alden seem to enjoy it as much as the young people. It was the only way to save the young folks from the dance hall and the sex problem play of the local theaters. If the young people want to dance they are going to dance, and if you won't let them dance in the church youth will be served and they will go some place else, probably the cheap dance hall. That accounts for many of the depraved tendencies of our "nice" boys and girls today. I convinced elders of my church that if they allowed their children to dance at all it should be where dancing could be made right, and if it was right for them it was right for us, so we all join in. It has increased the attendance of my church from 300 to 1,700 and the young people, who would not come to the regular evening service, now flock to the church Sunday nights, where they have supper and clean motion pictures. Girls and boys who took no interest in church work before are among the best workers in the Olivet community house, which is a defunct church building turned over to the work of social betterment in connection with my church. It is not true that clean motion pictures will not pay. The theater which we run in connection with our church and at which sex plays are taboo, clears over \$175 a month and is increasing every day.



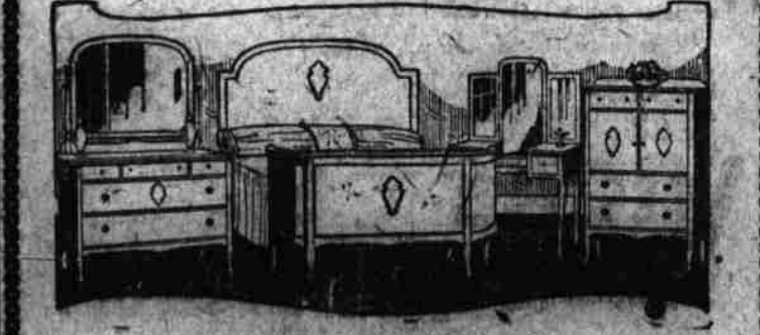
Upstairs! Downstairs! Any Room Made Cozy Wherever you wish to sit and read, or sew or rest or write letters, wherever or whenever you want to be warm and comfortable in cold weather, use a little

Portable Gas Heater Light-Weight, Handy, Quickly Connected.

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You can furnish your bedroom complete and in a most satisfactory manner by inspecting the choice and well fashioned set shown above and offered at a very reasonable figure. Made of combination mahogany case-work, is excellently finished, interiors and back of all pieces finished. Actually seeing it will convince you of its worth.

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ARE YOU A QUIET BABY?

It is a well known proverb that "a quiet baby gets no milk." There are more ways than one to make a noise. THE TRIBUNE. An advertisement in The Tribune is a good way to break the silence.