

THE RURAL PRESS

The Local Paper a Most Useful Agency on the Farm—The Press, Pulpit and School a Trinity of Influence That Must Be Utilized in Building Agriculture.

By Peter Radford
Lecturer National Farmers' Union

A broad campaign of publicity on the subject of rural life is needed in this state today to bring the problems of the farmers to the forefront. The city problems are blazoned upon the front pages of the metropolitan dailies and echoed in the country press, but the troubles of the farmers are seldom told, except by those who seek to profit by the story, and the glitter of the package oftentimes obscures the substance. A searching investigation into the needs of the farmers will reveal many inherent defects in our economic system that can be easily remedied when properly understood and illuminated by the power of the press.

The rural press, the pulpit and the school are a trinity of powerful influences that the farmer must utilize to their fullest capacity before he can occupy a commanding position in public affairs. These gigantic agencies are organized in every rural community and only await the patronage and cooperation of the farmers to fully develop their energy and usefulness. They are local forces working for the best interests of their respective communities. Their work is to build and their object is to serve. They prosper only through the development and prosperity of the community.

Every farmer in this state should subscribe for the local paper, as well as for periodicals and such other publications as he may find profitable, but he should by all means subscribe for his local paper, and no home should be without it. The local paper is part of the community life and the editor understands the farmer's problems. It is the local press that will study the local problems and through its columns deal with subjects of most vital importance to local life of the community.

A Noble Task.

In too many instances the country papers mimic the city press by giving prominence to scandals, accidents and political agitation. The new rural civilization has placed upon the rural press renewed responsibilities, and enlarged possibilities for usefulness. It cannot perform its mission to agriculture by recording the frailties, the mishaps and inordinate ambitions of humanity, or by filling its columns with the echoes of the struggles of busy streets, or by enchanting stories of city life which lure our children from the farm.

It has a higher and nobler task. Too often the pages of the city dailies bristle with the struggle of ambitious men in their wild lust for power, and many times the flames of personal conflict sear the tender buds of new civilization and illuminate the pathway to destruction. The rural press is the governing power of public sentiment and must hold steadfast to principle and keep the ship of state in the roadstead of progress. The rural press can best serve the interests of the farmers by applying its energies to the solution of problems affecting the local community. It must stem the mighty life current that is moving from the farm to the cities, sweeping before it a thousand boys and girls per day. It has to deal with the fundamental problems of civilization at their fountain head. Its mission is to direct growth, teach efficiency and mold the intellectual life of the country, placing before the public the daily problems of the farmers and giving first attention to the legislative, co-operative, educational and social needs of the agricultural classes within its respective community.

The Power of Advertising.

The influence of advertising is clearly visible in the homes and habits of the farmers, and the advertising columns of the press are making their imprint upon the lives of our people. The farmer possesses the things that are best advertised.

The farmer is entitled to all the advantages and deserves all the luxuries of life. We need more art, science and useful facilities on the farms, and many homes and farms are well balanced in this respect, but the advertiser can render a service by teaching the advantages of modern equipment throughout the columns of the rural press.

The farmers are in need of personal leadership. They have political leaders, but they need local industrial community and educational leaders.



LAND MORTGAGE SALE.

Under and virtue of the terms of a certain mortgage, made to me by W. B. Ballard and wife Hannah Ballard, on the 30th day of March 1914, and recorded in Book 59 page 508 the Register of Deeds' office in Plymouth N. C., Washington County.

I shall offer for sale at the court house door in Plymouth on the 14th day of January 1915 at 12 o'clock in the following described real-estate lying and being in Lee's Mill Township, Washington County adjoining the lands of John Hughes and others, and being the same land conveyed by deed from W. H. Howcott and M. Lanier to said Ballard and fully described in said deed recorded in Washington County Register's office said tract being 50 acres more or less also one lot in said Merce land conveyed to said Ballard by Howcott and Lanier, and it being all the land owned by the said W. B. Ballard in Merce Quarter.

Terms of sale cash.
This the 17th day of Dec. 1914.
J. H. SHREVE,
Mortgagee.

VAN B. MARTIN, Atty.

Legislative House-Cleaning Needed.

While the war is on and there is a lull in business, we want all legislative bodies to take an inventory of the statute books and wipe off all extravagant and useless laws. A good house-cleaning is needed and economies can be instituted here and there that will patch the clothes of indigent children, rest tired mothers and lift mortgages from dependent homes. Unnecessary workmen taken off and useless expenses chopped down all along the line will add to the prosperity of the farmer and encourage him in his mighty effort to feed and clothe the world.

If any of these industries have surplus employes we can use them on the farm. We have no regular schedule of wages, but we pay good farm hands on an average of \$1.50 per day of thirteen hours when they board themselves; work usually runs about nine months of the year and the three months dead time, they can do the chores for their board. If they prefer to farm on their own account, there are more than 14,000,000,000 acres of idle land on the earth's surface awaiting the magic touch of the plow. The compensation is easily obtainable from Federal Agricultural Department statistics. The total average annual sales of a farm in the continental United States amounts to \$516.00; the cost of operation is \$230.00; leaving the farmer \$176 per annum to live on and educate his family.

There is no occasion for the legislatures making a position for surplus employes of industry. Let them come "back to the soil" and share with us the prosperity of the farm.

When honesty is merely a good policy it is a poor virtue.

Lazy farmers are just as useless as dead ones and take up more room.

When the soul communes with the spirit of nature the back to the farm movement prevails.

There are two kinds of farmers. One tries to take all the advice he hears and the other won't take any at all.

Report of the condition of Washington County Bank, at Plymouth, in the State of N. C., at the close of business December 31st, 1914.

RESOURCES	
Loans and discounts	165,430.80
Overdrafts, unsecured	773.38
Furniture and fixtures	1,849.00
Due from Banks and Bankers	5,958.08
Cash items	4,063.30
Gold coin	786.00
Silver coin, including all minor coin currency	1,498.13
Nat. bank notes and other U. S. notes	4,281.00
Total	\$84,448.57
LIABILITIES	
Capital stock paid in	10,000.00
Undivided profits, less current expenses and taxes paid	841.78
Bills payable	14,000.00
Time Certificates of Deposit	22,829.47
Deposits subject to check	36,533.19
Cashier's checks outstanding	432.04
Certified checks	9.00
Total	\$84,448.57

State of North Carolina, County of Washington, ss:
I, W. B. Watts, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
W. B. WATTS, Cashier.
Subscribed and sworn to before me, this 6th day of January, 1915.
[L. S.] GEO. W. HARRISON,
Notary Public.

Correct—Attest:
D. O. FRINKLEY
W. F. BATES
AND ADLER,
Directors

Report of the condition of The Bank of Roper

at Roper, in the State of North Carolina, at the close of business Dec. 31st, 1914.

RESOURCES	
Loans & Discounts	\$80,854.00
Overdrafts unsecured	192.33
Banking House	2,290.00
Furniture & Fixtures	1,322.00
All other real estate owned	4,000.00
Due from Banks and Bankers	11,715.87
Cash items	501.28
Gold coin	10.00
Silver coin, including all minor coin currency	341.63
National bank notes and other U. S. notes	3,892.00
Total	\$104,999.11
LIABILITIES	
Capital stock paid in	\$20,000.00
Surplus fund	6,000.00
Undivided profits, less current expenses and taxes paid	3,076.37
Deposits subject to check	29,136.18
Savings Deposits	4,604.79
Cashier's checks outstanding	433.77
Certified Checks	8.00
Total	\$104,999.11

State of North Carolina, County of Washington, ss:
I, L. G. Roper, President of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
L. G. ROPER, President.
Subscribed and sworn to before me, this 9th day of January 1915.
E. B. CLARK N. P.
T. R. HASSON
N. B. MIZELL
E. L. HERRINGTON

NOTICE

A Special Election has been called by the Board of Commissioners of the town of Plymouth to be held at the Court House in Plymouth on Tuesday Feb. 23rd, 1915, from 8 o'clock a. m. to sunset, when and where the qualified voters of said town will determine whether or not bonds of said town shall be issued to the amount of \$12,000, for the purpose of building and installing an electric light plant for the purpose of furnishing light for the said town. Those favoring the issuing of said bonds will vote a ballot on which shall be written or printed the words "For Bonds" and those opposed shall vote a ballot on which shall be written or printed the words "Against Bonds."

J. O. Everett has been appointed registrar for said election and the registration book is now open at said Everett's store on Water Street for the registration of all qualified voters who have not heretofore registered. Said registration book will remain open for said purpose until 9 o'clock p. m. on Saturday Feb. 13th, 1915, and as provided by law. E. S. Mizell and W. R. White have been appointed Judges of Election for said election. This 16th day of January 1915.
R. A. WILLIFORD,
Mayor of Plymouth.

MORTGAGE SALE.

Under and by virtue of the terms of a mortgage made to B. F. Owens by Richard Bunch and wife Clara Bunch on the 23rd day March 1908 and duly recorded in Register of Deeds Office of Washington County in Book 51 Page 255, and the mortgage having been assigned to J. J. Boston, deceased, I shall offer for sale at public auction at the Court House Door in Plymouth, N. C. on the 8th day February 1915 at 12 o'clock, M. the following described real estate.

That tract of land adjoining the lands of Jennie Moore, J. H. Walker, Providence Walker and other and lying on Welchus Creek containing about 23 acres more or less and being the same lands inherited by Charles Bunch from the estate of her father, Prince Walker.

This 4th day January 1915.
LOUIS ANNE BOSTON,
Adm. of J. J. Boston

P. H. Bell,
Atty.

DRY PINE WOOD FOR SALE

Price \$3. Per Cord DELIVERED in any quantity in Plymouth.

Terms: C. O. D.
A. U. NEBERLY,
Plymouth, N. C.

Sealed Bids.

Sealed bids will be received by the Board of County Commissioners of Washington County at their next meeting, on the first Monday in February, 1915, for covering the Court House with galvanized iron roofing. The bids to specify the different weights of material, with price of each, including the price of the finished job, it to be done in good, workmanlike manner. Right reserved to refuse any or all bids.
F. R. JOHNSTON, Clerk.

NOTICE

Under and by virtue of the terms of a mortgage from W. B. Giffon and wife to A. L. Owens, registered in Washington County, North Carolina, in Book 59 page 38. The undersigned will sell for cash at public sale at the Court House door in Washington Co., North Carolina at 12m., on February 6th, 1915, that property described as follows:
Lying and being in the County of Washington, Town of Plymouth and known and designated as follows, viz: Containing 103 feet on Fort William Street 200 feet deep, bounded on the east by the lands of W. E. Wreede, Tom Chairs and Will Nafney, on the west by John Neal, on the south by Fort William Street and known as Lot "T", as shown and registered in Book 47 page 857 in the Register of Deeds' Office, Washington County.
This the 2nd day of January, 1915.
A. L. OWENS,
Mortgagee.

Clearance, Shoe and Clothing SALE.

Will begin Saturday, Feb. 6th and continue until Feb., 20th.

All \$3.00 Dress shoes reduced to \$2.45	
3.50	2.90
4.00	3.35
4.50	3.65
5.00	3.95
This includes all men and women's fine dress shoes. The famous Walkover and H. & M. line to choose from. All Overcoats for men and boys at and below wholesale cost. All ladies' Coat Suits	
\$12.50 values going at \$ 7.50	
15.00	10.00
22.50	12.50
25.00	14.00
Ladies' \$ 7.50 sport coat going at \$ 4.75	
15. & 18	9.95
Regular 5.00	3.25
Men's 7.50 Suits	4.95
10.00	7.50
12.50	8.50
15.00	11.00
20.00	13.50

Boys' Suits at equally low prices. This sale is for CASH only as they can't be charged at sale prices. Call and convince yourself

CLYDE CARROON.

FOR SALE!

Five year old, 1,100 lb mare mule, guaranteed to be broke to any implement on the farm; perfect condition and gentle disposition.

Farming implements, including Deere Sulky plow, the best on the market.

The above can be seen at Wilts Veneer Co.'s plant
Apply to
R. P. WALKER



WOODPECKER

You will be signing your own interest if you buy this electric woodpecker. It gets a new standard in form, design, and efficiency. It is the very latest design - the latest improvement in a big surplus over most hand-pumped models. It is a real innovation to operate and the work handsomely in proportion. You simply cannot get the facts of this. Write to get it.

This Book Tells All!
Write for it today. You need this book to know the facts. You are now using an old-fashioned woodpecker. It contains information about all kinds of woodpeckers, presented from an impartial standpoint. Don't delay - mail a postal or letter today!
A. SWAIN & BROTHER
15
Electric
tar
Woodpecker
Shaded
On Steel
Order
Send
-No Foundation To Build