

RATES OF SUBSCRIPTION

1 Year in advance ..... \$4.00  
 6 Months in advance ..... 2.00  
 3 Months in advance ..... 1.00  
 1 Month ..... .40  
 1 Week ..... .10  
 Rates of Readers, Notices, Cards of Thanks, Obituaries, etc.:  
 Per Line first issue ..... 5c  
 Subsequent issues ..... 2 1/2c  
 Rates on display advertisement Ring managers office 275.

Entered as second class mail matter at the Post office at Morgan City, La.

A LAYMAN'S VIEW POINT.

From Lafayette Press:

The following article signed A Layman is worthy of the closest study, not only by the merchants, but the people of this section as a whole.

In my life time I have had the opportunity to pay frequent visits to a rather respectable number of Louisiana towns. In every one of them mine ears have heard the common outcry of the local merchants against the mail order houses and it is my positive conviction that the loudest, the longest sustained, the most bellyacheish voice in this grand agony chorus is Lafayette's. Why?

It is universally conceded that there can be no effect without cause. And it is safe to amplify that the greater the effect, the greater must be the cause.

The outcry against the evil of mail-order buying is greater in Lafayette than in other communities of comparable size. Why is the evil greater in Lafayette? "There's a reason."

Our Lafayette merchants it must be assumed, ignore the cause behind the admittedly immense volume of mail-order trading done year in and year out by the people of their tributary territory; else as sensible business men they would get busy and stop this ruinous arterial outflow of precious, home-earned dollars. You, Mr. Editor of course know as well as I what this cause is: for as a home newspaper man it is your consecrated duty to study conditions affecting the welfare of your community. But the very nature of your calling, while it makes you expert diagnostician, disqualifies you as a disinterested adviser and prescriber to the patients, the merchants who are afflicted directly with the mail order evil. The remedy to destroy the cause of the evil must be applied through the merchants and nobody else. While it is a very simple remedy it is of such a nature that I am sure you will agree it will more likely be accepted if suggested by a common layman who is not even remotely interested in any newspaper.

Mr. Herman Rosenthal, advertising manager for Sears, Roebuck & Company in addressing the American ad club the other day disclosed one of the methods by which that gigantic mail order house extends its trade. He said:

"We have a bureau whose duty it is to read each week the country newspapers from all over the country. There is not a paper of the least consequence in our trade territory that our bureau does not get (by indirect subscription). This bureau looks over these papers and when we find a town that the local merchants are not advertising in the local papers we immediately flood that territory with our catalogs and literature and keep it flooded. It always brings results, far in excess of the same effort put forth in territory where the local merchants all the time use their local papers."

This ought to show our merchants one of the benefits of local newspaper advertising. Now I wish I could show them as "exhibit B" a collection of all the Louisiana country newspapers (let alone those of other states) so they could see how their own papers here in Lafayette compare in point of local advertising patronage. Then they would understand why there are more mail order catalogs to the square yard in Lafayette city and parish and consequently more mail-order buying than in any other section of the country. Then they would quit berating their fellow townsmen for assisting in making dividends for eastern capitalists and adopt the methods used by Sears, Roebuck, Montgomery Ward, Bellas Hess National Cloak and a horde of other mail order houses—that is tell the people through their home papers that they have things to sell, what those things are and what they sell for—and incidentally raise the standard of our local papers to where they would reflect the true greatness of Lafayette.

Mr. Rosenthal has let the cat out of the bag." Indeed he has let the crittur squarely into the laps of Lafayette merchants. Will they see it or just keep on with their futile wailings and knashings of teeth?

A LAYMAN

When you yawn a good deal in the daytime feel full, achy and want to stretch frequently it is an unmistakable symptom of malaria, and unless you do something at once you are booked for a spell of chills. HERBINE is a chill medicine that will prevent or cure the disease. It drives out the impurities on which the malarial germ thrives, strengthens the liver and cleanses the bowels. Price 50c. Sold by Belanger Drug Co. adv

Fox Feature At The Evangline To-Night Tuesday.

Peppo and Gorgone, brother and sister, journey to Paris, and under the names of Hannibal and Claudia Palmieri, lay fraudulent claim to the fortune left by Antonio Palmieri. Pending the adjustment of the claim they find it necessary to exercise their wits in order to live, and they cultivate the friendship of Count de Mornay (Robert B. Mantell) and his wife. Claudia determines to ensnare the wealthy Count and Hannibal is to aid by besmirching the name of the Countess. The Countess discovers that she has a half-brother, Rober, Robert Burel, who is the illegitimate son of her mother, Madame de la Marche. Burel demands money on the threat of making known his identity to the world. When the Countess calls on Burel to learn if his story is true she is followed by Hannibal, who tells the Count that Burel is the lover of the Countess. Burel goes to the apartment of the Countess to collect the money she has raised for him. The Count enters suddenly and finds the two locked in each other's arms. He demands an explanation. Rather than admit the early sin of her mother, the Countess makes a supreme sacrifice and remains silent, allowing her husband to form his own conclusions. The Count kills Burel, divorces his wife and marries Claudia, but eventually the guilt of Claudia and Hannibal becomes known and they pay the penalty for the misery they have caused.—adv.

Have you rooms for rent, or do you desire boarders? A small advertisement in the Morgan City Review will do the stunt for you, try it.

This is regular ducks' weather.

Just a Few More Days, and This Great Money-Saving Clearance Sale will Have Passed Into History Sensational Savings on Summer Suits

AT \$4.98

All wool men's suits that sold up to 12.00

AT \$3.98

200 men's Palm Beach, Sumatex, and white linen suits, values up to 8.00

At \$12.00

About 100 Hart Schaffner & Marx, all wool suits, regular 25.00 & 22.50 values



Copyright Hart Schaffner & Marx

AT 2.48

Boys' Palm Beach suits, that sold regularly at 5.00

AT \$3.48

Boys' light-weight wool suits, values up to 6.00; these are fine for early school wear

At 39c

Genuine B. V. D. shirts and drawers, regular price 50c a garment

Throughout every department we have used the knife, and the balance of our summer stock must go in the next few days

AT 98c

Ladies' fancy parasols, regular 2.00 and 1.50 values

AT \$3.98

Howard & Foster low shoes in all leathers; these shoes are worth 5.00 a pair, and all our high cuts are so priced

AT \$5.50

All our low cut Hanan shoes. This is the best buy of the season; as these goods could not be bought wholesale for these prices

AT 69c

Men's shirts, in white and fancies; these are our regular 1.00 qualities

We have received over \$10,000 worth of new Fall and Winter goods in the last few days, and as all these goods were bought before the advance, we are in a position to offer you goods at a much lower price than our competitors. It will pay you to see us before making your Fall purchases.

Henry Loeb Co., Ltd.

Morgan City's Fastest Growing Store.

Octave J. Delaune

CITY MARKET

Fresh Meats OF ALL KINDS

You can send your children to my market and get full weight and best quality. My aim is to treat my customers the same as I would like to be treated.

PHONE No. 11, MORGAN CITY Prompt Delivery

Good Evening; Have you subscribed to The Morgan City Review only 40 cents per month delivered. Can you consistently be without your home paper.

The Morgan City Weekly Review \$1.50 per year in advance.

Lodge Directory.

Lodges can advertise their time and place of meeting as follows in this column

TRIBE OF BEN HUR—St. Mary Court No. 34 Tribe of Ben Hur, meets on the First and Third Tuesday of each month, Redmen Hall, 8 p. m. Chas. Francioni, Secretary, Thomas F. Gorman, Chief

Catholic Church

High Mass every first Sunday at 9:30 a. m.  
 Low mass every other Sunday at 7:00 a. m.  
 Sunday school every Sunday at 3:30 p. m.

BERWICK

Low mass on first Sunday at 7:30 a. m.  
 High mass on third Sunday at 9:30 a. m.  
 Sunday school every Sunday at mass hours.

The Morgan City Daily Review, 40 cents per month.

WE WISH TO ANNOUNCE

To our Friends and the Public that we have installed a

GAS FILLING STATION

And will carry at all times A full line of

High Grade Lubricating Oils And Transmission Greases

We also carry in stock

Goodyear Tires, Inner Tubes

And Auto Accessories.

Station open from 6 a. m. to 7 p. m., except Sundays.

BERWICK MERCANTILE COMPANY.