

NOVEMBER SET APART FOR MOONLIGHT SCHOOLS

Governor Issues Proclamation And Superintendent of Education Urges Co-operation

'Moonlight School Day' is to be held in each county soon. The object of the day is to enroll those who will volunteer to take an active part in establishing a Moonlight School in their respective districts and to stir up interest among all the people. The following program has been arranged for that day.

1. Song — 'America'
2. Scripture reading and Prayer
3. Reading Governor's Proclamation for 'Moonlight School Month'
4. Reading State Superintendents' Letter to Superintendents and Teachers'
5. Where Our County Stands in The Adult Illiteracy Column
6. Why we should observe 'Moonlight School Month'
7. How to Organize a Moonlight School:
 - (a) The Survey of Illiterates
 - (b) How to get them to enroll and attend
 - (c) Use of Lesson Material.
8. Roll call of School Districts to Find Volunteer Helpers
9. Appointment of Committees
10. Song — 'Carolina'

Gov. Craig has issued the following proclamation for the observance of Moonlight School Month:

"Whereas there are in North Carolina 132,000 white men and women, boys and girls, over ten years of age who cannot read and write—an army greater in number than was sent by North Carolina to the service of the Confederate States—and 14 per cent of the white voters are reported in the census as illiterate, the State in this particular standing practically at the bottom of the roll of States; and

Whereas it is largely because they lacked opportunity, largely because they had no chance, that these people, brothers and sisters of ours, are illiterate to-day, growing up as they did in the years of warthey did they did in the years of war and reconstruction, and years of poverty that followed, before the State had provided adequate schools or thoroughly realized its duty to provide facilities whereby every child may burgeon out all there is within him; and whereas the State has now come to a poignant realization of its duty not only to provide schools for the boys and girls of to-day, but also to open the door of knowledge, of hope, and of opportunity for all who were neglected in the days of poverty; and

Whereas, while our illiterate people as a whole have bravely and perseveringly achieved usefulness, success, good citizenship and high character, despite their terrible handicap, we can but feel how infinitely greater would have been their achievements, how infinitely richer their contribution to the life of our commonwealth had they but had the keys of learning in their hands, and while our State, through patient struggle, has won its way out toward prosperity and civic progress, we can but reflect upon the far, far greater progress we should make were all our people educated, and

Whereas, through the 'Moonlight School,' as we are assured by the experience of Kentucky and by the experience of numerous counties in our own state, the method is at hand, as outlined by the Superintendent of Public Instruction, and the State Committee on Community Service, whereby we may carry immeasurable benefits of education to all who were neglected or neglected in their youth;

Now, therefore, I, Locke Craig, Governor of North Carolina, do issue this my proclamation to designate the month of November, 1915, as 'Moonlight School Month' in North Carolina, and set it apart to be devoted to the high purpose of beginning a crusade to eliminate illiteracy from the State, trusting that the movement then begun will not cease until every unlettered man and woman, boy and girl is given

access through reading to all the wealth of knowledge now sealed to them, to the end that North Carolina long before another census year may be a state without adult illiterates.

I, therefore, call upon the citizens, teachers, and educational authorities of every county to organize for the purpose of eliminating adult illiteracy from that county; and

I call upon the members of the Farmers' Union, the Press Association, the Junior Order, the Federation of Woman's Clubs, and all other organizations that have already enlisted in the cause to be unfaltering in their splendid purpose to carry it through to a triumphant conclusion; and

I call upon the commercial organizations, boards of trade, civic clubs, religious organizations, Sunday Schools, and all organizations every where to give loyal enthusiastic aid and support to a movement whose success will promote the welfare of every individual in the State and bring new confidence and courage to all people; and

I call upon every man and every woman who craves the sacred privilege of being of greatest service to those in greatest need to render here the infinite service of bringing new freedom to a human mind. Done in our city of Raleigh on the ninth day of October in the year of our Lord one thousand nine hundred and fifteen, and on the one hundred and fortieth year of our American Independence.

LOCKE CRAIG
Governor.

Dr. J. Y. Joyner outlines the plans of the campaign in a long letter to the teachers of the State. His plans are as follows:

"I have been greatly gratified and deeply touched by the enthusiastic and unselfish response of the superintendents and the teachers of the State to the call to volunteer for extra service in organizing and conducting Moonlight Schools to teach our too long neglected adult illiterates to read and write. When this bulletin went to press five thousand teachers had already voluntarily pledged themselves in writing to teach without compensation for at

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IF NOT WHY NOT

Whose fault is it? It is not ours. We offer you the necessary requirements to place you on the safe side and would be more than delighted to

Write you a Policy

but will protect you from all loss by fires at a very low rate. We represent the best and most reliable companies on earth

LITTLE & SAWYER COMPANY

ELIZABETH CITY, N. C.

PHONE 271

Inside Facts About the Lightning Rod Business Laid Bare

Why Farmers Have been Made to Pay Double and Treble the Actual Cost of Rods for Lightning Protection

SCIENCE INDORSES THE LIGHTNING ROD

By Prof. J. Warren Smith
Meteorologist in the U. S. Department of Agriculture

The fire loss in the United States amounts to \$500 a minute and a large part of this is due to lightning. In Wisconsin, for example, it is estimated that lightning destroys more property than do matches, sparks and kerosene together, and more than from any cause excepting defective flues.

It is therefore important to know just how effective lightning rods are in saving buildings from damage during thunderstorms. Do they help ward off the lightning strokes, or, when a building is struck, do they reduce the amount of damage?

In order to ascertain from reliable sources the actual figures as to the efficiency of lightning rods in actual use letters were sent to over 1,100 mutual fire insurance companies, in forty-four different States. Thirteen questions were asked and the companies were requested to give any additional data that might be at hand.

Data that could be used was furnished by 120 different companies doing business in fifteen different States. The reports show that these companies have close to 250,000 farm buildings insured, valued at between \$250,000,000 and \$300,000,000. As nearly as can be determined one-third of the farm buildings in these States, are equipped with lightning rods.

The largest number of these reports were received from Ohio, Indiana, Illinois and Missouri, where the number of rod-ded buildings will run about 50 per cent.

Professor W. H. Day, of the Ontario Agricultural College, shows from a very careful and complete investigation in Ontario Iowa and Michigan, that rods are an efficient protection against lightning in a compilation of data from records carefully kept by eighteen different companies in Ontario in 1912, he found that the efficiency of the rods in that year was 94.12 per cent.

This investigation was continued by him in 1913 with forty companies keeping special record with a finding of 92 per cent in the efficiency of the lightning rod preventing lightning strokes. This after taking into proper consideration the percentage of rod-ded buildings.

He then carried the inquiry in to Iowa and Michigan with the result of 97.7 per cent in the former and 99.9 per cent in the latter State in the efficiency of the properly erected lightning rod in preventing strokes. His conclusion then is that the chief function of the lightning rod is to prevent strokes from occurring.

The results of my own inquiry substantiate those of Professor Day. The total number of buildings struck by lightning in the years 1912 and 1913, as reported by all the companies was 1,815. Of this number sixty-seven were equipped with lightning rods. Of all the buildings insured by these companies 31 per cent are equipped with lightning rods. This being the case we would expect that 31 per cent of the 1,815 buildings struck, or 572, would be rod-ded, when in fact only sixty-seven were rod-ded. The number struck is therefore only 10 per cent of the expected number, making the efficiency of the lightning rods in preventing lightning strokes 90 per cent.

The Lightning Rod Business Completely Revolutionized. The Lightning Rod Agent Eliminated. Home Owners May Now Rod Their Own Homes and Save 50 Per Cent. Lightning Protection Now Available to That Large Class Who Have Been Denied Such Protection Because of Its Prohibitive Cost.

The E. P. Howell Company who have conducted a successful lightning rod business in Eastern North Carolina for several years and whose work has the highest indorsement of the Eastern North Carolina public has perfected a new method of selling rods that will revolutionize the lightning rod business and eventually do away with the old time lightning rod agent. The E. P. Howell Company will take the public into its confidence, show people how they may rod their own homes and give them lightning rods at least 50 per cent below agents' price.

People have been paying entirely too much for lightning rods, the exorbitant overcharges in the business have made lightning protection nearly prohibitive. These overcharges had to be because it is only within the past few years that the general public has come to appreciate the value and the real protection they afford. The old time lightning rod agent was looked upon as a faker and often, it is true, he was not scrupulous as he should have been. But the lightning rod agent has had his troubles too, and his greatest trouble was in convincing people to buy his rods. He had often to spend more money to sell a lightning rod outfit, than the outfit was worth. The man who bought the rods paid the bill. This is always the case, in every line of business.

HERE ARE SOME INSIDE FIGURES

To give some idea of how the cost of lightning rods is padded, here are actual figures from the records of one agent who made a record business in one county.

Salesman for one month	\$150.00
Salesman's expenses for month	90.00
License, State and County	100.00
Cost of erecting crew, including Superintendent, helper, wagon and team. Total salary and expenses for month	225.00
Total	\$755.00

It cost to get the business in that one county and install the rods on all orders \$755.00.

The total amount of the business done on this expense was \$1,800, which was a record breaking business. If a lightning rod agent can work \$1,200 out of a county he thinks he is doing a fairly good business.

Now, the agent didn't get pay for his rods in cold cash. He took home time papers instead. He had to discount his paper at some bank and pay a liberal discount. Out of \$1,800 business done the agent realized less than \$1,000 with which to pay for his material and get his profits.

TIME FOR A CHANGE

It is time this sort of wastefulness were eliminated. People everywhere are acquiring knowledge of the necessity of lightning protection and it is no longer necessary

for them to pay the cost of a lightning rod agent's house to house canvass.

There is nothing mysterious about lightning rods. Any man by following a few simple directions can rod his own house and outbuildings and save 50 per cent or more.

This company has called in its last agent and in future will put no more agents on the road. We are going direct to the people thru the printed words, the cheapest form of communication yet devised, and if the public will give us the cooperation our plan deserves, we will make a go of it.

WOULD YOU PAY \$16. TO ROD YOUR HOUSE

You have been paying \$30 or more for an ordinary building requiring 100 feet of copper cable rod and trimmings. We will furnish you 100 feet of our 28 or 32 strand copper cable rod or practically any rod of standard make offered to the public by agents, with all cleats, points and trimmings and simple instructions for erecting, at 16c. a foot. To persons who prefer the services of a regular lightning rod erector we will furnish same at \$2.50 a day, and expenses.

OUR IRON CLAD GUARANTEE

We will not only guarantee that you can follow our directions with ease, but we will give you a written, bonded guarantee that the rods put up from our instructions will be correct in every way and we will insure your house against lightning to the amount you pay us for our rods. Could anything be fairer?

It is nearly impossible to give the complete details of our plan in one advertisement, but if you will write us, giving a description of your house and its dimensions we will gladly give you information and put you on the road to saving money.

No matter whether you intend adding to or some future time, write us NOW and get our estimates and other information.

Anyone Can Erect Lightning Rods

Read What This Authority Says About It.

It is true that lightning rods must be put up in the right way, but the erection of lightning conductors involves no more wonderful or mysterious processes than building a fence or digging a well.

The statement by some lightning rod agents that no one but special scientists versed in all the laws of electricity should do the work of putting up lightning conductors is about as sensible as to say that none but a professor of geometry should be allowed to lay brick.

E. P. Howell Co.

P. O. BOX 1080 NORFOLK, VA.