

The Yadkin Ripple

VOL. XXXIII

YADKINVILLE, YADKIN COUNTY, N. C., THURSDAY, FEBRUARY 11, 1926

VOL. No. 6

ADVERTISING FARM PRODUCTS--A DISCUSSION OF METHODS TO USE

(By Eugene Butler in The Progressive Farmer.)

Why advertise? Advertising has assumed tremendous proportions in the affairs of the city business man. It is estimated that one billion dollars is spent annually for commercial advertising. This large amount is invested in advertising because it pays. It has been proven repeatedly that by increasing the number of sales, the cost of selling is decreased. Farmers know that by increasing the acre yield of cotton by fertilizers or other means, the cost of growing a pound of cotton can be reduced. What many of them have not learned is that advertising has the same effect on the cost of selling a product that increased acre yields have on the cost of growing a product. Good advertising will bring the farmer dividends just as it has brought dividends to the men in the industrial world. It will enable him in reason to set his own price on the goods he produces—a thing that he has longed to do ever since farmers began to produce beyond their own needs.

There is no mystery in advertising. Investigation and practical results have proved it to be a safe investment where the buyer is familiar with the fundamental principles. An advertisement should do four things: (1) attract attention; (2) arouse interest; (3) create desire; (4) effect a sale.

Advertising in Newspapers and Farm Papers

Where a farmer has a small amount of stock or seed for sale, he can very often use his county weekly, and sometimes his daily paper, to good advantage. A little time spent in finding out the country circulation of the paper, its policy, opinions, etc., will generally repay the prospective advertiser many times over.

To sell a considerable volume of high class products, farm papers must be used. Farm papers are read less hurriedly than newspapers, and usually stay in the home longer; hence, the life of an advertisement in farm papers is longer than that of the newspaper advertisement. Furthermore, the fact that farm papers publish articles about good seed and well bred stock convinces the reader that he should have these products, and helps to create a demand for the products advertised in the paper. Farm papers are also in position to help you write your advertisement.

Farm paper advertisements must be mailed at least 10 days to two weeks before they are to be published. This makes it necessary that daily papers be used when a farmer suddenly decides to advertise and must reach the buyer quickly in order that his products may be in season.

Before advertising in a farm paper, one should analyze its circulation—see where its readers are located. Perhaps, one paper covers the section in which you are interested better than another. Then the advertising rate should be considered. It is usually based on circulation. The fact that one paper has a higher rate than another does not mean it is more expensive. It may have more circulation.

There are two kinds of magazine or newspaper advertising; classified and display. Classified advertisements are usually short statements, one column wide, set in small type, and grouped under various heads. They are usually so much a word or line, and are most widely used where small sales are to be made, or where the margin of profit on the product is not large enough to warrant the use of larger space.

Since classified advertisements are grouped with other classified advertisements trying to sell similar products, they must be made to stand out. The most important

message should come first. What is the interesting point in the product? Will it save the reader money? Ask yourself these questions. Put yourself in the reader's position. Try to give the information he would wish to know. It is not a good plan to leave out words, because incomplete and vague sentences save neither time nor money. The reader needs to know exactly what is offered—not "good cotton seed" but "well bred Mebane seed." Short sentences and short words are preferable, but the whole story should be told and the complete address given. A strong beginning, then the necessary description or statement of facts and finally an active, snappy ending that suggests immediate action make up a complete classified advertisement.

Making Display Ads Effective.

Display advertisements must accomplish three things: First, they must get the reader's attention. Then he must be convinced that the product will satisfy him; and finally he must be made to act. Attention is usually attracted by the size, position and make-up of the advertisement. Good illustrations attract attention. The size of the advertisement should depend upon the amount of live stock, seeds or plants there is to sell, and the money available for advertising. It should be borne in mind that the results produced will not always be increased in proportion to the increase in the size of the advertisement. Where the money available for advertising is limited, the direct results will usually be better if several smaller advertisements are used rather than one or two large ones. The advertisement should be made easy to read by using short paragraphs and lines of about the same length.

Headings tell a brief story, and if short and interesting, help to get the reader's attention.

Condensed type and frequent underscoring give the advertisement a disorderly appearance, while whole paragraphs set in capital letters, bold-face type, or italics make it tiresome to read.

As in classified advertising, the outstanding characteristics of the product should be stressed. A single idea should be presented, as many appeals tend to confuse or weaken the reader's impression. Quality is usually a good point to stress. It is better to suggest what the advertiser wants the reader to do, than to tell him what not to do. "Use a purebred" sire is better than "Don't use a scrub." Specific words should be used, words that really tell how the product is best. Words like "best," "never before," etc., are so broad and general they don't mean much.

The final aim of the advertisement is to make the reader send in the order. The easier the action is that you ask him to perform, the more readily will he perform it. Thus it is easier for him to send a post card or fill out and send a clipping than to write and mail a letter.

Br'er Jones Says
Dat fambly mule, she's parked out in de stall; de trusty hoe am restin' in de shed; I smoke de pipe an' dream o' nothin' 'tall 'cept chick'n pie an' m'lyuns ripe an' red.

The Plowman's Dream
A cheery strain
Sounds through the blizzard's wail,
And April's rain
Replaces Winter's hail,
The mocker's note
Rings clear above the blast
Of Winter's rage,
And Spring is here at last.

The lifeless dell
Bursts into bud and bloom;
Clear as a bell
Across the boundless gloom
In mellow droll
The plowman heaves his song
'Til echoes cheer
The 'wakened world along.

NITRATE OF SODA IS BEST NITROGEN CARRIER

Raleigh, Feb. 10.—Of the commercial forms of nitrogen sold in North Carolina, nitrate of soda is the most efficient according to tests made last year by the North Carolina Experiment Station.

In the annual report of the North Carolina Experiment Station now being prepared for the printer by Director R. Y. Winters, agronomy workers of State College give the results of various tests made on the six branch station farms and 19 outlying fields. These tests show that nitrate of soda leads the other nitrogen-carrying materials in the profits produced by crops.

Using millet as a test crop in pots, a research study shows that nitrate of soda is the most efficient form of nitrogen with the other nitrates nearly equal. Manufactured tankages range widely from a value nearly equal to nitrate of soda to something like one-third of that value.

Tests with cotton on both Cecil sandy loam and Applying sandy loam soils in Cleveland County proved that nitrate of soda as the sole source of nitrogen in the mixed fertilizers took the lead on both types of soil. In Cumberland County, on the Wickham sandy loam, nitrate of soda was more effective for cotton than sulphate of ammonia or mixtures of the soda or sulphate of ammonia with dried blood, fish scrap, tankage or cottonseed meal. In Anson County on a Norfolk sandy loam, nitrate of soda was a better source of nitrogen than either sulphate of ammonia, cottonseed meal or dried blood when all the fertilizer was applied to cotton at planting time. On a Georgeville sandy loam in Anson County, nitrate of soda was best for cotton. The same was true of a Marlboro fine sandy loam in Sampson County, a Norfolk fine sandy loam in Sampson County, a Portsmouth fine sandy loam in Chowan County, a Cecil sandy loam soil in Union County, and a Cecil clay loam in Mecklenburg County. In many other cases the best crop yields were secured when this form of nitrogen was used either wholly or in part in the fertilizer.

Secretary Mellon's report makes our fiscal system beautifully clear. The government takes the taxpayer's dollar, uses 80 cents of it for war purposes and keeps the change.—The New Yorker.

SALE OF LAND UNDER MORTGAGE

By virtue of a mortgage deed executed on the 4th day of December, 1923, by G. H. Brown and wife Emma Brown to C. M. Higgins, which mortgage is recorded in Book 32, Page 169 in the office of Register of Deeds of Yadkin county, North Carolina, I will sell for cash at public auction to the highest bidder at the Court House door in Yadkinville, N. C. on the 1st DAY OF MARCH, 1926 the following real estate to wit: Beginning at a pine on the North side of North Hunting Creek, runs North 25° East along Elisha Messick and Wiley Messick line 40 chs 20 lks to a Chesnut; then North 50° West 24 chs to a post oak and two white oaks at a road; then South 22° West 39 chs 50 lks to a persimmon at the mouth of a branch on the bank of the aforesaid creek; thence down the same as it meanders to the beginning 50 acres more or less.

Second Tract: Beginning at a holly on the West bank of creek, runs West 2 chs to a stone on bank of creek; then South 51° West 6 chs to a stone; then South 31° East 8 chs to a stone on bank of branch; then North 22 1-2° East 2 chs to a stone on bank of branch; then North 60° East 3.70 chs to a double white oak, in A. N. Reeds and W. F. Gray's line; then North 2.70 chs to a bunch of iron wood on South bank of creek; then 47° West with said creek 2 1-2 chs to the beginning, containing 5 acres more or less.

Sale made to satisfy note and interest secured by said mortgage. MRS. S. G. HIGGINS, Admr. of C. M. Higgins, Deceased. Williams & Reavis, Attys. 2 4 4t.

FRUIT GROWERS STUDY BETTER PRODUCTION METHODS

North Wilkesboro, Feb. 10.—Fruit growers of this section are interested in better methods of producing quality fruit as shown by 114 growers attending the recent two-day fruit growers' school held here by the Department of Horticulture at State College cooperating with the Wilkes County Fruit Growers' Society.

The school was held during the latter part of January and was promoted by County Agent A. G. Hendren working with the officers of the local fruit growers' organization and H. R. Niswonger, extension horticulturist. The 114 growers present represented over 57,000 apple trees and over 7,000 peach trees.

According to those growers present, an interesting program of lectures, demonstrations and practices dealing with every phase of orchard management was conducted. The interest with which the various talks and demonstrations were received was indicated by the extended discussions by the growers after each item of the program.

Some of the main points stressed were the proper raising of young fruit trees for highest production, best and latest methods of spraying, how to pack apples in boxes for high class trade and how to cultivate and manage the soil for quality production of fruit.

A feature of the meeting to which all gave attention was a study of the opportunity for the apple industry in western Carolina and the policies to be followed in developing this industry.

Among those taking part in the program were C. D. Matthews, head of the department of horticulture at State College, J. M. Gray of the farm demonstration division, C. L. Newman of the Progressive Farmer, E. S. Millsaps, district extension agent, H. R. Niswonger, extension horticulturist, A. G. Hendren, County Agent, and local orchardists.

Onward

Cheer up for 'tho' the winter blast, may freeze your little nose you shall be happy when at last the breeze of April blows, across the fields of growing grain where shadows cool and feet spread out a play of sun and rain to make the scene complete.

SALE OF LAND

By virtue of the power of sale in a deed of trust executed August 15th, 1922, by J. M. Wagner and wife, Ila Wagoner and Ann Wagoner to secure a debt of \$1900.00, said deed of trust being registered in the office of the register of deeds in Yadkin county, in Book 28, page 252, and notes secured by said deed of trust being unpaid, I will sell for cash at public auction at the Post-Office in Jonesville, N. C., on the 27th day of February, 1926, at 11:00 o'clock in A. M., the following property:

First Tract: A. Lot in the Town of Jonesville, N. C. Beginning at a rock the north east of the Baptist Church lot, south 6.20 degrees west 55 feet to a stone edge of alley, with alley south 85 degrees east 214 feet to a stone at the edge of upper cross streets, north 6.20 degrees east 55 feet to a stone at the corner of the street, north westward 105 feet to a stone K. M. Thompson old corner, north 85 degrees west 150 degrees west 150 feet to a stone in old line, south 6.20 degrees west to the beginning.

Second Tract: In Boonville Township, adjoining the lands of Jacob Brown, J. A. Fraziers and others. Beginning at a stone Jacob Brown's north east corner, north 3 chains to a gum, then west 7 chains 50 links to a black oak, then north 45 degrees west with J. A. Frazier's line 15 chains to a gum, then south 23 degrees west 66 chains 44 links to a maple, then north 72 degrees west 1 chain 89 links to a stone, then West 18 chs 50 lks to a dogwood, then south 8 chs 15 lks to Jacob Browns corner, then east 40 chains to the beginning containing 31 acres more or less.

This the 26th day of January, 1926. C. G. MATHIS, Trustee. 2 4 4t

10 MILLION DOCK PLAN BOOSTS TAMPA AS PORT.

Tampa, Fla., Jan.—Ten-million-dollar port and dock construction, now under way, will enable the largest ocean steamers to dock within three blocks of the heart of Tampa's business district, according to D. Collins Gillett, in an address here.

"The four fundamentals of a permanent city of the first rank have always been present at Tampa," said Mr. Gillett. "They are port facilities, large industrial payroll, productive back country and climate."

"Tampa is the sixth seaport of the United States and is 400 miles nearer the Panama Canal than any Atlantic port. Payroll of Tampa factories and industries is \$35,000,000 annually. Fifty-four per cent of the citrus fruit of Florida is grown around Tampa."

BIG ART ROBBERY AT MIAMI.

Miami, Fla., Jan. 25.—Leonard Devine's "Temptations of St. Anthony," painted in 1840, and valued at more than \$100,000 was reported stolen from the home of Alfredo Valento an artist here today.

The theft is believed to have taken place during the night. The loss was not discovered until this morning. Art treasures valued at more than \$150,000 also were taken, Valento reported to police.

SHORT TERM LOAN IS ARRANGED FOR STATE

Raleigh, Jan. 29.—Governor McLean, returning today from New York, announced that while in the metropolis he and Treasurer Ben Lacy delivered the recently sold issue of \$20,125,000 of state bonds to the purchaser and, in addition, negotiated for a loan of \$10,300,000 on short term paper.

NOTICE OF RE-SALE

In Superior Court. NORTH CAROLINA, YADKIN COUNTY.

Aaron Speer, Executor of Ula M. Warden, deceased vs Mahlow Davis and Susan Gadberr. By virtue of an order of the Superior Court of Yadkin county, made in the above entitled action on January 30th, 1926, I will re-sell to the highest bidder at public auction on the premises in Fall Creek Township, Yadkin county, North Carolina, on Monday, February 15th, 1926, 2 o'clock p. m., the one third undivided interest of Ula M. Warden, in the following described land: Bounded on the North by the lands of Jim Stuart; on the East by Saunders Shore; on the South by T. S. Burgess; on the West by W. R. Myers and others, containing thirty (30) acres more or less and known as the Sarah Warden land.

Terms of sale: One-half cash, balance on credit of six months and twelve months. This January 30th, 1926. AARON SPEER, Executor of Ula M. Warden, deceased. Williams & Reavis, Attys. 2 4 2t.

NOTICE OF SALE OF LAND UNDER MORTGAGE

By virtue of the power contained in a certain mortgage deed executed on the 29th day of May, 1920, by D. H. Baity and wife, Jennie Baity, and recorded in Book No. 33, page No. 259, and default having been made in payment of note secured thereby, I will offer for sale to the highest bidder for cash at the court house door in Yadkinville, N. C., on Saturday, February 13, 1926, between the hours of 12 o'clock noon, and 2 P. M., the following described lands lying and being in Liberty Township, Yadkin County, adjoining the lands of W. H. Lynch, A. R. Key, Dr. S. A. Harding and P. H. Baity, and others and bounded as follows: Beginning at the Reed branch, running south by the brandy distillery; thence east with the public road; thence west down to Huntsville road; thence north with the Wishon line; thence west with the Wishon Spring to the beginning, containing 60 acres more or less. This January 11, 1926. I. A. WISHON, Mortgagee.

STATE COUNCILOR LINCKE ACTIVE IN EASTERN NORTH CAROLINA

Much activity is being shown by the Junior Order in North Carolina at this season. Reports received from various sections of the state are to the effect that effective work is being performed for the Order and that the membership as a whole is imbued with the spirit of progress and is apparently determined to make this year one of the best in the history of the Order in this state.

State Councilor M. W. Lincke is now actively engaged in building up the morale of the Order and in strengthening the great foundation of service and patriotism upon which the Order is founded. He has entered in upon his duties actively, after a period of illness, and already a number of councils have been visited by him in Eastern North Carolina.

Recently a number of the Councils have been consolidated for the good of the Order in the sections concerned. State Councilor Lincke has granted a dispensation for the consolidation of Zebulon Council No. 522 with Wendell Council No. 200 and reports received from Wendell indicate that the members are loyal Juniors and are interested in seeing the work continue. Rosemary Council No. 554 has been consolidated with Evening Star Council No. 58. Arrangements have been made to consolidate Micro Council No. 458 with Kenly and Selma and this arrangement is expected to be completed soon.

NOTICE OF SALE UNDER EXECUTION

In the Superior Court NORTH CAROLINA, YADKIN COUNTY.

H. F. Gray vs S. Pardue.

By virtue of an execution directed to the undersigned from the Superior Court of Yadkin county in the above entitled action, I will on Wednesday, February 24, 1926, at 1 o'clock, p. m. at the Court House door of said county, sell to the highest bidder for cash to satisfy said execution, all the right, title and interest which the said S. Pardue, defendant, has in the following real estate, to-wit: Adjoining the lands of T. C. Swaim, George Salmons, W. D. Royal, J. C. Pinnix and others, and bounded as follows: Beginning at a post oak, T. C. Swaim's corner, W. D. Royal's line, runs South on W. D. Royal and W. F. Messick line 28.34 chs to a stone, J. C. Pinnix's corner; thence West on Pinnix line 16 chs to a persimmon said Pinnix corner; thence South 52 deg. to Pinnix's line 5.25 chs to an ash, E. C. Nick's corner; then North on Nick's line 8 chs to a stone, his corner; thence South 66 deg. West 17.85 chs on his line to a stone; then North 25 deg. West on Nick's line 10.50 chs to a stone, his corner; thence North 60 deg. West 6.93 chs on his line to a stone, his corner; thence South 66 deg. West on his line 12.30 chs to Hunting Creek at the mouth of a branch, his corner; then North 68 deg. West with the meanderings of the creek 14 chs. General Brown's corner; then North 23 deg. West 16.65 chs on his line to a persimmon tree, bank of branch; then Southward with the meanderings of the creek, T. L. Pardue's line 11.60 chs to the mouth of branch; then up branch as it meanders 17 chs to New Chappel's line; then South 73 deg. on Chappel's and Salmons line 43.35 chs to a black oak, formerly a post oak, George Salmons corner; then North on Salmons line 12 chs to a dead white oak, T. C. Swaim's corner, then East on Swaim's line 14.25 chs to the beginning, containing 170 acres, more or less.

From the above is excepted the following boundary which has been allotted to S. Pardue as his homestead: Beginning at a post oak in Swaim's line, corner; runs South old line of W. D. Royal and W. F. Messick line 8 chs; West 10 chs to a pine stump; then North 8 chs to a white oak on the bank of the road; then with Swaim's line 10.75 chs to the beginning containing by estimation 8 1-2 acres.

This the 21st day of Jan. 1926. C. E. MOXLEY, Sheriff.