

### New Kid at the Swimming Hole



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Business matters, farm finance, livestock and the boll weevil were the main topics for the men. Selling surplus produce, putting the garden into the pantry, and beautifying the home and farmstead were the leading topics discussed by the women. A report was heard of the first year's operation of the "Co-Ops" and the farmers generally seemed much encouraged by the results obtained in the brief time that cooperative marketing has been under way.

Bob Scott of Haw River was again elected President of the farmers' section after twenty years had passed since he was the first president and started the organization on the road to its present size and importance. Mrs. Rosalind A. Redfearn of Anson County was elected President of the women's section. James M. Gray will continue to handle matters as General Secretary, while Mrs. Estelle T. Smith of Goldsboro will fill the position of Secretary of the women's section for the coming year.

### RICHARD LLOYD JONES SAYS

#### Power is Within You



All men have a love of power but not an equal capacity to gratify it. Power is something more than mere energy; it is a directed force. Whatever tension the steam engine on a locomotive may show, the engine is a lifeless thing without a brain-guided hand to move its throttle.

Power is force under control. The waterfall is wasted energy harnessed to a wheel it produces, mill power.

Concentration is the secret of power. Hitch your energy to some fixed purpose.

To be noble is to be powerful. Negative goodness is never a contributing goodness; positive goodness is. Positive goodness has purpose. Energy put to purpose is power.

This world always makes way for the man of power and he makes room for many. So does real power direct for good.

The men of greatest power are they who give to the world a spiritual rather than a material force.

Napoleon was great because he directed his power to make himself a crowned master of men.

Lincoln was great because he used his power to make men masters of themselves.

Christ was the greatest because He used His power to spread the glory of the Golden Rule over the world, teaching men that they serve themselves best when they serve others.

His example brings to every man, woman and child the simple lesson that in all the world there is no sweeter thing than a soft and gentle power which unceasingly works for the good of many.

So it is that they who have the most power in the world are the who are most generous in heart.

Power cannot have too gentle an expression, for its opponent it always weakness.

Manhood is measured by the use made of its power.

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### Farmer Wives of U. S. Senators



These two women are mighty proud of their farmer husbands. Both know that they played an important part in the successes which next winter will take them to Washington, D. C., as their husbands sit in the United States Senate.

Below is Mrs. S. W. Brookhart, of Iowa, whose husband, Senator Brookhart, when free from official duty, gives his attention to raising prize hogs. Above Mrs. Johnson, of Minnesota, whose husband, Senator-elect Magnus Johnson, leaves his farm to go to Washington.

### A GREAT FARM CONVENTION.

Raleigh, N. C. August 6. With 797 farmers and their wives registered for rooms in the College dormitories on the second day and the number greatly swelled by automobiles coming in loaded with occupants on each of the three days, the twenty-first annual convention of farm folks passed into history last week as one of the most successful events of its kind yet held at the State College. The program was interesting and replete with strong topics ably discussed by leaders in the agricultural world. Of greater interest than anything else, perhaps, were the experience meetings of the farmers themselves when they told of how they did things on the home farm.

There were a greater number of farm women than ever before. The women's section decided to unite its program for the Home Bureaus and the Convention from now on will be "The Farmers' and Home Bureau Convention of North Carolina."

### Editorial

The World May Doubt the Dreamer, but It Dares not Doubt the Doer.

#### Buying Power in Small Towns

Politicians who doubt where the strength of America lies should examine the report made from a survey of thirteen north-central states in relation to farm and town trade.

It is found that in towns of 2,000 or less population, the farm trade represents about 76 per cent of the total. In dry goods it represents 80 per cent; in hardware 85 per cent; in building material 80 per cent; in furniture 76 per cent, and in clothing 68 per cent.

Automobiles are sold in these small towns to the extent of 50 per cent of total consumption. These figures are startling and they run only slightly lower in towns of from 2,000 to 25,000. The small town consumption is more than fifty per cent in every line.

This survey shows where the market lies for American manufactured goods. It emphasizes again the importance of national legislators looking after the interest of the farmer. The farmer is awakening to a sense of his strength politically and economically. Unless he receives more serious consideration he is likely to prove a troublesome factor.

The writing is on the wall. Politicians both in the states and in the nation should keep their ears to the ground. The voice of the home town is well worth listening to.

#### Good Roads and Competition

Community building is beset with more puzzling problems than one might suppose. Perhaps one of the most difficult of these is being the problem created by the extension of good roads.

The world admits good roads spell the development of America, the spread of education and a better understanding among neighbors. There has been much difference of opinion, however, as to whether these are first built by stores attracting residents or by increasing residents attracting stores. Whichever theory may be correct, the fact remains that the growth of any community depends very largely on the prosperity of its trading section.

Some villages are so situated geographically that good roads simply open up an easy avenue for trade to go out of town. When there is an element of danger in such thoroughfares which must be balanced of course by the advantages derived by the community.

The lesson of course is obvious. The extension of good roads may be halted, but it is wise that they should be. But it is a further means that local merchants must come to know the value of their business and that they must take the home town into more into their confidence and show them conclusively they can trade at home advantageously.

The competition in the small town is not between store and store, but between town and village, between city and town. The little fellow has his place, but he must be awake to his responsibility.



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### The Banker and The Farmer

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