

A GOOD TIME TO GROW HOGS

Raleigh, Jan. 12.—This will be another good year for hogs. W. W. Shay, swine extension specialist at State College, is authority for this statement and Mr. Shay is credited with knowing more about raising and fattening these animals than any other man in North Carolina.

Here is what he says, "Advance information from the Government pig survey indicates that high prices for hogs will continue another year. In fact the number of hogs slaughtered is expected to be less than in any year since 1920-21."

This means, according to Mr. Shay, that there is less pork in storage and the man who grows out his pigs well and fattens them properly will make a profit on the feed given them. Corn and other grain raised on the farm should be considered largely in the light of a feed for livestock, anyway, claims Mr. Shay. He states that grain sold as finished meat brings a higher price than when the grain is sold as grain and he has records and facts which support his claim.

For instance, records kept by county agents on the cost of gain for over 4,000 hogs owned by some 200 farmers during 1926 showed a return of well over \$2.00 per bushel for the 27,703 bushels of corn eaten by the hogs. During this period, corn as grain was hardly selling for over \$1.00 per bushel.

"During the last 20 years," says Mr. Shay, "figuring at the average price for cotton and for corn converted into pork and sold according to the system recommended by the extension service, corn has returned more per day of man labor devoted to its growth than cotton has. Nor was it necessary for the grower to keep his children out of school to help with the farm work."

SOUTHERN BRINGS 'EM TO THE SOUTH

Atlanta, Ga., January 12.—The delights of winter in the South and the part that the warm Southern sun plays in supplying the tables of the nation with early fruits and vegetables are brought to the attention of ten million magazine readers in an advertisement of the Southern Railway System, appearing in January editions, under the heading, "Under the Southern Sun."

This advertisement which is the fourth of a series being run by the Southern in magazines of national circulation is illustrated by a Southern orchard scene and reads as follows:

"First the blossoms, then the fruit—mile upon mile—under the Southern sun."

"People of the farm live to good purposes here, for soil and climate work with them. Fruit grows and ripens eagerly, and green vegetables sprout early and stay late—in the South."

"The crops of Southern orchards are a thing of beauty."

Improved Uniform International

Sunday School Lesson

By REV. P. H. FITZWATER, D.D., Dean of Day and Evening Schools, Moody Bible Institute of Chicago.

Lesson for January 16

THE CHRISTIAN'S USE OF HIS BIBLE

LESSON TEXT—Deut. 6:4-9; II Tim 3:14-17

GOLDEN TEXT—Thy word is a lamp unto my feet and a light unto my path.

PRIMARY TOPIC—The Best Book in the World

JUNIOR TOPIC—Studying our Marching Orders

INTERMEDIATE AND SENIOR TOPIC—How to Read and Study the Bible

YOUNG PEOPLE AND ADULT TOPIC—How to Get Help From the Bible

I. God's Instructions to Israel as to the Use of the Scriptures (Deut. 6:4-9).

1. The central truths to be taught (vv. 4, 5).

(1) The unity of God (v. 4).

"The Lord our God is one Lord."

This was a testimony against the polytheism existing among the Gentiles of that day.

(2) Man's supreme obligation (v. 5).

"Thou shalt love the Lord thy God with all thy heart, soul and might."

God should be loved with all the heart, soul and might because He is the alone and supreme God. This being the first and great commandment, we know what is man's supreme duty.

2. How these truths are to be kept alive (vv. 6-9).

"These words which I command thee this day shall be in thine heart."

In order that God's Word might be in the heart they were enjoined—

(1) To teach them diligently unto thy children (v. 7).

"The most important part of a child's education is that given in the home in the Word of God."

(2) "Shall talk of them when thou sittest in thine house" (v. 7).

This is the right kind of home life.

(3) Shall talk of them when walking with our children and friends (v. 7).

What more interesting, important and uplifting topic upon which to converse with our friends.

(4) Shall talk of them when retiring for the night (v. 7).

The last thing upon which the mind should rest before going to sleep should be God and His truth.

(5) Talk of them when rising in the morning (v. 7).

How fitting that God should speak to us through His Word the first thing when we awake.

(6) "Bind them upon thine hand for a sign" (v. 8).

This was literally done by the Jews as portions of the Scriptures were worn upon their wrists.

(7) "They shall be as frontlets between thine eyes" (v. 8).

This also was literally done by the Jews even to wearing portions of the Scriptures in little boxes between eyes.

(8) "Thou shalt write them on the posts of thy house and on thy gates" (v. 9). They were to be constantly before their eyes.

II. Paul's instruction to Timothy as to the Scriptures (II Tim. 3:14-17).

In this chapter Paul makes clear to Timothy that perilous times would come. False teachers would arise within the church and lead astray sentimental and unsuspecting people as neurotic women. People professing godliness would deny its power by godless living. So awful will this condition be that those who live godly lives shall suffer persecution. Paul's own life of suffering was an example of what fidelity and testimony would bring. In the last days he predicts that this attitude on the part of these false teachers would be intensified, for "evil men and seducers shall wax worse and worse."

In the face of such trying circumstances Paul exhorts Timothy—

1. To remain steadfast, to abide in the eternal truths which had been taught to him (v. 14).

He assures him that though trying times would come and violent storms of opposition would beat heavily upon him, Timothy would find the Word of God an abiding, unshaken foundation. The Holy Scriptures will abide even when heaven and earth have passed away; therefore the necessary thing is to abide in them.

2. The knowledge furnished by the Word of God was sufficient for the perplexing and trying times through which he was to pass (v. 15). The Bible furnishes wisdom which can be found in no other place. This wisdom, as all true wisdom, leads straight to Jesus Christ, who gives salvation.

3. The Scriptures are inspired of God (v. 16).

Inspiration here means "God-breathed." Because of this fact they should be held with confidence.

Abiding in the Scriptures will perfectly equip the minister for his work (v. 17).

How Jesus Saw Men

Jesus divided men into two classes and no more; either on the narrow or on the broad way; either a good tree or a bad tree; either a wise or a foolish builder; in a word, either for Christ or against Him.—Fleming.

Service

The quality of the service is the measure of the result. It is not length of service, but honesty, sincerity, enthusiasm that counts.—R. J. Campbell.

GREATEST NEWSPAPER TODAY IS COUNTRY WEEKLY, DECLARES HON. JOHN H. CASEY

Chapel Hill, Jan. 7.—The greatest newspaper in America today is the country weekly and it is bound to survive, declared John H. Casey, professor of rural journalism in the University of Missouri closing session today.

Mr. Casey emphasized the point that the country weeklies now have "a combined circulation of 15,000,000 copies weekly, read by 75,000,000 readers."

"The weekly will survive as it has developed," he asserted, "that is, through service—service to the community."

"In the aggregate the country weekly in America is issued in 12,000 editions 52 times a year, published in 12,000 separate newspaper offices in 8,000 different towns and villages, which offices occupy a combined floor space far in excess of that afforded by the great Woolworth building of New York City and the great Wrigley building of Chicago.

"The country weeklies with their 75,000,000 readers, constitute in the aggregate, and individually, the best advertising medium of products satisfying, or promising to satisfy, a human want that this advertising age has developed."

It was Professor Casey's belief that "we will always have the country weekly with us in some form ev-

en though all of our population should move to the city. Those community weeklies, collectively and individually, will always assert a tremendous influence for and better with the primitive type of country weekly in America, run ordinarily for political purposes, the modern type of country weekly has prospered spelled on every page in every issue.

"The one unpardonable thing about the country weekly," said Professor Casey, "is for it to neglect its editorial column to develop its news and advertising columns. Many weeklies ignore the editorial privilege or fill in with some canned stuff from the city syndicate house when there are so many local problems crying for the editor's attention. These things, too, have the right to expect editorial treatment in a small community."

"Without its weekly newspaper, the typical American community would be like a school without a teacher or a church without a pastor," he concluded. "In the aggregate, the country weekly determines the outcome of more elections, exerts a greater influence for constructive community progress, is read longer by more members of the family and constitutes, with its

CLUB WORK PAYS IN CASH RETURNS

Raleigh, Jan. 12.—An accurate record kept of Four-H club work in Catawba county during the past six years shows that the few well organized clubs of this county have paid a net profit of \$74,470.60.

"Club work was started in Catawba county under my direction in 1920 with an enrollment of 28 members," says County Agent J. W. Hendricks. "Last year, 1926, I had 162 members. During the period since 1920 there were a total of 338 members in our clubs. Twelve of the original 38 members have made a report each year since they joined. Nineteen of the members have married and 30 are in college or have finished. A large percent of

circulation of 15,000,000 a better advertising medium than any other group of newspapers or periodical publications. In addition to which it has the most specialized of publications and at the same time the most universal in appeal. When properly conducted, it cultivates so intensively its home news field that city dailies, farm journals and general magazines circulating in the same territory become only secondary influences at best."

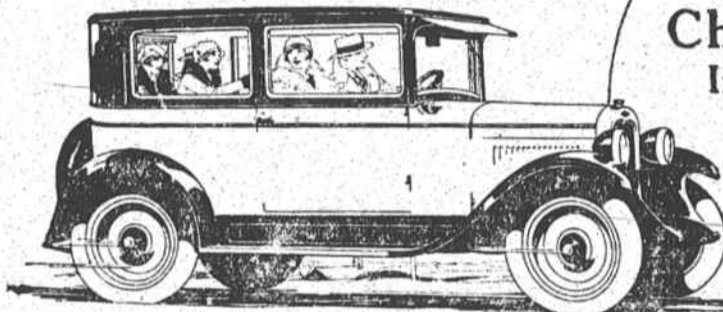
the older club members are now in the county doing some kind of agricultural work. Some are in the dairy business with as many as 50 head of cattle while others are in poultry work with flocks of from 500 to 2,000 birds."

Mr. Hendricks and his club members have been showing their poultry, in car shipments, for seven years. They have exhibited at 34 different fairs and shows. The first exhibit consisted of 73 birds and the last of 578 birds. More than 300 first prizes have been won in that time. Since the fall of 1920, the club members have had their birds exhibited at the Madison Square Garden Poultry Show and no bird has ever placed lower than fifth. For the past few years, blue ribbons have been won at this show. This year, Mr. Hendricks sends 12 entries to New York.

In keeping in touch with his club work, Mr. Hendricks has an individual record of each member. This record is filed and contains the profit made by each member each year. It shows the year the member married or entered college and what he is doing at present. Club work has been conducted in the corn, cotton, sheep, calf and poultry projects during the past six years. Poultry is the major project with calf club work second. The first Jersey Calf Club in the Southern states was organized in this county in 1922 with 22 members.

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The Chevrolet Coach Improved in Quality



—yet reduced to \$595 f. o. b. Flint, Mich. Former price \$645



New and Marvelously Beautiful Fisher Bodies—a host of Mechanical Improvements—New Features found only on the costliest cars

—plus an Amazing Reduction in Prices!

America has always expected great things from its greatest industry. But the announcement of the Most Beautiful Chevrolet has been the automotive sensation of all time!

Here is a car which in beauty, luxury, quality and modern design challenges the costliest creations of the day.

Here, in a price class where average standards have been the rule, is now offered a car, so far beyond all expectation that comparisons cease to exist.

Seven superb models styled as low priced cars were never styled before and offering such marks of fine car distinction as: full crown one-piece fenders, bullet type lamps and "fish tail" rear deck modeling! New and supremely beautiful bodies by Fisher! And, above all, infinitely finer quality—the result of a host of additional improvements lock, larger "17" steering wheel, gasoline gauge, and many, many others!

All this is combined to a supreme degree in the long famous leader of the Chevrolet line—the Coach. It would be a brilliant achievement for any manufacturer merely to design such a splendid car to sell at ANY reasonably low price. But to sell it at the amazing price of \$595 is a feat of history making proportions. This one price reduction alone would suffice to center worldwide attention on Chevrolet. But due to economies of tremendous production plus the vast resources of General Motors, Chevrolet also announces striking price reductions on other models.

For years Chevrolet has led the world in providing Quality at Low Cost. But now with a new and more beautiful car—with a car infinitely finer in quality and greatly lower in price, Chevrolet stands supreme and unchallenged in dollar-for-dollar value!

No matter in what price class you intend to buy or whether you plan to spend more or less than the price of a Chevrolet, come in today and see the most beautiful low priced Coach ever designed. Admire its marvelous style and grace! Mark its many new fine-car features! Learn for yourself by personal inspection why, at its new low price, it is the greatest sensation of America's greatest industry!



The Most Beautiful Chevrolet

NEW LOW PRICES

THE COACH Former price \$645 \$595

THE COUPE Former price \$645 \$625

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The TOURING \$525 Price includes Balloon tires and steel disc wheels. Former price \$535 with balloon tires only.

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1-Ton Truck (Chassis Only) \$495

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Balloon tires now standard on all models

All prices f. o. b. Flint, Mich.

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