

**NEW LAW BANS ROAD SIGNS.**

Law Regulating the Posting of Advertising Along Highways Became Effective October 23.

Realizing that the provisions of the law are not generally known, and desiring that merchants and others be informed so that they will not violate it through ignorance, J. Paul Leonard, executive secretary of the North Carolina Merchants Association, is asking that the press give publicity to the fact that the new law regulating the posting of advertising on highways passed by the special session of the General Assembly, became effective October 23, and is now in force. Mr. Leonard says he has observed signs placed on the highway within the past few weeks which now come under the ban of the law. In one instance, he says, he saw a poster advertising a sale tacked on the back of one of the State highway signal boards—a flagrant violation. With a view to informing members of his organization with reference to the law, Mr. Leonard published it in full with comment in the last issue of the Carolina Retailer, of which he is editor. The law reads as follows:

"Section 1. Any person who in any manner paints, prints, places or affixes or causes to be painted, printed, placed or affixed, any business or commercial advertisement on or to any stone, tree, fence, stump, pole, automobile building, or other object, which is the property of another without first obtaining written consent of such owner thereof, or who in any manner paints, prints, places or affixes, or causes to be painted, printed, or affixed, such advertisement on or to any stone, tree, fence, stump, pole, mile-board, milestone, danger-sign, danger signal, guide-signal, guide-post, automobile building, or other object within the limits of a public highway, shall be

guilty of a misdemeanor and shall be fined not exceeding fifty dollars (\$50.00) or imprisoned not exceeding thirty (30) days.

"Section 2. This act shall be in force sixty (60) days from and after its ratification.

"In the General Assembly read three times and ratified this the 23rd day of August, 1924."

Commenting on the new law in The Carolina Retailer, official publication of the North Carolina Merchants Association, Mr. Leonard says:

"The new law will not seriously affect the highway advertising of merchants who have erected high-grade signs, because most of these have been placed on private property after permission had been secured. But it will do away with much advertising of a temporary nature which tends to mar the beauty of scenery along the highways. The majority of merchants have not, and will not, therefore, raise objection to the operation of the law.

"Evidence that the organized merchants of the state were either in sympathy with the measure or had no inclination to oppose its passage, is the fact that not a single member of the North Carolina Merchants Association took the matter up with officers of the Association at the time the bill was under consideration by the General Assembly, notwithstanding it was given publicity. The only merchant who has so far complained to the Association about its failure to oppose the law is not a member of the Association. This merchant declared in his letter that the law was taking away liberties to which the merchant was entitled and contended that merchants should not be required to get permission before posting advertising. The State secretary of the Association, in answering the complaining merchant, took the position that the rights of farmers and others owning property along the highways are just as sacred and should be respected just as much as the rights of the merchants and other city dwellers. The merchant has no more right to tack or paint a sign on the fence, barn or tree of a farmer out in the country without the farmer's consent, than has the farmer to come into town and tack or paint a sign on the store of the merchant without securing his permission. The law is, therefore, a just one. And no one can deny the right of the state to prohibit the use of its public property for private purposes."

**SCHOOLING—EDUCATION.**

The Lincoln Times.

Prof. Dallas L. Sharp, of Boston University, says that most Americans get their schooling between the ages of 6 and 16.

That is true. But most of us do not begin to get our real education until we leave school. What we have learned in the school days better fits us for it, but experience remains the greatest teacher, and we suspect will on to the end of the days.

When a school graduate strikes out in the world for himself one of the first things he has to do is to unlearn much of what he has been taught. The delusion that takes most time to get out of the head is youth's inflated conception of the possibilities of success.

However, all the "schooling" we may be able to acquire so much better fits us for the educating which is to follow and for the experiences which are to come after it that we should make all effort to get as much schooling as may be possible.

Knowledge without action is like a sail without wind.

Subscribe for the M. & I.

**YOU PAY NINE PROFITS WHEN YOU BUY WESTERN GRAIN, MEAT, AND HAY.**

When the Southern farmer buys corn, meat, or hay from the West he pays eight profits, as follows:

1. The price received by the Western farmer for the product.
2. Charges for handling, hauling, and shipping from farm to freight cars where the product was raised.
3. A profit to the local buyer at the Western point.
4. A profit to the Western wholesaler.
5. Expense of hauling by railroad to the South plus a profit to the railroad company.
6. A profit to the Southern wholesaler handling the product.
7. A profit to the Southern local dealer or merchant selling to the Southern farmer-buyer.
8. The time and expense of handling and hauling the product from the local store to the farm of the Southern consumer.

Just to see how this works out, let's take the last monthly issue of Crops and Markets; issued by the United States Department of Agriculture. This shows for each state in the Union the average price paid to farmers producing that crop in that state on June 15, 1924. Now let's compare prices of corn, wheat, oats, and hay in the West and in the South. Here are the figures:

Wheat—Wheat in Iowa and Kansas was 92 cents, 87 cents in Nebraska, and 82 cents in Colorado, against \$1.19 in Tennessee, \$1.30 in North and South Carolina, and \$1.40 in Georgia.

Corn—The farm price of corn was 58 cents in North Dakota, 60 cents in South Dakota, 62 cents in Colorado, 65 cents in Nebraska, and 68 cents in Iowa, against \$1.25 in Georgia, \$1.15 in Mississippi and Alabama, and 1.05 in Texas—the Georgia price

being double the Dakota price.

Oats—The farm price of oats was 36 cents in North Dakota, 37 cents in South Dakota, and 40 cents in Minnesota, while the Alabama price was 75 cents, and the Georgia price 80 cents—more than double the price in the Dakotas.

Hay—On June 15th, hay was only \$7 a ton in South Dakota, while the price in Texas was \$16, in Alabama \$18, Tennessee \$20.50, South Carolina \$20, Georgia \$22, North Carolina \$22, and Virginia \$23.50—Texas prices being more than double the South Dakota price, while Georgia, Virginia, and North Carolina prices were more than three times the price in South Dakota.

Nor do these figures tell the whole story. Two additional facts need to be emphasized:

1. The price of these products as given for the Southern states is the farm price. The man who buys from a merchant necessarily must pay a dealer's profit in addition, even when he buys for cash.

2. The truth is, however, that the Southern farmer who buys corn, meat, or hay from the West is seldom able to pay cash. Consequently, in addition to the eight profits already enumerated, the man who buys corn, meat, or hay from the West must nearly always pay still another profit as follows:

9. A big extra profit to the local merchant for carrying him as a "time price" risk.

In an investigation made by The Progressive Farmer several years ago, the average cost of "time price" credit on such articles in the Southern states was found to be more than 23 per cent.

It is easy to see, therefore, that when a farmer buys Western corn, meat, or hay, he does not pay simply the cost of producing these articles and a single profit to the Western

farmer who produced them, but he must really pay nine profits, as we have enumerated.—The Progressive Farmer.

**BIRTH CONTROL.**

And now we have the proposal to license parenthood just as plumbers and barbers must be licensed to protect the public against the improper performance of duty. The idea comes from Dr. Hornell Hart, Professor of Social Economy at Bryn Mawr College. Dr. Hart says that such a method of obtaining "skilled parents" must soon be adopted. "The race," he said, "is fast going down hill, and the deterioration cannot be checked until scientific methods of reproducing the race are resorted to."

The professor says that as matters stand persons least able intellectually and materially to provide for children are having "rafts of them" and persons qualified to surround their children with the proper environment are having very few.

It is difficult to imagine more sublime balderdash oozing from the brain of a college professor. For the most part they have less knowledge of human forces, except along specialized educational lines, than a bootblack.

Under the Hart plan we would never have a Lincoln. Rather we would spend our time producing such specimens as Leopold and Loeb, whose parents would be able to surround them with "the proper environment." Professor Hart may be possessed of a brilliant mind fitted for the classroom, but when he assumes to regulate natural law he is stepping outside the realm of his profession and making himself ridiculous.—Exchange.

The M. & I. does good Job Printing. Bring us your next order.

**WEDNESDAY, NOVEMBER 19TH**

**DOLLAR DAY**

**A Regular Festival of Dollar Day Bargains**

|  |  |  |
|--|--|--|
| 4 35c single Kirsch Window Rods, New Stipletone Finish ----- \$1.00  | 1 Shino Floor Polisher and Wall Duster, \$1.25 value ----- \$1.00                            | 1 Shino Linoleum Varnish, \$1.25 size, Renews Linoleum, For ----- \$1.00   |
| 2 60c Bottles Ocedar Polish ----- \$1.00   | 1 O'Cedar Mop, and 1 Btl. O'Cedar Polish (Small Size) ----- \$1.00                           | 1 Qt. P. V. Household Polish, For Furniture, Floors and Wood Work ----- \$1.00   |
| 3 Oil Stove Wicks, Blue Ribbon or Perfection. 3 for ----- \$1.00   | 1 Silk Picture and Mirror Cord, Blue, Gold and Lavender, \$1.50 Value ----- \$1.00           | 3 Small Congoleum Rugs, Assorted colors ----- \$1.00   |
| 1 Lot 27x54 Grass and Wool Fiber Rugs, Values up to \$2.00. Assorted Colors and Patterns. Each ----- \$1.00  | 1 Lot Fancy Fruit and Flower Baskets \$1.00 values, assorted colors, 2 for ----- \$1.00      | 1 Doz. Package, Assorted Fiber, Wax Decorative Fruits, Pears, Apples, Grapes, Bananas, etc., 12 assorted in Package ----- \$1.00   |
| 1 Lot Easel Photo Frames, Assorted Gold and Silver Finish, 2 Sizes. Values \$1.25 to \$1.50, Each ----- \$1.00   | 1 Lot Crib Blankets, Scalloped Edge, Size 30x40, Assorted Blue and Pink Each ----- \$1.00    | 1 Lot Cottage Chairs, Cane seats, oak and Maple Frame, \$1.50 Values ----- \$1.00  |
| 1 Lot Congoleum Remnants, Roll goods, nice patterns, Sells Regular at \$1.70. The yard ----- \$1.00  | 1 Lot White Slop Jars, Enameled inside and out. Full size, \$1.75 value, each ----- \$1.00   | 1 Lot Children's Chairs, assorted styles up to \$1.50, your choice, Each ----- \$1.00  |
| 1 Lot Mahogany Candle Sticks, Values \$1.25 and \$1.50 the pair. An appropriate Gift Article, The pr. ----- \$1.00   | 1 Lot Window Shades, Assorted white, Green and Tan, Values 75c to \$1.25, 2 for ----- \$1.00 | 1 Lot Hand Painted Card Table numbers, with pencils, A good Gift Article, each set ----- \$1.00  |
| 6 Dozen Waste Baskets—Vulcanized Fiber, Covered in high grade cretonne in assorted colors, enameled interiors in Blue, Pink and Rose. These are very pretty, useful and decorative. A splendid gift article. FOR DOLLAR DAY ONLY—Each ----- \$1.00 |  | 6 Doz. Serving Trays—Mahogany finish. Deep moulding, full size, strongly made. Felted Bottom, Glass over assorted designs, They are really Beautiful. You will be surprised at such a big value. For DOLLAR DAY ONLY—Each ----- \$1.00 |

*The Above Sounds Interesting --- But Listen --- This Is More So*

WE WILL FEATURE THE DOLLAR THROUGHOUT OUR ENTIRE STOCK FOR THE DOLLAR DAY ONLY, LIKE THIS—FOR EVERY \$10.00 CASH PURCHASE WE WILL GIVE \$1.00 CASH. EXCEPT THE DOLLAR SPECIALS ADVERTISED ABOVE AND RUGS, FLOOR COVERINGS, CURTAINS AND DRAPERY MATERIALS ARE NOT TO BE INCLUDED IN THE PURCHASE.

**ROSE - GATHINGS COMPANY**