

# 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 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.

### The Koran.

In the London Everyman is a review of the Koran and its author, Mohammed. It is a one man's book and that man not an imaginative one, but essentially a man of action and lacking in invention. The Koran is a jumbled mass of precepts, doctrines, threats, injunctions, divine commands, narrative, lyric and epic poetry. It's heaven and hell are too material for modern thought. "Obviously," says Everyman, "the Koran is meant not to be read with the eye, but to be recited, when the repetitions are not nearly so pronounced. It reflects a social order, a system of ideas as remote from Rome, and more especially from Greece, as our own are from the North American Indian. But neither time nor evolution can utterly quench the flame of Mohammed's personality, which carried his followers to reckless excesses, to the sovereignty of empire, which created an art peculiar to Islam and founded age long traditions."

### One of the Sights of Paris.

The Paris department stores are worse jumbles even than the English department stores. When there is a special sale under way the bargain counters are rigged up on the sidewalks. There, in the open air, buyer and seller will chaffer and bicker and wrangle and quarrel and kiss and make up again—for all the world to see. One of the free sights of Paris is a frugal Frenchman with his face extensively haired over pawing like a Skye terrier through a heap of marked down lingerie, picking out things for the female members of his household to wear, now testing some material with his tongue, now holding a personal article up in the sunlight to examine the fabric—while his wife stands humbly, dumbly by, waiting for him to complete his selections.—Irving S. Cobb in Saturday Evening Post.

### Too Realistic.

"Why did you cut that lullaby out of the opera?"  
"Oh, it put all the tired business men in the audience to sleep." — Kansas City Journal.

The great point is not to pull down, but to build up, and in this humanity finds pure joy.—Goethe.

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## Cloverdale Lodges.

### I. O. O. F.

Nestucca Lodge No. 114 meets each Saturday at 7 p. m. Frank Owens, N. G., John Lowrance, Sec. Visiting brothers are cordially invited to meet with us when you are in Cloverdale.



The Ocean Spray Rebecca Lodge No. 148 meets every other Wednesday in each month at 8:00 P. M. Mrs. Lena Coohran, N. G.; Mrs. Lelie Gist, Secty.

### Masonic Lodge

No. 126 meets on Thursday, on or before full moon of each month. Chas. Ray, W. M., Wm. M. Owen, Sec.



### GRANGE

Cloverdale Grange meets on the First and Third Saturday in each month at 10 a. m. Millie Sappington, W. M. Mrs. E. Lundquist, Secretary.



### ARTISAN LODGE NO. 477

Meets on first and third Fridays of each month at I. O. O. F. hall at 8:30 p. m.

N. N. Kirby, Master Artisan, Ed Worthington, Past Master, Mrs. A. Applewhite, Secretary, Walter Logus, Treasurer.

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