

ISOLATION AND DRUDGERY THE TWIN ENEMIES OF AGRICULTURE.

The Rural Church the Guiding Star of Progress.

THE NEW RURAL CIVILIZATION

By Peter Radford.
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We are confronting a new rural civilization. It is so radically different from the life of the past that it may well be called new, not merely because of its characteristics, but because of its triumph in rural co-operation and leadership. The utilization of modern agencies, and the use of farm machinery have greatly increased the efficiency of the farmers, broadened their vision and made life more satisfying.

The most serious enemies to country life are isolation and drudgery, and perhaps the worse of the two is isolation. It is the curse of the country. The hunger of young people for companionship has been disregarded and in various ways the social instincts have had their revenge. The fruits of modern inventive skill and enterprise have enriched country life and afforded the facilities of banishing forever the extreme isolation which used to vex the farm household of the past. The telephone is a great social asset in the rural home; the rural free delivery brings the world's daily message to the door; the parcel post delivers ten million packages per annum at a half million homes, and the automobile annihilates distance, making isolation a myth. The building of public highways has brought communities and farm-homes closer together.

The Slave of Drudgery.

It is a dramatic moment on the farm when machinery emancipates the slave of drudgery. The evolution of farm machinery is a continued story of human ingenuity. One man now, by the aid of modern mechanical devices, can do as much as five or ten men used to perform and the work is less burdensome and more fascinating. The miracle of conquest will lift the curse of drudgery that has crushed the courage out of farm boys and caused them to retreat to the cities. There are many labor-saving devices for the homes that can relieve the wife of back-breaking tasks. Labor-saving machinery has wrought educational problems that have engaged the attention of the boys, relieved the housewife and added new economies and values to farming and has taken away self pity and given them a genuine pride in their calling. We need to take full advantage of these facilities.

Co-operation the Key-Note.

One test of modern civilization is the capacity for co-operation. The selfish days of the independent farmer are rapidly passing and we are beginning to catch the vision and share the profits of organized efforts. There are many farm machines adapted to serving a community, but organization of farmers is required to purchase and operate them on a co-operative basis, and new laws are needed to permit these transactions.

New Tasks for the Rural Church.

The rural church has been slow to adjust itself to the new order of things. The churches are discovering new opportunities for service, broader community usefulness and a greater social mission. The church

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.
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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 co-operation 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 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

must gird itself for new tasks and under a new virile type of leadership undertake real community building with the modern church as the center of activity and source of inspiration and guidance. The triumph over isolation and the gradual emancipation from drudgery, the development of good roads, telephones, rural mail service and the wonderful evolution of farm machinery make for religious advancement. The increase in intelligence, new social consciousness, growing spirit of co-operation, added efficiency of rural institutions, character, home building and better rural morals afford opportunities for a community-serving church to demonstrate its power. The rural church to fulfill its mission must swing around it the influences for progress.

or 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.

It is an admitted economic fact that there can be no permanent prosperity without a permanent agriculture.

An up-to-date farmer must have an accurate knowledge of today and a clear vision of tomorrow.

In this age of advancement in agricultural science there is no excuse for soil depletion to further menace the nation's prosperity.

Soil is not a dead, inert substance, as many suppose. It is an active, virile force, full of energy and power and the farmer should know his soil if he would maintain its productiveness.

Agriculture is recognized as the greatest of all industries and a prosperous, progressive and enlightened agricultural population is the surest safeguard of civilization.

Take good roads for your text and go everywhere preaching the gospel of better farm conditions.

The average bird is the farmer's best and truest friend—stand by your friends—the feathered songsters.

It is apparent that the old credit system must give way to business methods in financing the crop.

The Philadelphia Society for the Promotion of Agriculture is the oldest association of its kind in America. This was organized by George Washington and Benjamin Franklin in 1785.

Farming is a business proposition and the farmer is the biggest business man in business.

Don't forget the faithful old friend—the horse—remember he is prone to become tired as well as yourself.

Some of the world's first gentlemen and scholars and patriots were farmers and today some of the world's best thought is given to farming.

Quality Groceries

Monopole Brand

Tomatoes

2½ pound cans

2 cans	-	-	\$.25
1 doz. cans	-	-	1.40
1 case	-	-	2.65

Peas

2 cans	-	-	\$.35
1 doz. cans	-	-	1.75
1 case	-	-	3.40

Standard Brand

3 cans Tomatoes	-	-	\$.25
3 ' Corn	-	-	.25
2 ' Peas	-	-	.25

Waterbury & Chapman

"The Quality Grocers"

Estacada, Oregon

Family Theatre

Shows

Saturday Sunday

Wednesday Nights

SATURDAY NIGHT

HELEN HESPERIA The famous

Italian Tragedienne, in

"Her Last Hope"

A tragic story of an adventurous girl.

In three parts.

One Reel Comedy

SUNDAY NIGHT

"Facing The Gatling Gun"

A story of love and intrigue.

Comedy One Reel

WEDNESDAY NIGHT

Announcement Later.