

**ELECTRIC LIGHTS FOR THE
FARMER.**

The farmer of today is becoming more and more progressive. He is demanding conveniences and labor-saving implements for the farm as much as the cotton mill owner is for the factory. In some sections of the country the gasoline plow and reaper is used on the farm; wood is cut by machinery; the automobile has become a necessity; and water and electric lights are being installed in the homes.

We would like to direct the attention of our farmer friends to the last named convenience—namely, electric lights. We need not dwell on the advantages of this over the kerosene light. Every well informed person knows this system affords a better light and is more convenient, less dangerous, and less troublesome than the kerosene light.

It is possible for a large number of our country citizens to put electric lights in their homes. We learn from our local electricians that the electrical equipment for such a system can be installed for about \$100. The power to operate it can be obtained from a small stream. After installation practically the whole expense would be for repairs, an item almost negligible. This is one of the modern conveniences that the farmers all over the country are beginning to utilize. How would you like to sew, cook, carry in wood, or feed stock by an electric light? It's possible at a comparatively small expense.

It is most gratifying to note the encouraging reports of business improvement now coming from various parts of the country. Many of the big railroad companies are planning large orders for new equipment and are employing additional men. Most of the laborers who were laid off during the spring on account of slack business have been returned to work and the signs of the times are encouraging and full of hope.

Now that the busy season of farm work is past and the crops are good, the farmers should take their families and visit the mountains or seashores and enjoy some of the fruits of their labors. Too many of them have gotten the habit of denying themselves and their families the comforts and pleasures of life in order to buy more land or to hoard up money. This is not right; they owe it to themselves and families to enjoy some of the recreations and pleasures of life as they go along. We only go this way once and to spend all of one's time in work and economizing, is not right unless it is absolutely necessary.

Shuford & Abernethy,

LENOIR, NORTH CAROLINA.

THE Goods THE Prices

of

OUR SALE AND THE CROWDS ATTENDING STAGGER BELIEF and IS THE TALK OF CALDWELL COUNTY

The Sale is Now Going on.

Saturday, July 25th

Is to Be the Last and Biggest Day of All.

DOORS OPEN AT 8 O'CLOCK SATURDAY MORNING.

To the first 25 people entering our store Saturday morning, July 25th, we will give 20 tickets, good for purchasing one Umbrella for **9c**

At 10 o'clock Saturday morning the Cashier will commence to issue 20 Tickets to the first 20 Ladies making a purchase. This ticket will entitle the holder to 10 yards Calico at per yard **1c.**

\$1.98 Good Suits of Clothing will be on sale all day Saturday for **\$1.98** and up. At 3 o'clock Saturday we will give away more Calico at **1c**—yard

At 2 o'clock Saturday, July 25, we will hold one of our famous **9c Umbrella Sales.**

FREE! FREE!

We will issue 10 Tickets at the opening Friday morning at 8 o'clock, July 24th, good for 25c. in merchandise. Absolutely Free.

Another lot Men's 15 Cent Linen Collars **3 Cents Saturday.**

Shuford & Abernethy

**Statement
Modern Brotherhood of America
Mason City, Iowa**

Condition December 31, 1913, As Shown By Statement Filed

Amount of ledger assets Dec. 31 of previous year	\$ 1,083,729.94
Income—from policyholders, \$1,816,270.09; miscellaneous, \$52,073.32; total	1,868,343.41
Disbursements—to policyholders, \$997,310.85; miscellaneous, \$500,274.09; total	1,497,584.94
Benefit certificates in force Dec. 31, 1912—number, 101,178; amount	120,504,750.00
Benefit certificates written or revived during year number, 2,535; amount	2,432,000.00
Benefit certificates in force Dec. 31, 1913—number, 78,760; amount	94,385,250.00
Claims unpaid Dec. 31, 1912—number, 127; amount	153,000.00
Claims incurred during year—number, 811; amount	938,367.37
Claims paid during year—number, 823; amount	920,064.31
Claims unpaid Dec. 31, 1913—number, 106; amount	128,125.00
Assessments collected during the year	1,816,370.00

ASSETS

Mortgage loans on real estate	\$ 817,300.00
Value of stocks and bonds owned	1,085,899.99
Deposited in trust companies and banks on interest	95,287.71
Interest and rents due and accrued	28,301.29
Assessments actually collected and held by subordinate bodies, not yet turned over to supreme body	157,300.00
All other assets, detailed in statement	61,412.10
Total	\$1,695,481.09

LIABILITIES

Death claims resisted	\$48,000.00
Death claims reported, but not yet adjusted	85,125.00
Permanent disability claims	20,250.00
Sick and accident claims	3,100.00
Old age and other benefits	27,384.00
Salaries, rents, expenses, etc., due and accrued	9,281.00
Total liabilities	\$198,091.36

Business in North Carolina During 1913—

Benefit certificates in force Dec. 31, 1912—number 9; amt. \$9000.00
President, T. B. Hanley. Secretary, E. L. Balz. Home Office, Mason City, Iowa. Attorney for service, Insurance Commissioner, Raleigh, N. C. Business manager or organizer for North Carolina, Home office.

State of North Carolina, Raleigh, March 19, 1914.
Insurance Department.

I, James R. Young, Insurance Commissioner, do hereby certify that the above is a true and correct abstract of the statement of the Modern Brotherhood of America, a fraternal order of Mason City, Iowa, filed with this department, showing the condition of said order on Dec. 31, 1913. Witness my hand and official seal the day and date above written. Jas. R. Young, Insurance Commissioner.

BUSINESS LOCALS

Notices under this head are to be word each insertion. No advertisement less than 10c.

They Bring Quick Results

FOR SALE—Eight room house, good lot, all necessary buildings, North Main St. See Dr. Goodman. 60-11

NEW VIEW POST CARDS one penny each at Lenoir Book Store. 64-11

FOR SALE—200 acres of land in Watauga. 3 miles of Green Park Hotel. Plenty of good water. Well timbered. Would make a fine stock or fruit farm. Terms reasonable. For particulars address J. W. Long, Salisbury, N. C., R.F.D. 8 July 10-1 mo

FOR SALE—Two fresh milch cows; a thorough-bred and a three-quarter Jersey. Apply to H. L. Houck. 1-pd

Depot Cafe

D. H. Dellinger
PROPRIETOR

I am now operating a Cafe and Lunch Counter where clean quick service and good table fare can be secured. Get a lunch before you start to the mountains or board the train.

D. H. Dellinger

The New Currency Bill

Will make money more plentiful. But that's no reason why you should let your apple crop go to waste. Buy

A Cider Mill

From us and have cider to drink this summer and vinegar to sell next winter. Price \$7.50 and up.

GET THE BEST

BERNHARDT-SEAGLE CO.

Wholesale and Retail

Hardware and Furniture

Ready for To-morrow?

Horses digest their feed less thoroughly than other farm animals. In order to insure thorough digestion of all the food eaten, and to make your horses readier for next day's work, add to their evening feed a teaspoonful of—

Bee Dee STOCK MEDICINE

It will lessen your feed bills.
It will increase your profits.

I am using Bee Dee STOCK MEDICINE with my horses regularly and find it a saving proposition on feed. It also makes them healthy, thriving and clean.

Wm. Johnston,
R. F. D. No. 1,
O'Neill, Neb.

25c, 50c and \$1. per can.
At your dealer's. P. B. 1

T. F. G., a prominent business man of Richmond, had an abscessed tooth. The poison from the tooth infected other parts of the body, causing his death a few weeks after the attack. The Atlantic paid his estate \$10,000.

A day before he was taken sick he could have gotten \$100,000 of insurance.

Life Insurance is the remedy for our inability to foresee these things.

Wise men provide for these possibilities to relieve themselves of worry.

Atlantic contracts cover every contingency.

Atlantic Life Insurance Co.

RICHMOND, VA.

C. R. WEBB, General Agent

Shelby, N. C.

COLUMBUS ANDREWS, District Agent

Lenoir, N. C.