

THE SOUTHERN INDICATOR
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Columbia, S. C., Phone 7637.

J. A. ROACH, Editor—Publisher
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One Year.....\$1.50
Six Months......90
Advertising Rates made known on
Application

Entered at the Post Office, Colum-
bia, S. C., as second class matter.

Advertising Rates.
Regular rates, per inch.....50
Cards of Thanks.....\$1.00 up
Reading Notices.....\$1.00 up
Obituaries, Resolutions, etc., \$1.00 up
Marriages.....\$2.00 up
If a collector fails to call on you
bring or send your dues to the office,
1505 Taylor street. We need the money
to keep the paper going.

Saturday, Dec. 17, 1921.

Reading colored journals is all
right and just what every colored
person should do; but paying for
them is of just as much importance—
at least to the publishers.

The epidemic of giving is near at
hand and some of these folks here-
abouts are shuddering at the pros-
pect. \$1.25 will send The Indicator to
a relative or friend for a year and
serve as a weekly reminder of the
giver. Nothing more appropriate at
the price.

Every body knows it costs much
money to run business, but some
people seem to think that the longer
they wait to pay bills the better will
the business thrive.

Promises are alright if they are
kept but not if not kept. This is a
fact that many don't seem to real-
ize or appreciate; for they pay
little or no attention to promises.
For that reason more of them
bear hard names and rightly so.

The president of Morris College
Sumter, S. C., has arranged with the
editor of The Indicator to let the
public know of the doings of that
great institution through its columns.
Morris College is the pride of the
baptist brotherhood of South
Carolina and certainly the brother-
hood will delight to read of the do-
ings at and around their school each
week. A fine forward-step which
President Starks has made.

The Indicator welcomes Dr. J. C.
White back on the "firing line," as
editor of The Peoples Recorder.
While The Recorder is one of the old-
est papers in the State and has done
its share of the great work of keep-
ing our people abreast of the times
as well as holding up the light of
hope to us, while others would
turn to us the dark side of the pic-
ture as it pertains to our group,
there is still much work for The Re-
corder to do along with the rest of
the poorly appreciated papers,
and The Indicator welcomes
Dr. White's return to help in this
great task.

As a writer and thinker, Dr.
White has but few equals, therefore,
we bespeak for The Recorder's edi-
torials that will broaden its field of use-
fulness; for the thinking minds
really look to the editorial columns
of all papers for independent
thoughts and opinions.

Victory Bank Christmas Club.
The time of the year when much
money is spent, and that too very
needlessly spent, is about here.
Thousands of dollars will soon be
coming into the hands of our peo-
ple from Christmas Club savings
through various banks in this city.
This reminds us that it is a duty of
ours to remind our thousands of
readers that The Victory Savings
Bank will open up its Christmas
Clubs for 1922 next Tuesday and
the officers and directors are hop-
ing that thousands will open clubs
with them. This is a duty to which
each of us should conform and pre-
form.

The Victory Savings Bank will
give the same financial protection
and appreciate more their Christmas
Club deposits than others.

It has not been the privilege of col-
ored Columbians in former years to
have a bank of their own, it is
theirs now and they should show
their appreciation by opening up
their accounts there next Tuesday.
The present location of the bank is
1012 Washington Street. After
January 1st, it will be 1107 Wash-
ington St., in the Jenkins' Building.
Start an account for the baby and
the rest of the children next Tuesday
in your own bank. You owe it to
yourself, you owe it to your children,
you owe it to the bank.

REV. M. G. JOHNSON.

In the sudden passing away on
the 8th, of Rev. M. G. Johnson,
moved away one of Columbia's old-

est, most dependable, and upright
citizens. Rev. Johnson was indeed
a great man and did many great
things in his day. We knew Rev.
Johnson intimately for several
years. He was always a quiet un-
assuming Christian gentleman. In
business he was as true to his prom-
ises as the earth is to its orbit, that
is, if it was possible for him to
keep his promise, and if he could
not we could always depend upon
him for a satisfactory statement at
that time, giving reasons why. He
knew that was the honest way to
do business and so governed himself.
Just the day before his death he
called at our office with a notice to
be published of his free service to
the prisoners at the penitentiary
the Sunday following with the
statement that his previous services
at the prison had helped the
prisoners and he wanted to keep it
up. Just before leaving us, he in-
quired whether he owed us anything
for The Indicator. We assured him
that he owed us nothing and that if
all of our subscribers paid up as
promptly as did he, The Indicator
would be in better shape and a bet-
ter paper. Said he, "Well if I owe
you anything I want to pay up."
With this he left us, but little did
we think that that was his last
visit to our office.

Rev. Johnson's 44 years pastorate
at Ladson Presbyterian Church,
his first and only pastorate, is evi-
dence enough that he was a great
and good man.

Be it also said that he and his
devoted wife have reared up one of
the best families of devoted upright
and christian young men and women
to be found anywhere.

During our several years sojourn
in this city we have not heard
naught against a single one that
would cause father and mother to
be ashamed. This in itself is re-
markable indeed.

A great man has fallen in
Israel but his good works shall
live on.

Our New Linotype

With a good deal of satisfaction
the editor of the Indicator announces
the installation of a new Linotype.
This mechanical marvel qualifies us
to serve efficiently the large num-
ber of persons who look to our pub-
lication for enlightenment and en-
tertainment and who patronize our
job-printing department.

The rapidly increasing circulation
of The Indicator, together with our
desire to place at the command of
our advertisers and others the high-
est grade of typography, induced us
to secure a fine composing machine
for the quick and accurate and
pleasing presentation of the news of
the day, and the production of su-
perior job work.

Our new Linotype enables us to
set by machine many forms of com-
position that previously necessitated
tedious work by hand. Our plant is
now capable of turning out composi-
tion consisting of correct type
faces in many different sizes, and
the change from one size to another
is made very quickly. At a high
rate of speed the versatile operator
—whose hand is made famous by
the Mergenthaler Linotype Company
as "the hand that keeps the world
informed"—produces line after line
of the sort of composition desired.

This installation is a testimonial
to the prosperity of Columbia and
vicinity. And that the good people
of the community are duly apprecia-
tive of our efforts to serve them in
all departments of the printing
business is manifested by the many
compliments received from in-
dividual patrons since the arrival of
our new machine.

The accompanying illustration will
give our readers some idea of the
marvelous mechanism of the Linotype,
a composing machine on which are
assembled matrices (or little brass
molds) and lines of type cast—
lines such as you are now reading.
Besides enabling the operator to
set various faces and sizes of type,
our new Linotype makes it possible
for to produce the rules and
dashes and borders which are used in
various advertisements in each
issue of our publication. When
employed in the composing of
advertisements newspaper head-
ings, booklets, catalogs, and
various other kinds of printed matter
our new machine enables one op-
erator to set in the same time more
type than ordinarily could be pro-
duced by five or six men or women
doing the work by hand—and the
composition is incomparably better.

While for a long time we have re-
ceived the patronage of a host of
subscribers, advertisers, and print-
ing buyers in general, we look for-
ward to the handling of an even
greater volume of business now
that we are so well qualified to ren-
der the sort of service most to be de-
sired.

It has been our aim to present the
news of the day without fear or fa-
vor, and to reflect faithfully the
ideals and ambitions of our consti-
tuents; and we shall continue to devote

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and let us do that work for you.

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Rain or Shine

ALL WORK GUARANTEED

R. S. ROBERTS, Photographer

our talents and resources to the ful-
filling of this aim. And of great
help to us in the carrying out
of our purpose will be our new Lin-
otype.

FIRE IN SENECA.

A long distance message from
Seneca Thursday morning, informed
Mrs. J. A. Roach, that her mother,
Mrs. Lena Williams, lost her house
and all its contents by fire. The
message did not say how the fire
originated but that it was a com-
plete loss, with but little if any
insurance.

REV. GREENE GOES
TO ANDERSON.

The South Carolina Conference of
the M. E. Church met in Ander-
son last week and at that meet-
ing Rev. J. F. Greene, D. D., who
has been stationed here as pastor
of Wesley M. E. Church for the last
three years was sent to Anderson to
take charge there.

Since coming to the city three
years ago, Dr. Greene has made a
host of friends, and is not only
loved by the congregation of Wes-
ley who loath to give him up but
among the other denominations as
well.

Along with Rev. Greene to
share the love that is bestowed
upon him is his wife, Mrs. Greene
who also has endeared herself to
all who know her with her sweet
disposition.

We hate to see them leave but
Rev. Greene has been appointed to
a larger field in which to work.
The indicator wishes for him un-
limited success in his new field of
labor.

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?

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your physician,
your pastor and
your undertaker.

They all insure heavily. Can
they be mistaken?

By no means allow THIS poli-
cy to lapse. Pay your premi-
ums if you have to let some-
thing else go or paid for.

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not tell when YOUR sum-
mons will come

Keep Your Premiums
Paid In Full

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new Fall Hat or want to have
one made over for yourself or
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