

THE CASWELL MESSENGER

Published Weekly by Cecil Jones, Editor

Entered as second-class matter February 26, 1926, at the post office of Yanceyville, N. C., under the Act of March 3, 1879.

Subscription Price — \$1.50 Per Year

Advertising Rates Upon Request

WHO WILL WIN PRIZES IN THE SUBSCRIPTION CAMPAIGN?

In the campaign for subscriptions to The Caswell Messenger now being conducted by the school boys and girls of the county The Messenger is paying a commission of fifty cents (50) to the schools on each and every yearly subscription secured by the students of the various schools engaged in the campaign. If six months' subscriptions are taken it will require two of these to constitute a year's subscription. And the units on which the prizes will be awarded to the winning contestants will be yearly subscriptions. Subscriptions will be counted by the number of whole-year subscriptions.

The Messenger is offering a prize of a trip to Raleigh to the boy or girl in the county who secures the largest number of subscriptions. This trip will include a visit to the capital while the legislature is in session and a sight-seeing tour about the city of Raleigh. Governor McLean will be asked to receive the winner if he is in the city and can spare the time to shake hands with the party from Caswell. The trip will also be arranged with reference to an evening's entertainment, and the night will be spent at the Sir Walter or the Yarrowborough hotel. If a girl wins this prize she will be allowed a chaperone.

The Messenger is offering a prize to the school as a whole that secures the most subscriptions. This prize will consist in books, in all probability, and will cost \$10.00, \$15.00, or \$20.00, depending on the efforts put forth in the contest, and the judgment of Mr. Isley, whom we will ask to serve somewhat in the capacity of an umpire, if he will.

In addition to the commissions, the prize to the individual, and the prize to the school for the most subscriptions which The Messenger is offering, there are at least three other prizes being offered by merchantile firms of Danville. J. Berman is offering a \$6.00 hat to the boy winning the most subscribers, to The Messenger; Mr. Conway, of the Danville Music House, is offering an \$18.00 guitar to the boy or girl who wins the most subscriptions to The Messenger; and N. J. Waugh Hardware Co., is offering a first-class baseball glove to the boy securing the most subscriptions to The Messenger.

And now, in addition to the above major prizes The Messenger will reward each contestant who secures as many as three (3) yearly subscriptions to The Messenger with a minor prize consisting of something serviceable but inexpensive. We have in stock some splendid Auto-Strop safety razors which we will award to any one who secures three subscriptions. These razors can then be presented by the boys and girls winning them to their fathers or brothers. Should something else be desired we will give something else.

The Messenger appreciates very much the splendid co-operation of the students in the county who are helping to extend the circulation of the paper. It is our purpose in return to try to give the schools the best service possible, and, if possible, to make The Messenger the best weekly newspaper in North Carolina.

The contestants are allowed to get the subscriptions outside of the county, of course, whenever they can. These will count. There are numbers of people in Pittsylvania, Person, Rockingham, Alamance, Guilford, Halifax, and other counties who will be glad to subscribe.

And we are allowing renewals to count the same as new subscribers in this contest. The

Messenger is now fifty weeks old. In two more weeks the paper will be fifty-two weeks old, which is a whole calendar year. There ought to be a number of subscribers who will be renewing their subscriptions in the next few weeks.

Which school will secure the most subscriptions?

Which boy or girl will secure the largest number of subscriptions? Who is going to get that trip to Raleigh? Who is going to get that guitar? And who will get the hat and baseball glove?

The contest is to run through next week. It will end Saturday night of next week. The time is short, but it is plenty long for all the boys and girls to do a lot of good work for their schools, for their county, and for The Messenger.

We are all watching eagerly to see who gets the prizes. Who is it going to be?

TOLERANCE

Intolerance is one of the bases of society. Some men are intolerant of the views and opinions of others. Some communities are intolerant. There are sections of Georgia so intolerant that a man can scarcely call his life his own if he dares to assert an opinion contrary to the opinion prevailing in that community. (With apologies to Mr. Abell and any other of our good Georgia friends. Of course, we don't have any such folks in North Carolina, Mr. Abell.)

When a man will not allow his neighbor to express an opinion at variance with his own without getting mortally offended and being ugly about it he thereby displays his childishness, and his intolerance.

When a man think that he knows it all and that what he thinks and says about every question before the house is just right, and that what his neighbor thinks and says about that question is all wrong, if it is different, he is intolerant and bigoted, and is not the pleasantest sort of a neighbor to have around.

Tolerance and kindness toward those who may, amidst the cross currents of life, differ with us is the mark of a sizeable man or woman, and they are the sort of folks that do make pleasant and agreeable neighbors.

In his second inaugural address Abraham Lincoln delivered this famous utterance: "With malice toward none and with charity for all, let us have faith that right makes right; and in that faith let us to the end dare to do our duty as we understand it."

ATMOSPHERE

Every home and community has its spiritual atmosphere. Sometimes this atmosphere is so blighting as to prevent the development of anything generous, fine and beautiful. On the other hand there are homes and communities that afford the aspiring soul the inspiration for the utmost of human endeavor. In such an atmosphere the boys and girls dream their dreams, think high and holy thoughts, perform daring and noble deeds, and become great lovers who delight in sacrifice. From the lives of their chaste and reverent elders there radiates the sunshine of peace and joy, and from the altar fires of self-renunciation there rises about them the sweet incense of consummate love. The splendor of the Divine is reflected by the beautiful spirits of the obscure men and women who may constitute such a home or community, and the lives of their children are made radiant by the inner "light which never was on sea or land."

In such an atmosphere are developed the seers, patriots, statesmen, prophets, thinkers, and great lovers of the world—men and women who can not live in spiritual squalor, degradation and ugliness; but must have wide horizons, sublime heights, spreading, productive fields, blooming flowers, and the soul-satisfying smiles of responsive love.

Each heart, home, and community has its atmosphere; and

this atmosphere is a blessing or a blight as the exhaling heart shall choose.

"WISDOM IS BETTER THAN RUBIES"

The Semora Parent-Teacher association, under the leadership of Mr. Isley and Mr. Newman, and the wide-awake president and secretary of the local association, have given a fresh impetus to the formation of local public libraries by their "chicken day" purchase of additional books for the local school library at Semora.

This is a movement that ought to be encouraged till each and every one of the public schools of Caswell county has a worthy collection of books for the use of the students and patrons of the school.

There is a time in the life of nearly every child when he and she has an open mind for the reception of the better things of life. If at this age the proper books are provided for the child he or she will eagerly read the things that are available.

A good book has been the turning point in the life of a many a boy and girl. The same may no doubt be said about a bad book. And Heaven knows there are enough bad ones circulating through the country at small cost.

If the anxious fathers and mothers will join the Parent-Teacher associations and do all in their power to furnish the school libraries with a generous supply of the right kind of books they will be doing a big thing toward fortifying their children against the "evils" of the present day, or any other day, society.

Lead your child to the sources of wisdom, for "wisdom is better than rubies."

COST OF LIVING LOWER IN AMERICA, SAYS LETTER

American Exchange's February Business Document Says The Decline May Continue Through The Present Year.

(From Greensboro Daily News)

The cost of living in the United States is shrinking and will continue to shrink perhaps through 1927, according to the February business letter issued by the American Exchange National bank.

The letter reads as follows: Life insurance has long been recognized as affording one of the surest of all indices to the financial status of the average individual—and 1926 was a big life insurance year.

Compilations by leading companies indicate not only that more new policies were written than in any previous year but also that their average size increased from \$2,877 in 1925 to \$3,009. The 1924 average was \$2,704.

Delaware and Maine showed the greatest gains in volume of any states and New England the greatest sectional gains in this country while Canada reports increases still more marked. December and June appear to be the best months for life insurance sales.

Farm Values Stabilized

Farm land values in the United States, which reached their peak in 1920, are down almost 30 per cent, according to the department of agriculture, but the rate of decline is now much diminished from that of the three preceding years.

Average worth for 1926 was estimated at \$76.47 per acre, as against \$77.83 in 1925 and \$78.82 in the preceding year. Values are, however, approximately 25 per cent above the levels of 1912-4.

The grain and live stock states appear to have suffered the greatest shrinkage, with the cotton states following, districts with highly developed dairy, poultry and truck interests coming out best of all.

Since 1919 the nation's crop acreage has been reduced by about 5 per cent, but aggregate production has been actually increased, largely as a result of improvement in implements and machinery.

Wheat, Cotton Acreage Shift Kansas, Oklahoma and Ne-

braska report material increases in acreage sown to winter wheat, even as do Washington and Oregon, but wet weather in such important producing states as Illinois, Indiana, Ohio and Pennsylvania so reduced plantings as to make the government estimate only five per cent larger than that for 1925-6.

At the same time, there seems every reason to expect a decided curtailment of acreage devoted to cotton. Last year the south produced the largest crop of all time, and unsatisfactory price levels brought wide-spread depression. Now banks, business interests and growers have joined forces in the effort to effect a material reduction in plantings while in some states an acreage tax is being considered as a further remedial measure.

Inasmuch as any dastic restriction of cotton planting will naturally stimulate the cultivation of food and forage, the agitation seems sure to contribute largely to a much needed of agricultural effort.

The more money-crops there are on every farm, the greater the stability of the whole industry.

Living Costs and Shrinking

Nineteen twenty-six witnessed a material shrinkage in the cost of living, according to statistics compiled by the National Industrial Conference board.

Reduction for the year, despite a temporary peak in August, approached six per cent.

Present levels, according to the same authority, are about 73 per cent above those of 1913 whereas in 1920 such items as food, clothing, housing, fuel and light furnishings, etc., ran up to 116.5 per cent above the 1913 levels on which the computations are based. The general downward trend is expected to continue well into, and perhaps through 1927, inasmuch as it will be three to six months before recent changes in wholesale commodity prices find their way to the ultimate consumer.

Foreign Trade Dull In 1926

Although 1926 was a generally satisfactory year for American business, and domestic activity was well sustained, American sales abroad decreased by approximately 30 per cent, while our overseas purchases increased seven per cent.

The shrinkage was largely in trade with Europe and Latin North America, sales to these lands falling off 14 per cent and nine per cent respectively in the first nine months of the year. Within the same period however, sales to Asia showed a gratifying gain of 24 per cent and those to Latin South America of 11 per cent. Exports to Africa grew 16 per cent.

Farm implement sales ran 10 million dollars above those of 1925 and automobile sales increased by more than \$5,000,000.

Railroad Years Is Best Ever

The railroads of the United States had the best year in their history in 1926. They handled more freight than ever before—53,260,000 cars in all—and moved 488 billion ton miles, without serious transportation tie-ups, congestion or car shortages. Net operating income was approximately a billion and quarter dollars, or 5.23 per cent on property investment.

At the same time the new construction of 1,005 miles of track was the largest in 10 years. More than \$875,000,000 was spent on improvements, authorization of \$450,000,000 more being carried over to this year for completion. Automatic block signals were installed on 4,891 miles of road.

Since 1921 the United States government has spent \$463,554,553.00 on road improvements.

The south is asking a federal appropriation of \$50,000,000 to further the development of naval stores resources.

The American Chemical society reports that American dyes now have preference over those of German manufacture where the treatment of furs is concerned.

COUNTY-WIDE TEACHERS' MEETING CALLED

Mr. W. C. Jones, Yanceyville, N. C. Dear Mr. Jones:

Will you please announce that on Saturday, February 5th, 10:30 o'clock a county-wide teachers' meetings will be held in the Bartlett Yancey school auditorium and that all teachers in the county are expected to be present and on time. A discussion of the commencement program will be one of the big items on the program and finishing the work for the year. This last meeting is very important and it is very necessary that all teachers be present.

In the afternoon all high school teachers and principals of high schools will hold a meeting relative to their particular work. This meeting is important and it is necessary for all principals and high school teachers to be present.

Very truly yours, Robert W. Isley, County Superintendent, Yanceyville, N. C., January 31st, 1927.

FOSTER-HUDSON

On Saturday, January 29th, Miss Eva Foster became the bride of Vernon Hudson, of South Boston, Va., the marriage ceremony being performed in Danville.

Mrs. Hudson is the attractive daughter of Mr. and Mrs. T. T. Foster, of Yanceyville. Mr. Hudson is the son of Mrs. Maud Hudson, of South Boston, Va. It is understood that the bride and groom will make their home with Mr. and Mrs. T. T. Foster.

On Saturday night a wedding supper was served by the father and mother of the bride, and on Sunday the sister of the bride gave a dinner in honor of the happy couple.

THE FUN OF A CONTEST

A contest furnishes a splendid form of recreation. When one no longer takes interest in a contest he or she is sick or mentally depressed. Men will go a long way to see a football, basketball or baseball contest. The contest for subscribers to The Messenger is a good chance for a lot of fun.

Who Will Get The Prize?

We are greatly interested in the contest being waged by the school boys and girls of Caswell in their efforts to secure subscriptions to THE CASWELL MESSENGER, and are waiting to hear which boy secures the most subscriptions.

To the boy who rolls up the longest list of subscriptions to THE MESSENGER we are offering a \$6.00 hat. When the race is over and the victor has been named we want him to come into our store at 238 Main street, Danville, with an order properly signed by THE MESSENGER, and we will take pleasure in presenting this prize to him.

And may we say also to the school girls and boys of Caswell that our interest has been greatly aroused in the balanced farm program for Caswell that is now being talked about. We honestly think such a program is necessary for the prosperity of any county. And we have faith in the school boys and girls of your county to believe that they can do a lot to secure its adoption, if they will.

We cordially invite the students of the schools of Caswell to visit our store:

238 Main St. **J. BERMAN** 238 Main St. "The Live Store—Always Reliable!" DANVILLE, VA.

SPECIALS

30x3 Tires \$5.75

This is a special lot of good fabric tires, made by Firestone, Goodrich and Big Four Tire Co. All in non-skid and are very special values at this price.

Cord Tires \$6.75

This lot includes Firestone and Goodrich Cords, also a few Fisk Cords. These are all full and over size. New fresh stock at prices you pay for cheap tires. All other sizes at special low prices.

Yanceyville Motor Co.

JOHN A. MASSEY, Proprietor
Yanceyville, N. C.

Farmers in Henderson county have raised \$1250 in cash and are now selling memberships in their farm bureau to retain the services of County Agent E. F. Arnold.

A dairy calf club, a baby beef contest, and a poultry club contest have been started by young farm folk of Buncombe county.

Mr. Conway, of the Danville Music House offers an \$18.00 guitar to the boy or girl securing the most yearly subscriptions in The Messenger subscription campaign.

Tests made by farmers in Craven county show that the "cash" variety of tobacco makes the best yields of quality weed in that section.

Twenty-two farmers of the Eureka Community in Wayne county have treated their tobacco seed for leaf spot diseases.

Eleven community meetings will be held in Robeson county following up the general county-wide meeting recently held at Lumberton in the interest of better farming this year.