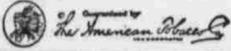




# Cigarette

No cigarette has the same delicious flavor as Lucky Strike. Because Lucky Strike is the toasted cigarette.



## LOCAL AND PERSONAL

FOR RENT—3 rooms suitable for light house keeping. Miss Laura Waller. 4-03

Misses Jannie Mayo and Margaret Day and Joe Bowers, spent the past week end with friends in Jackson.

Don't forget to see "Desert Gold" Saturday night at the Lyric Theatre, also Sex Tuesday May 3.

Mrs. J. C. Farris spent the week end with her daughter, Mrs. W. A. Hudson at Malesus, Maidson County.

I have Durocs for sale; Service males, bred and open sows and gilts, male and female pigs. W. T. Loggins, Somerville. 4-29

Mr. and Mrs. H. M. Rhea are being congratulated by their friends on the birth to them Thursday morning of a baby boy.

FOR SALE—Young grade Jersey cows with young calves. All good milkers. W. T. Terry Warren R. 1.

FOR SALE—Registered Jersey bull calves. Sired by well bred animal and out of good producing dams. From one to three month old. W. T. Loggins. 4-3

Half & Half cotton seed One year from originator. Average turnout entire crop 45 percent. \$5 per 100 pounds. T. A. Moorman. 4-4

FOR SALE—One Fairbanks Morse Eclipse gasoline engine, a dandy for \$17.00 with batteries attached. E. McNeil.

Mrs. J. G. Richardson after spending about two weeks visiting her father and other relatives returned to Memphis Sunday.

Tom and Jim Humphreys came out from Memphis the past week end for a visit to their mother, Mrs. Minnie D. Humphreys.

The next monthly meeting of the Cemetery Association will be held next Thursday, May 5, at 4 p. m. at the high school building and members are requested to be present.

Neals Paymaster seed corn \$2.00 per bushel. Cotton seed \$2.00 per hundred. Cotton sold in February at 19 cents sold last year at 60 cents a pound. J. B. Claxton.

Cards have been received in Somerville by relatives and friends of the father, announcing the birth on February 22 in Paris, France, of a daughter to Mr. and Mrs. Jack Cocks.

Mrs. W. C. Thompson of Pensacola, Florida, is here this week the guest of Misses Pauline and Bernice Lipsky. Mrs. Thompson will be remembered in Somerville as Miss Marguerite Brittan.

W. S. Hawkins and R. K. Axson, who is a special worker in the interest of the young people will speak at the Presbyterian church at the 11, o'clock service Sunday morning.

His many friends throught the county will be grieved over the continued illness of W. H. Johnston at his home in this city. He has been confined to his home for several weeks and his condition does not improve as it has been hoped for.

Bargains in wagons and buggies. There has been no material decline in factory prices of vehicles but I am offering my present stock at actual cost for cash. Florence wagons and Ames buggies, both well known makes. G. W. Locke. 4-30

The regular monthly meeting of the P. T. A. will be held next Wednesday afternoon at 3:00 o'clock. All the members are urgently requested to be present and as many visitors as will come. The program committee has secured Miss McGowan of Memphis as the principle speaker for this occasion. Miss McGowan has done a wonderful work for the children of Shelby county, having the distinction of instituting the first nutrition school in the South in Central High School, Millington, closely followed by Whitehaven and other communities.

County Trustee J. T. Jordan tells The Falcon that tax payments, while a little more brisk the past week, are still far behind. After tomorrow, Saturday, all state and county taxes become delinquent and interest and penalties attach. The list of delinquents is far larger this year in this county than ever before.

Discussion of the dog tax was quite brisk on the streets here last Saturday, arrangement of County Assessor S. P. Crawford to have the law executed having attracted wide attention and much comment. The general opinion was that there would be little objection to the law if ALL dog owners are required to pay.

Mrs. Lucy W. Burton arrived in Somerville a few days ago and is the guest of Mrs. Anna Garvin. Mrs. Burton is on her way from the home of her son, Whitelaw, at Turner, Arkansas, to Sunshine, near Knoxville, where she and her daughter, Miss Dorteche, have a summer home where they have been spending their summers for several years.

The Falcon received this week a communication from Pleasant Grove in the tenth district but the writer failed to sign his or her name and we are following a rule that is age-old and uniform with all newspapers, not to publish anything sent in unless the name of the writer is known. The Falcon will be glad to publish news items from any part of the county if the name of the writer is given, tho we do not publish the name if the writer desires us not.

County Assessor S. P. Crawford is working on his tax assessments throught the county and has been in this city to wind up the first district the past week. Mr. Crawford is assessing the county property at what he regards a just and equitable figure in each case, ignoring last year's inflated values, according to the best information obtainable. This is what he should do and we shall hope to see a fairer and more just value upon the county property.

The next session of the Chancery court for Fayette county will be held in the court house in this city beginning the second Monday in May which is the ninth day of the month. Inquiry at the office of W. M. Mayo, Clerk and Master, elicits the information that the work of the court term will be light and that there are no cases of general public interest to be considered by the court.

Advice has been received from Washington that the Farm Loan Bank is ready to begin operations again after being out for a year because of suits brought against it by loan companies. The Supreme court recently decided the law establishing the government Farm Loan Bank constitutional and the bank is again ready to make loans to farmers of the nation. The local farm loan association held a meeting last Saturday in the court house to get things in shape to secure for its members the benefits from the government loans.

The Falcon has been asked to state that the last legislature enacted a law allowing pensions of \$10 per month to negro men who saw active service with their masters in the civil war and who were in the service when the war closed. We saw a letter from Gen. Jno P. Hickman, Nashville, this week, advising that the pension fund does not become available until July 1 and that the necessary blanks for applications, etc. are not yet out. There are in Fayette county quite a number of these old negroes who were of fine service to their masters in the civil war armies. These pensions, of course, are being paid by the State of Tennessee.

Mrs. M. B. Horner has been seeing citizens the past week for their annual contributions to the Cemetery. The adies of this city have been for years doing a most splendid civic work in keeping up the cemetery in such a manner as to receive the plaudits of home-folks and visitors alike, and in order to have this commendable work to go right ahead it is necessary to have funds to pay the bills. It is a most worthy cause and it is believed Mrs. Horner's request will meet the same ready response it has always met and that the ladies will be enabled to go right on with their good work. Those away from Somerville who care to contribute can send checks to Mrs. Horner.

At the regular monthly meeting last week of the Teachers of the county that body presented to W. T. Loggins, former County Superintendent, a beautiful Electrolier, as a token of their good will and kindly feelings and appreciation for his services as County Superintendent. He was invited to be present and was presented with the beautiful token in a few well chosen words by Mrs. Anna D. Mosby of the high school faculty. The former Superintendent in accepting the gift spoke from a heart full of appreciation for the remembrance and for the kindly feelings of those with whom he had worked.

Subscribe For The Falcon

## Albright Parker

Miss Geneva Albright of Somerville and Mr. H. D. Parker of Helena Ark. were married at the parsonage Wednesday evening by Rev. Ludwell Hunter Estes, pastor of St. Paul M. E. Church.

The above brief announcement clipped from Thursday's Commercial Appeal is of interest to Somerville friends of the bride who is a daughter of Dr. and Mrs. J. A. Albright of this city. After completing high school here she has spent much of her time in Memphis where she has been employed. Friends in this city will wish her well in her new married life.

## The Cotton Acreage Committee Memphis, Tenn.

TO EDITOR: The Cotton Acreage Committee desires the aid of all Southern newspapers to warn the Cotton grower against being trapped by a rise in the price of cotton.

The prospective carry-over of cotton at July 31st, 1921 is now not far from 11,000,000 bales. That amount is fully 2,000,000 bales larger than was threatened before the Christmas holidays, when the acreage committee predicted that the carry-over would not be less than 9,000,000 bales. Thus it is that our fears have not only been confirmed but the situation is even worse than we seemed warranted in predicting a few months ago.

A desperate effort has been made during the last three weeks to advance the price of cotton. It is a trick of those who want cheap cotton, to advance the price about planting time. The trick has been used so often that it cannot deceive anyone. Efforts to advance the price of cotton while determined have failed, and this fact of itself should be sufficient warning to farmers not to be misled. When those who want cheap cotton advance the price for a purpose, it is not likely that the farmer will be able to advance it.

Cotton acreage must be reduced, and the reduction must be adequate. Anything less than 50 percent compared with last year will not be adequate.

There is now enough cotton in the world unspun to last nearly two years. The world will carry over this year more American cotton than was spun during the last twelve months.

The carry-over, including linters, may approximate 11,000,000 bales, or from five to six times a normal carry-over of American cotton.

The United States cannot consume more than about 6,000,000 bales of cotton annually.

Europe, which ordinarily takes the surplus of the American crop, or about 50 percent of the crop, is very unpromising as a market, because of depreciated currency and lack of security to offer as a basis of credit.

The buying power of the world is far below normal, but the supply of cotton is now vast, in excess of every normal requirement.

It will cost more to produce a new crop than it can be sold for at the present prices and there is no present prospect that prices will advance.

Cotton can now be bought cheaper than it can be produced. It is better, therefore, to buy cotton or to hold what you now own than to grow more. Every bale purchased tends to advance prices; every acre planted tends to make prices go down.

Unless cotton can be produced profitably it would be worse than folly to attempt to produce it at all.

It is impossible to recover losses by incurring more losses—that is the road to bankruptcy.

Unless cotton can be sold it will not pay debts or taxes, neither can we eat it.

Cotton is no longer a cash commodity. For the first time in your life, it is difficult if not impossible to sell cotton.

The cotton farmer, at the best, receives returns for his labor but once a year. He turns his capital only once a year, whereas under a diversified system of farming, returns are received many times a year.

Any one crop system is uneconomic, because under it no plan of farm management can be devised which will give a maximum yearly use of tools, equipment and labor. The one crop farmer, particularly the cotton farmer, finds it difficult if not impossible to keep himself profitably employed the year round.

If you grow cotton without growing food for man and feed for beast, we shall all be the worse off than bankrupt, maybe empty smoke houses and cornless corn ribs.

Diversified farming will raise the standard of living in the South.

Diversified farming will make healthier and happier women and children, more and better schools and churches, manlier and more contented men. In short, a more ambitious, better educated, thinking and more intelligent citizenship.

Farmers who have depended entirely upon cotton and cotton alone, are virtually bankrupt today, whereas farmers who have diversified more or less, have food for themselves and families and feed for their stock and money in bank.

The South stands at the parting of the ways. Every farmer ought to own a cow, a sow and some chickens.

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