

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 farm 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 hunt for power, and many times the flames of personal conflict near 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.

Proper Carving.

In carving, ham and beef should be cut thin; pork, lamb, veal and mutton a little thicker. When carving a leg of mutton, take hold of the bone end with the left hand, then cut thin slices down to the bone and loosen each slice by putting the knife flat on the bare bone and cutting through. The slicing should gradually change direction slightly, so to always cut across the grain.

Home-Made Paste.

An inexpensive paste which will be found much more satisfactory than either flour or cornstarch is made of one small potato grated fine. Add boiling water enough to make clear and boil five minutes.

Recording Sound Waves.

A new German method of recording sound waves employs a lead pencil line of varying thickness, formed on a strip of paper by an electric current influenced by the vibrations.

Try Cherry Ohio. It's fine.—Adv.

ST. LOUIS' NEWEST HOTEL
The Majestic
200 ROOMS Eleventh and Pine Streets 200 BATHS

RATES
One Person—\$1.50 to \$2.50.
Two Persons—\$2.50 to \$3.50.

EXCELLENT CAFES A LA CARTE SERVICE
Popular Prices. Comfort Without Extravagance.
DAVE GELDER, PRESIDENT AND MANAGER

OUR BEST OFFER

The Iron County Register
—AND—
The Daily St. Louis Republic
AMERICA'S FOREMOST DEMOCRATIC NEWSPAPER

Both Now **\$3.00** For Entire Year

This paper is pleased to announce to its readers a special combination offer with the Daily (Rural Route) Republic.

Subscribers who have paid in advance for the Register can get the Republic by paying \$1.50 additional.

The REPUBLIC is a newspaper carefully edited for You, Your Wife and Family. News of the world from complete Associated Press dispatches, our direct wires, and special correspondence on every part of the globe, bring you the leading national events, complete market and financial reports and political news of the day. Our newest feature—a woman's page—is filled with a wealth of information that women want. Brilliant editorials, the liveliest sport page, clean humor and clever cartoons will afford you and every member of your family much pleasure and profit.

ALL THIS WILL BE MAILED TO YOU AND DELIVERED AT YOUR DOOR EVERY WEEK DAY IN THE YEAR.

This Offer is Open Only to Those Who Receive Mail on Rural Routes or by Star Route Carrier.

No Subscription Accepted at This Price for Less Than One Year

This Great Offer Brings you Both Papers at the Lowest Price Ever Made. Mail or bring your Subscription to the REGISTER now.

Notice to the Ladies.
The well known "Warner's Rust Proof" Corsets are now carried by B. N. Brown. Try one of the Corsets.

DR. F. W. TRAUERNICHT
DENTIST
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The Bread that Put Ironton on the Map.
No Order Too Large. None Too Small.

WHOLESALE AND RETAIL.

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R. G. PARMER
CONTRACTOR IN
Cobblestone, Cement and Granitoid.
IRONTON, MO.

Prompt Service, and Satisfaction is Guaranteed. Charges Reasonable.

JOHN MAYES
PROPRIETOR
LIVERY, FEED AND SALE
STABLES
Ironton Missouri

BRAND NEW Rigs Good Horses and Careful Drivers. Charges Reasonable. Special Attention to Transients. Phone No. 25.
South of Courthouse

NANNIE WALKER
ACKNOWLEDGMENTS taken, Deeds of all kinds written, and other Legal Papers prepared. Copying on Typewriter solicited. Will be found at home, north of brick hotel, corner of Shepherd and Wayne streets, IRONTON, MO.

PROBATE DOCKET
Term Docket of the Probate Court, Iron County, Missouri—February Term, A. D. 1915.

Monday, February 8th.
Robert A. Rasche, Executor with will annexed, of the estate of Anne Margaretha Rasche, deceased.
Isaac Kelley, Guardian of the persons and Curator of the estate of Paul Thomas Leonard, and George Dewey Leonard, Minors.

Tuesday, February 9th.
John A. Lotz, Administrator of the estate of John Lotz, deceased. Final.
Thos. N. Marr, Executor with will annexed, of the estate of Lucy J. Palmer, deceased.
Dr. R. W. Gay, Administrator of the estate of Jennie Morrison, deceased.
Chas. P. Dameron, Executor with will annexed, of the estate of John M. Kelley, deceased.

Wednesday, February 10th.
Harrison H. Peace, Administrator of the estate of Charles C. Peace, deceased. Final.

Thursday, February 11th.
W. N. Tins, Guardian of the persons and Curator of the estates of Bert Dunn, Nannie Dunn, Juda Dunn and Edith Dunn, minors.

Friday, February 12th.
Emma J. Yount, Guardian of the persons and Curator of the estates of Geraldine Yount, Ora Yount and Verner Yount, minors.
O. W. ROOP, Judge of Probate and ex-officio Clerk.

SHERIFF'S SALE UNDER DEED OF TRUST.
Whereas, Cordelia Simpson, by her certain deed of trust, dated the 27th day of November, 1912, and recorded in the office of the Recorder of Deeds for the County of Iron and State of Missouri, in book 25, at page 62, conveyed to S. Mespaden, trustee, the following described real estate, situated in the County of Iron, and State of Missouri, to wit:

The west half of the southeast quarter of section nineteen, and the northeast quarter of the northeast quarter, and the north half of the lot of said section, one of the north-west quarter of section thirty, in township thirty-four, north of range one east of the Fifth Principal Meridian in Missouri, containing one hundred and fifty-eight acres and five-hundredths of an acre;

Which conveyance was made to the said S. Mespaden, in trust, to secure the payment of a certain note in said deed specified; and whereas, default has been made in the payment of the principal and interest due on said note and said principal and interest are now past due and remain unpaid;

And, whereas, it is provided in said deed of trust, that in case of default, removal from the state or refusal to act, of said S. Mespaden, as trustee, the then acting Sheriff of Iron County, Missouri, shall act in his stead, and sell the foregoing described property in case of default;

And, whereas, S. Mespaden, trustee in said deed of trust, has refused to act as such trustee and foreclose the property conveyed by said deed of trust;

Now, therefore, at the request of the legal holder of said note, and in pursuance of the conditions in said deed of trust contained, I, the undersigned, the duly elected, qualified and acting Sheriff of Iron County, Missouri, will sell the property above described at public vendue, to the highest bidder for cash, at the courthouse door in the City of Ironton, County of Iron, State of Missouri, on

Saturday, February 6th, 1915, between the hours of nine o'clock A. M. and five o'clock P. M. of said day, for the purpose of satisfying said indebtedness and the cost of executing this trust.

WM. BLAKE,
Sheriff of Iron County, Missouri.
Ironton, Missouri, January 5, 1915.

NOTICE OF LETTERS.
Notice is hereby given that the Probate Court of Iron County, Missouri, on the 1st day of January, 1915, ordered the undersigned, as Public Administrator of said county, to take charge of and administer on the estate of Emeline Hines, deceased.

All persons having claims against said estate are required to exhibit them to me or allowance within six months after date of said order, or they may be precluded from any benefit of such estate; and if such claims be not exhibited within one year from the date of the last insertion of the publication of this notice, they shall be forever barred.

This 2d day of January, 1915.
P. P. ROSENKRETER,
Public Administrator.

Arcadia Valley Bottling Co.
ARCADIA, MO.

Fine Sodas
In Shipments of One to One Thousand Cases.

Ask for Billy Bryan Grape.

AUGUST RIEKE. HERMAN L. RIEKE.

A. RIEKE & SON
UNDERTAKERS
AND
EMBALMERS
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ALSO DEALERS IN
FURNITURE & HARDWARE, ALL KINDS
Garden and Farming Tools and Stoves of All Kinds.

Monuments and Tombstones of All Kinds Furnished on Order.

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Capital, Surplus and Profits . . . \$ 170,000.00
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3 Per Cent. Interest Paid on 6 Months Time Deposits.
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The Officers and Directors of this Bank stand for Sound and Conservative Banking.
Special Attention given to Country Accounts.
Your Business will be highly appreciated.

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EDGAR & EDGAR,
Abstracters of Land Titles.

Complete Abstracts of Lands in Iron County.
Abstracts promptly furnished.
IRONTON, MISSOURI

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RESTAURANT HOT COFFEE

Staple and Fancy
Groceries, Fruits,
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Board by Day or Month.

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Blood Was Wrong

All women, who suffer from the aches and pains, due to female ailments, are urged to try Cardui, the reliable, scientific, tonic remedy, for women. Cardui acts promptly, yet gently, and without bad effects, on the womanly system, relieving pain, building up strength, regulating the system, and toning up the nerves. During the past half century, thousands of ladies have written to tell of the quick curative results they obtained, from the use of this well-known medicine.

TAKE **CARDUI** The Woman's Tonic

Mrs. Jane Calahan suffered from womanly trouble for nearly ten years. In a letter from Whiteville, N. C., she says: "I was not able to do my own housework. My stomach was weak, and my blood was wrong. I had back-ache, and was very weak. I tried several doctors, but they did me no good. I used Cardui for 3 or 4 months, and now I am in the best health I have ever been. I can never praise Cardui enough." It is the best tonic, for women.

Whether seriously sick, or simply weak, try Cardui.

Write to: Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn., for Special Instructions, and 64-page book, "Home Treatment for Women," sent free. 133

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ST. LOUIS, MO.

OLDEST BANK IN MISSOURI
CAPITAL AND SURPLUS, \$3,000,000.00

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During the Civil War we loaned the State a half million dollars.

Your account carried with a strong Conservative Bank adds prestige to your name.

We Pay Interest on Time Deposits:
3 Per Cent. for Six Months. 4 Per Cent. for Twelve Months.

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