

THE YAZOO SENTINEL

MISSISSIPPI'S LEADING WEEKLY.

SENTINEL BUILDING. 111 EAST JEFFERSON ST.

FRANK R. BIRDSALL, Editor and Manager.
Also Editor-Owner of the Belzoni, Miss., Banner.

Entered at the Postoffice at Yazoo City, Mississippi, as
second-class mail matter.

Yazoo City, Mississippi, Thursday, July 22, 1915.



A Real Live Weekly Newspaper, Published
Every Thursday Morning.

ADVERTISING RATES.

DISPLAY—Minimum rate of 20 cents per inch, net, each insertion, except on contract for 1,000 inches or more to be used in a year, when rate of 17c, net, will be made. Special position, 25 per cent. additional. Maximum rate, 75c, net, per inch for all transient ads.

LEGAL NOTICES, Charters, etc., at regular legal rates.

LOCALS—10c, net, per line, for first insertion; 5c per line for each subsequent insertion where no type is to be set. Black-face locals, 15c, net, per line for first insertion; 7 1-2c net, for each subsequent insertion.

CLASSIFIED ads, one cent per word each insertion, with minimum charge of 25c for first insertion on any ad.

ENTERTAINMENTS, ETC.—In future all notices of church and other entertainments, where an admission fee is charged, tributes of respect, cards of thanks, or other notices in which the general public is not interested will be charged for at the regular rates, and must be paid for in advance. In sending money to cover charges, figure six words as a line.

We do not take whisky advertisements at any price.

FOR SALE—One 6-Column Quarto Mentges Folder, good as new. Cost \$250.00. Will sell for \$125.00, on easy terms. Write, Yazoo Sentinel, Yazoo City, Miss.

THE SENTINEL

ADVERTISING SCHOOL—NO. 1.

The newspaper worker is often asked by merchants and their employes as to what is the secret of writing effective advertising. The Sentinel begins with this issue a series of articles on "The Art of Advertising." The writer feels that the subject is a very large one, and that some who read these suggestions may know as much about it as he does. The "Lessons" are based, however, on much reading and thought, discussion of the subject with merchants, and observations of how particular advertisements work in practice, and personal experience.

The advertising expert of ten years ago set out to amuse and entertain his readers. He specialized in agile turns of thought. But after you read his copy, you knew no more about his goods than you did before.

Advertising today has reached a simpler basis. The merchant who never studied advertising, but has common gumption, may write a very effective notice. There are certain principles, however, which he must follow, either by luck or intelligent choice, if he expects his advertising to be thoroughly effective.

The first principle is the need of what is called "reason-why copy." The successful advertiser of today appeals to the judgment of the public. Instead of trying to make them laugh, he makes them think.

Take the following head used on a certain advertisement: "Direct from the Works Saves 40 Per cent." Showing that he has cut out the profit of one or more middleman, plus freightage and handling expense, the advertiser shows a real reason why he sells cheaper.

"Reason-Why" copy states in simple, direct language why an article is superior. Here is an illustration in a lamp chimney ad, "Lamp Chimneys Give More Light, Almost Never Break from Heat, Fit the Lamp, Avoid that Sickening Lamp-Odor."

Any housewife would be attracted by a similarly plain, simple statement of practical advantages.

Perhaps the most effective argument of all is to state the price. But it needs to be accompanied with a brief statement sufficient to persuade the reader that the goods have more value than the price would indicate.

Gov. Brewer claims to be going over the State "defending his administration." He is doing nothing of the sort. He is simply out squirting vocal mud on Bilbo and Russell, while the mud-batteries of his Press Bureau manned by a paid writer, is flooding the various leading weekly papers of the State opposed to Mr. Bilbo with the similar slanderous slush under the guise of editorials, but which are in fact supplied by Brewer's own paid Jackson Press Bureau. And Bilbo's "runnin' sum."

FORCES LINING UP FOR THE FINAL BATTLE.

This Campaign Edition of the Sentinel will go to every registered voter in the county. It contains the final word of the various candidates advocating their claims for the offices to which they aspire.

The dominant note in most of the cards is one of retrenchment in the expenditure of the public funds. And this is well. There is no doubt that there has been a waste of the public funds in many quarters, and there is a general public demand for a more rigid economy in the expenditure of the tax-payers' money.

As has long been the Sentinel's rule, it is taking no part as among the local candidates. The voters of the county know them, and no doubt will make a wise and proper selection of the various county and district offices.

In the matter of the selection of Governor and Lieutenant-Governor, the Sentinel is lending its active support to Messrs. Bilbo and Russell. The same vindictive fight that was waged against Vardaman and Bilbo four years ago is being repeated this year against Bilbo and Russell, headed this time by Gov. Brewer, and the people are going to resent this sort of tactics at the forthcoming August primary as vigorously and as emphatically as they did four years ago.

The Sentinel is often asked for an opinion as to the result of the election for Governor. After a very careful investigation of conditions in every county in the State, we give it as our deliberate judgment, based on this investigation, and stated in conservative figures, that Mr. Bilbo will be elected in the first primary over his four opponents by not less than 25,000 majority. Those who scout these figures as an extreme claim have only to wait until election day to see how nearly they come to the mark. All that is needed is for Mr. Bilbo's friends to go to the polls and vote and this majority will be the most overwhelming ever given to a Governor in the State.

THE NEWSPAPER'S FREE SERVICE.

If a Board of Trade is organized to boom a town, it finds that it is expensive work. Secretaries must be hired, office rent paid, supplies must be settled for in cash. People usually make no discount because the work is for a public cause.

Meanwhile the newspaper is booming the home town all the time, and for the most of the services it renders it asks no pay. If its motives are not wholly unselfish, at least it is far-sighted enough to expect its compensation in the added prosperity that comes to all enterprises when a town grows.

In view of all this unpaid service, it is fair to ask a reciprocal spirit on the part of its home community. The Sentinel is not complaining of its support, which has been generous and friendly, as this issue fully attests. It merely reminds its readers that when they pay down their money for a subscription they not merely get their money's worth in the form of news, but they are helping to support an agency that gives unpaid service all the time for the development of the community.

THE PROFESSION OF HOUSEWIFE.

The recent Yazoo County Farmers' Institute and the demonstrations in Home Economics by Miss Blount seems to have revived interest in the profession of housekeeping. In other cities women's clubs are arranging courses for next fall with lecturers on the subject of home efficiency.

The great majority of women are hard-working people, who may not have studied household efficiency scientifically. But they have put an enormous amount of toilsome labor into the practice of the art.

To some others, household cares have been a tedious and boresome task to be shifted over to servants as much as possible.

The efficient and economical running of a home is a business problem that should be no less interesting than the details of running a newspaper, a store, or a factory. Educational institutions, clubs, and other agencies have given too much attention to the world of books and art, too little to this fundamental business problem affecting every family's welfare. The women's clubs are evidently seeing it.

The public will rally with enthusiastic loyalty to meetings to promote any good cause, at which doughnuts and coffee are passed around free.

A biographical sketch of Gov. Bilbo, with an address from the Bilbo Central Campaign Committee which appears in this issue will give the readers a good idea of the manner of man whom they will be asked to support in the primary of Aug. 3. That he is in thorough sympathy with the masses, and responsive to their needs is apparent to all who know the brave fight he has made since he entered public life. Read over this section of the Sentinel this week, and cast our vote for Theodore G. Bilbo on Aug. 3.

The complete official vote of 1911 is given in this issue of the Sentinel. File it away for future reference. It will come in handy for comparison on Aug. 3.

Why is it that so many people jogging comfortably long, who see an approaching train at a railroad crossing, will whip up their horses or start up their machines, so as to get a chance to risk their lives on the tracks?

A noted foreign diplomat says that if international law is finally kicked into the discard the United States will be responsible. Of course! Uncle Sam ought to have his trousers kicked for minding his own business.

Having made no money by expressing their deep personal convictions that stocks are too high, the brokers will soon be trying to make money out of an equally deep personal conviction that stocks are too low.

Some city people still laugh at the poor farmer, but as they tramp along the dusty road they would better look out that the poor farmer does not run them down in his new six-cylinder automobile.

Henry Ford says people should eat only when they feel like it and then not as much as they want. The many families that were on that regimen last winter should have good digestion now.

Under present circumstances traveling to Europe in a belligerent ship carrying munitions of war seems almost as dangerous as going motoring Sunday afternoon on a good macadam road.

Experienced farmers must read the newspapers with eager anxiety to get the benefit of all the wise advice that city young men trained in the schools of journalism are giving them.

The fact that a man can go on a picnic and play baseball and get lamed up for a week does prove that he could spend an hour after supper weeding his wife's flower garden.

It is hoped, when our government orders those 30 new submarines, that one little detail won't be overlooked, and that is that they shall come up as well as they can dive.

Some men growl about the cost of lumber in building houses nowadays, and then go out into the woods and throw lighted matches and cigar ends among the dry leaves.

Some people won't keep a dog because he does so much damage about the place, although most of it will probably be merely to the gardens of the neighbors.

There is a growing feeling of dissatisfaction among the congressmen that they let Uncle Sam get by during the last fiscal year with only a \$36,000,000 deficit.

It seems strange that there has as yet been no move to pension those who are injured in the noble cause of celebrating American independence July Fourth.

When it takes three quarters of a column to describe a girl's wedding, it is hard to believe her later when she says she does not want her name in the papers.

It is certainly pretty tough to have to suffer for days with Fourth of July burns, and no evidence that any one was disturbed or annoyed by the celebration.

Anyway the graduate's academic robes must be very convenient things to wear when you perform the dusty task of getting ashes out of the stove or cellar.

An automobile ran into the president's car up in Vermont, but the driver could have attracted the president's attention without such forcible methods.

Some men are seen wearing wrist watches, and probably before long it will be customary to have embroidered edging on the bottoms of trousers.

It seems strange that the Lord does not take more advice of all these people that are so much better informed as to how the weather should be run.

The trouble in Europe illustrates the truth that it is a very costly bargain when the common people hire kings to do their thinking for them.

From the slow progress of the campaign in the East, it is probably some time before the name of Berlin will be changed to Berlinograd.

Manufacturers are known the world over by the labels on their goods, and wide-awake merchants are known by their ads in the Sentinel.

There are legal limits to the minimum of clothing that can be worn, but after looking at the summer styles you would scarcely know it.

It is no wonder that American seamen demand legislation, as it is awful that they don't get ice cream and Welch rarebit every night.

Some people are so hard pressed by the necessity of paying a \$10 income tax, that they may have to cut down on their church pew rent.

Even if war should come and the business of the country should be paralyzed, the stock brokers would manage to make money out of it.

The size limit on parcel post has again been increased, but it is not yet possible to send an automobile or a piano through the mails.

Germany seems perfectly willing to stop blowing up Americans if we will help her locate the ships carrying munitions of war.

Having become a member of the bricklayers' Union, President Wilson can now decline to lay corner stones in return for a dinner.

Col. Roosevelt has gone to the Panama fair. It is hoped the Germans don't take an advantage of this to attack our Atlantic coast.

If the kaiser gets short of cash he might use his submarines in fishing for the millions of pirate gold at the bottom of the sea.

After hearing a bird sing sweetly in the trees, some men are so constituted that they long for a gun to convert him into pie.

A wise man once had a dollar which he wanted to invest where it would bring him the greatest possible returns. We got it.

It is estimated that there are only 100 really good poets in the United States—ninety-nine of whom should move on to glory.

You can make investors believe nowadays that even the stock of a lingerie factory is going to rise owing to a war order.

The Mexican fighters can't consider that they have become really civilized until they learn how to use asphyxiating gases.

It looks as if there might be a disposition among the belligerents to torpedo accidentally some more American ships.

Many people can't look forward to a good rest until they get their summer vacations over and are back at work again.

The most popular method of studying nature at present is bowling along the road in a six-cylinder automobile.

The girl who has the most expensive graduating gown is not commonly the one whose father can best afford it.

The hardest worked people seem to be those who are either just going on vacation or have recently got home.

If Germany isn't almighty careful, President Wilson will arise in his anger and send 'em another note.

The motorists keep their eyes on the road, and if that's good, the scenery is pronounced grand.

The teachers are now taking a nice restful vacation studying psychology and pedagogy.

You can't always tell by the hat this year whether a person is a man or woman.

There seems to be an active demand for bathing suits guaranteed to shrink.

England and Germany appear to be making it a "war to the stomach."

No, the Washington administration is not suffering from ennui.

Some people's brains are limited to those served on a platter.

Oftimes the fool gives good advice unawares.