

# Rediscovering ILLINOIS

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## REDISCOVERING ILLINOIS

Running a rooster and four hens into a single-season hatch of one million chicks in five years is a dramatic achievement—for a grocery boy! There are times when mines close. When the mines close down it has been the habit of most of the inhabitants of Eldorado, Illinois—down in Saline county—to cloak themselves in gloom and to radiate melancholy.

When the mines close down. No chances, no hope, no opportunity, no silk skirts! Rotten town, and everybody in it, when the mines close down!

**Origin of Name**  
Place used to be Elderreede! That was way back when? Two families, Reeds and Elders, owned the burg, in the beginning, lock, stock and barrel. What to name it? There'd be honor enough for both only if both were in on the honor. So Elderreede!

But the cuss who came to paint the sign on the end of the station couldn't spell, so he ruined it and wrote in boxcar letters the name as it is and as it shall be—Eldorado.

Used to be salt mines down in Saline county; some other workin' across the line in Gallatin county, 'round Equality. Time was when salt was quite an export. Oxen hauled it over the old Shawneetown-St. Louis trail, four miles an hour. Four miles an hour when the mud wasn't bad an' the oxen felt peart.

We zipped into Eldorado the other day over parts of the old trail. Concrete now. Sixty-five miles an hour the finger on the speedometer said. Roger Kelly has some Irish in his foot. And times change.

**Million Chicks**  
Running a rooster and four female chickens into one million chicks, as a season's hatch, rather intrigued me. I seek interesting things. Things that point to some moral. And I was led, head-on, to the Burnett bank, Burnett drygoods store, Burnett grocery, Burnett furniture store and Burnett this and Burnett that.

How long the Burnetts gathering this, father and son? I asked. Seventy years. Lead me on, up the hill, to the grocery boy who rushed bundles in the Burnett grocery five years ago. I am after drama! I seek a hero! The boy who multiplies four hens and one polygamous rooster and gets a million chicks in the fifth year!

And there on the hill, setting up new hatching machines, we found him, Otis A. Carter, who uncovered his Eldorado, found his gold, his pay dirt in Eldorado—in day-old, downy chicks—and doesn't care a thin dime if the mines do close down.

"They cost me seventy-five dollars, those hens and the rooster," Otis Carter told me. "And I didn't have the money. I had to borrow it. But I got eggs, good eggs from champion chickens. And good eggs are worth money. What to do?"

"Well, I decided to advertise. I believed in ink. I'd heard that ink can work miracles. It wasn't a gamble. I'd figured it all out. I chose the Prairie Farmer. As I recall it the advertisement, that first one, was twenty-four words at twelve cents a word, \$2.88."

**Sense of Showmanship**  
Otis A. Carter has a sense of showmanship. He understands, instinctively, the value of drama in selling. In other words his ads and his selling literature have the punch. To be slangy, he knows his eggs. We'll let him talk some more.

"Replies to that 24-word liner poured in. But almost all of them wanted—not eggs but day-old chicks. Something to do, and right now. I'd need an incubator. How get it? Eggs but no money. And folk around town had a hunch I'd gone queer. Others thought real crazy. The cheapest incubator I could get that would do the work cost \$375."

"Down to the bank I went. They gave me a rather doubting look. Made me feel that the rumor about my queerness had got in there. And that they suspected the truth of it. I'd go broke, the guardian of the strong box intimidated. But I knew how could I? I was. So I said, 'If I can't pay the note I'll work it out—by the day.' That \$375 came hard but I got it."

"Now? Well, the old credit's a bit better. I've got long toward \$20,000 tied up in hatching machines. One hatch is 103,680 eggs. I'm shooting for 1,000,000 chicks this year. My \$2.88 liner in the Prairie Farmer has grown into an annual advertising appropriation of \$10,000 spread over thirty-eight farm papers and poultry journals. I'm running ten hatching machines, hatching eleven varieties of pure bred chickens. I ship to every state in the union and I've had a lot more fun in these five years than I'd have had in Burnett's grocery."

**Others Imitate**  
I rather liked picking up that little story. Real snap in it. It shows how industries start. Because Otis Carter's idea has gone over big two other young men in Eldorado have started hatcheries. It may make Eldorado famous as a chick producing center. Each, probably, will expand. Others may come. It means money to the community.

The chickeries pay ten cents a dozen over the market price for eggs, from selected flocks on earby farms and will hatch more than 100,000 dozen this year. It's a little hard on

the restaurant men in Eldorado, they complain, but it is putting better poultry into the district.

And here's something else that hasn't anything much to do with the mines—which close down now and then. It's the story of her highness, Lady Korndyke de Kol. Her highness gives nine and a half gallons of milk a day.

**Dairying Also**  
Walter B. Morris got the notion not so very long ago that dairying, if done right, might be a good thing. He invested \$450 in Lady Korndyke de Kol. She is now the mother of two calves, property of Mr. Morris. We'll let him tell about it.

"She's making nine and a half gallons of milk a day and I have to milk her three times. I'm going to start in milking her four times and I hope to get twelve gallons. Her ration?"  
"She eats twenty-four pounds of grain every day, twelve pounds of hay, forty-five pounds of silage and five pounds of dried beet pulp which has been soaked in twenty pounds of water. I will increase her grain ration to thirty-two pounds soon. Her dry food, right now, weighs eighty-six pounds a day and she has all the water she can drink. (Ain't it fun to be a cow?) Cost of ration?"

"Oh, yes. I've got that figured out. Her feed costs me just \$1.56 a day. Her milk brings me in \$5.70 a day. Good cows pay."

"How much could you make a day on an ordinary scrub cow?" I asked Mr. Morris.

"It would take a real good scrub to lose me only twenty-five cents a day," he replied.

**Experiments With Cotton**  
I ran across another little story in Eldorado. It has to do with cotton's farthest north. W. T. Miller, builder and contractor, is the hero. We'll let him talk:

"Two years ago I thought I'd experiment a bit with cotton. I put out four and a half acres, long staple. It all ran about alike. From one measured acre I sold \$204 worth of cotton and seed. The cotton in the bale from that acre ran \$148.80. The land cost me \$80 an acre. The best

**In New England**  
Walk down the streets today of any

of the older New England towns, such as Salem, for instance, and notice the prim, aristocratic homes, observe the severe Georgian doorways, the windows with their small panes of glass raised high above the street level, and you will be impressed with the chasteness and severity of the architecture. Why, no one would think for a moment of dancing the Charleston in such an atmosphere.

One notable thing about English homes, the speaker said, was the large window spaces. This was owing to the lack of sunshine and of bright days, the weather in England being misty and foggy much of the time. About as much rainfall occurs in Wisconsin as in England, but in the former state it comes down in showers, while in England it occurs in drizzles. Beamed and plastered upper stories, which often overhung the sidewalk was typical of English homes.

**Comparisons**  
In England their most characteristic homes as well as their greatest art originated in the city, while in Italy, France, Spain it originated in the country. The peasants of Spain, and Italy and France used tile floors and had no use for rugs or carpets. They had plain walls and knew nothing of wall paper. Their ceilings were beamed and they felt the need of no other decoration. And today, according to the speaker, the tendency in America is toward the simpler forms of homes as represented by these plain, peasant types.

## INDIANA BUILDING AT BIG EXPOSITION

Indiana is to be represented at the Sesqui-Centennial International Exposition to be held at Philadelphia, June 1 to December 1, by a building specially designed to house exhibits illustrative of the spiritual, cultural and educational progress made in the 109 years of the state's existence. Industrial exhibits and natural resources of the state will be displayed in the various main exhibition palaces of the exposition.

The girls say the boys should patronize home industry by going with the home town girls.

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