

THE COMMERCIAL

Entered as second class office at Union City, Tennessee, August 14, 1914.

Marshall & Baird, Union City, Tenn.

FRIDAY, JANUARY 1, 1915.

Announcements.

For Trustee.

JACKSON.—We are authorized to announce W. E. (Ella) Jackson a candidate for Trustee of Union County, subject to the action of the Democratic party. Election first Thursday in August, 1915.

Start New Year Right.

Some of the most successful advertisers in Fulton started with small appropriations. As their advertising enlarged their trade and widened the scope of the territory to which they appealed, they grew more courageous and increased their advertising space. That was sensible, and prosperity followed.

The Leader would like to help the small advertiser who is yet timid about his newspaper publicity. The Leader has employees whose business it is to make suggestions as to form and substance in advertising and their knowledge and experience is at your service without cost.

Once having tasted the benefits of advertising, the smaller advertiser will not think of doing without this modern business stimulant.—Fulton Leader.

The foregoing from the Fulton Leader shows what is being accomplished in the newspaper line at Fulton and what is possible with a business enterprise under good management.

As much as we like to compliment our friend, Mr. Williams, on his success, and as little as we care to acknowledge the comparative progress in southwest Kentucky and northwest Tennessee newspapers, we cannot conceal the fact that newspaper strides in Fulton are far in advance of anything in this country, and, as far as that is concerned, of anything that has been accomplished in this section of country from Paducah to Jackson. It is remembered well that there had not been a real success in the daily newspaper business in Jackson until the Jackson Sun with its present management a few years ago launched the present publication. Jackson was therefore a city of fifteen thousand population before she had a successful daily newspaper. The history of Paducah newspapers is practically the same. But the Fulton Leader, in a town of five thousand, crossed the experimental stage a few years ago over to the ranks of business successes, and is now a paying investment in that enterprising little city.

As stated, we are forced to concede the honors of newspaperdom in this country to the Leader. But that is only the newspaper side of the question. Fulton is reaping the reward of this enterprise. The business men there, under the stimulus of the Leader's work, are advertising as no people in this part of the country have ever advertised, and thereby hangs the secret of Fulton's business growth. Just at a time when our own business was a little less than normal at this time of the year, for Union City has always enjoyed the distinction of being a good advertising town, and we were carrying an average of forty-five columns of advertising a week, the Leader was carrying an average of fifty to seventy-five columns a day six days in the week. It is not a case of the loss of advertising spirit in Union City, but one of remarkable growth in Fulton, and incidentally, we say, the business men there are losing no money and the city is profiting by it.

The Leader is therefore doing the double duty of achieving its own success and contributing to the growth of Fulton. There is hardly any way to escape the evidences of these remarks, and we are not going to ignore the facts.

The Leader has not made a specialty of the editorial field, but to local matters and the public spirit in Fulton the paper has directed its efforts. There is no good excuse to avoid editorial duties, but much less the local interests, and the Leader has been a remarkably good paper.

Interests of a few men of wealth cannot be arranged because of the temporary effects of adjustment. Gov. Colquitt would have the country plunged into war to satisfy a little personal bigotry. He would have men butchered for only a whim. President Wilson has enough common sense and discretion to take care of his people and look after his country, and that is more than the Governor of Texas has exhibited. The President is endeavoring to protect the interests of the humblest citizen, and for that the Governor does not seem to care a rap. President Wilson is a Democrat. Governor Colquitt evidently does not know what the word means. Much of this kind of reckless extravagance and the Governor would find himself retired from politics. Likely he is one of those fellows who have outbreaks which upset his mental equilibrium, otherwise one of the most sensible men. We have seen such people.

We have a very interesting article on "Safety First" in this week's paper, written by the Commissioner of Agriculture, Mr. Peck. It is not an agricultural article, so there is no risk to run in reading it. We don't blame the people for being bored with so much agricultural nonsense, but this is a matter everybody is interested in, and its importance is denoted in the statistics given. Our attention was called a few weeks ago by Mr. Pickard, of the Cumberland Company, to a lot of loose wiring at the base of some of the poles in the city. It was not a criticism, but the importance of calling attention to boys and children generally of the danger in touching and handling these wires. Some of them may be dead wires and some of them may be live ones. They don't know every time, and they don't know sometimes when they think they do. It is nearly always the gun that wasn't loaded that kills, and it is usually the same way with loose wires and with hopping trains. The cute boy, the smart guy, can very often save himself, but the weaker companion follows him and suffers the penalty. Very often the wise guy is caught, and death is the price of his recklessness. It is no coward who takes care of himself. Let the wires alone. Let them all alone unless you are engaged in the business, or unless you are using them for the purposes intended. Safety first is the idea, and you may have many more years to live. It costs nothing to stay away from these things. It may cost a life if you meddle, and a sorrow-stricken home.

Rev. J. L. Hudgins, editor of the Cumberland Presbyterian and secretary and treasurer of the Board of Trustees of the Cumberland Presbyterian Theological Seminary, was in the city the first of the week visiting the family of his son, W. E. Hudgins. He reports the progress of the C. P. Church to be in the main very satisfactory. The Cumberland Presbyterian last year raised more than \$12,500 for the purpose of re-establishing a printing plant and is now in the work of raising \$100,000 as additional endowment for the Theological Seminary. Since last May \$16,800 has been secured and Mr. Hudgins thinks that the full \$100,000 will be secured by the meeting of the next General Assembly at Memphis next May. Mr. Hudgins said that the only thing in which the work of the church is not entirely satisfactory is the matter of accurate statistics. He thinks that that matter will soon be properly adjusted and that accurate statistics will in the near future be obtained.

Mr. Samuel G. Neville, of Knoxville, Tenn., a candidate for Commissioner of Insurance for the State of Tennessee, was a visitor in the city this week. Mr. Neville, some years ago, was special insurance agent with business that brought him to Union City much of the time. He was well known here, and his return a few days ago, accompanied by his brother-in-law, C. H. Cobb, in a canvass of the city, brought him a renewal of old-time friends and acquaintances, who were greatly pleased to in-dorse him for the appointment under Governor-elect Thos. C. Rye. Mr. Neville is an accomplished insurance man and one of fine personality.

Adrian M. Newens.

Adrian M. Newens will be here on the night of Jan. 5. He gives "The Message From Mars"—a comedy, a story, a great play teeming with human conditions and problems. Its theme is the revolution of selfish man. There are fifteen different characters. The marvel of the artist's work is that these fifteen characters come and go with no apparent effort. One comment is that "Mars is a golden message presented by a superb artist."

Jesus the Perfect Man.

There is no other character in history like that of Jesus.

As a preacher, as a doer of things, and as a philosopher, no man ever had the sweep and the vision of Jesus.

A human analysis of the human actions of Jesus brings to view a rule of life that is amazing in its perfect detail. The system of ethics Jesus taught during His earthly sojourn 2,000 years ago was true then, has been true in every century since, and will be true forever.

Plato was a great thinker and learned in his age, but his teachings did not stand the test of time. In big things and in little things time and human experience have shown that he erred.

Marcus Aurelius touched the reflective mind of the world, but he was cold and austere as brown marble.

The doctrine of Confucius gave a great nation moral and mental dry rot.

The teachings of Buddha resulted in mental and moral chaos that makes India derelict.

Mohammed offered a system of ethics which was adopted by millions of people. Now their children live in deserts where once there were cities, along dry rivers where once there was moisture, and in the shadows of gray, barren hills where once there was greenness.

Thomas Aquinas was a profound philosopher, but parts of his system have been abandoned.

Francis of Assisi was Christlike in his saintliness, but in some things he was childish.

Thomas Kempis' Imitation of Christ is a thing of rare beauty and sympathy, but it is, as its name indicates, only an imitation.

Sir Thomas Moore's Utopia is yet a dream that cannot be realized.

Lord Bacon writing on chemistry and medicine under the glasses of the man working in a twentieth century laboratory is puerile.

The world's most learned doctors until a hundred and fifty years ago gave dragon's blood and the ground dried tails of lizards and shells of eggs for certain ailments. The great surgeons a hundred years ago bled a man if he were wounded.

Napoleon had the world at his feet for four years, and when he died the world was going on its way as if he had never lived.

Jesus taught little as to property because He knew there were things of more importance than property. He measured property and life, the body and soul, at their exact relative value. He taught much as to character, because character is of more importance than dollars.

Other men taught us to develop systems of government. Jesus taught so as to perfect the minds of men. Jesus looked to the soul, while other men dwelled on material things.

After the experience of 2,000 years no man can find a flaw in the governmental system as outlined by Jesus.

Czar and kaiser, president and socialist give to complete merit their admiration. No man to-day, no matter whether he follows the doctrine of Mills, Marx or George as to property, can find a false principle in Jesus' theory of property.

In the duty of a man to his fellows no sociologist has ever approximated the perfection of the doctrine laid down by Jesus in His Sermon on the Mount.

Not all the investigations of chemists, not all the discoveries of explorers, not all the experiences of rulers, not all the historical facts that go to make up the sum of human knowledge on this day in 1915 are in contradiction to one word uttered or one principle laid down by Jesus.

The human experiences of 2,000 years show that Jesus never made a mistake. Jesus never uttered a doctrine that was true at the time and then became obsolete.

Jesus spoke the truth; He lived the truth; and truth is eternal.

History has no record of any other man leading a perfect life or doing everything in logical order. Jesus is the only person whose every action and whose every utterance strike a true note in the heart and mind of every man born of a woman. He never said a foolish thing, never did a foolish act and never dissembled.

No poet, no dreamer, no philosopher loved humanity with the love that Jesus bore toward all men.

Who then was Jesus? He could not have been merely a man, for there never was a man who had two consecutive thoughts absolute in truthful perfection.

Jesus must have been what Christendom proclaims Him to be—a divine being—or He could not have been what He was. No mind but an infinite mind could have left behind those things which Jesus gave to the world as a heritage.—Commercial Appeal.

HAVE YOU TRIED

JERSEY CREAM FLOUR

Ask Your Grocer for it

NONE BETTER

Dahnke-Walker Milling Co.

Ask us for prices when selling your grain.

\$1 Pays for The Commercial 1 Year

E. P. GRISSOM

THE OLD RELIABLE

GROCER

TWO GOOD LINES

Golden Gate

Teas and Coffees

Chase & Sanborn's

Teas and Coffees

THE VERY BEST THE WORLD AFFORDS

FRESH MEAT MARKET—THE BEST

Meat, Flour, Sugar, Coffee --- Everything!

All handled in an up-to-date, sanitary manner.

No order too large. No order too small.

E. P. GRISSOM

Phones 204-230

Washington Ave.

Good Job Printing a Specialty Here



Sold Hogs by Telephone

A South Carolina farmer had a large number of hogs which were ready to kill. The weather was so warm that killing was out of the question.

He went to his telephone, called a dealer in Columbia over Long Distance and sold his hogs at a good price. He then called the local freight office and arranged for shipment.

The telephone is now a necessity on the farm. You can have one on your farm at small cost.

See the nearest Bell Telephone Manager or send a postal for our free booklet.

FARMERS' LINE DEPARTMENT

Cumberland Telephone and Telegraph Company

INCORPORATED.

No. 211 South Pryor St., Atlanta, Ga.

TAKE LIV-VER-LAX AND FEEL WELL.

Don't suffer from the ill effects of an inactive liver, such as headache, indigestion, constipation, lack of energy and low spirits, when for a little money you can get a remedy of proved merit. GRIGSBY'S LIV-VER-LAX will get your liver right and let you enjoy better health and brighter spirits. LIV-VER-LAX acts naturally and effectively. Has none of the dangers and bad after effects of calomel. Sold under an absolute money refund guarantee at 50¢ and \$1 a bottle. Each bottle is protected by the likeness of L. K. Grigsby. For sale by Oliver's Red Cross Drug Store. advt

The Legislature Convenes in January

The Nashville Banner

Prints the best and most complete reports of the Legislative Proceedings.

Special \$1.00 Offer!

Remit One Dollar for the Daily Banner four months by mail, one extra month free if you will cut out this advertisement and return with your remittance.

This offer does not apply in towns where paper is delivered at 10c week.

J. C. BURDICK

Wholesale and Retail Reelfoot Lake and Mississippi River

Fish & Game

Oysters in Season. New location, East Main Street Phone 185. UNION CITY, TENN.

NAILING HOSPITAL

A Modern Surgical Institution Graduate nurses in attendance. Rates reasonable.

Dr. W. A. Nailing, Surgeon Mrs. L. E. Rodecker, Supt. Phone 41. UNION CITY, TENN.

N., C. & St. L. Ry.

N., C. & St. L. TIME TABLE. Leave Union City. EAST BOUND No. 5...7.45 a.m. No. 3...8.05 p.m. No. 98...9.55 p.m. WEST BOUND No. 52...6.47 a.m. No. 4...12.50 p.m. No. 92...7.10 p.m.

DR. JAKE H. PARK DENTIST

Office: Room 1, Nailing Building TELEPHONE 136 UNION CITY, TENNESSEE

DR. J. B. HIBBITTS

Physician and Surgeon Office over Front Rooms, Miss Flannery's Millinery Store, next to Farmers Exchange Bank. Phones—Office 193, Residence 446 UNION CITY, TENN.

YOUNGBLOOD VETERINARY HOSPITAL

YOUNGBLOOD & YOUNGBLOOD GRADUATE VETERINARIANS All calls answered day or night. Location—Office and Hospital opposite Houder's Livery Stable Telephone—Office 428, Residence 207 Union City, Tenn.

Office: Room 15, Nailing Building Estimates Scientifically Adjusted House Plans, Specification and Architect and Builder H. P. TAYLOR