THE MADISON JOURNAL

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GEORGE SPENCER.....Editor.
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SATURDAY, MARCH 13th, 1920

ADVERTISING ONLY REMEDY

The inroads the mail order houses have made upon business that ought to be enjoyed by the local merchants the past twenty years is appalling. Every dollar that leaves a community makes that community poorer and takes from circulation money from the legitimate channels of trade in the section from which it is sent. This is a patent fact.

In analysing the causes which brought about this condition it will be found that merchants, especially in some of the smaller towns, are largely responsible for the exodus of cash and the filling of the coffers of the mail order magnates. The executives of the big mail order houses learned well many years ago the value of advertising. They spent thousands of dollers annually in reaching the people. They flood the country with attractively printed catalouges. These catalogues are embellished with illustrations; give a comprehensive statement of each item of merchandise and the price is usually featured. The average individual who received the voluminous "volume" reads it from cover to cover. The whole family reads it. They begin to figure what they want. In an appealing way every item is presented in a most attractive style. The attention of the prospective buyer is soon focused on a given article. This same individual is reading the daily papers, in many instances, and his home paper every week. He searches the columns and finds the goods he wants are not advertised in those journals. He takes it for granted the home merchant either does not carry it or does not care to "go after business." The home merchant may have the very item he orders from the mail order house, but the customer does not know it. The result is the mail order house gets the business.

To fight the devil, some one has said you must fight his Satanic majesty with fire. To fight the mail order house successfully, you must use their strong weapon in securing trade—Publicity.

The merchants must use every legitimate method of advertising and especially the newspapers, for they are the best medium to economically reach the buying public. They must carry standard merchandise and be satisfied with a legitimate profit. They must give as much thought to their advertising as they do any other branch of their business. Even in the smaller towns the merchants are waking up to these facts. The average country weekly, if worthy of patronage, is nowadays filled with advertising.

We are living in a period of high prices. Of all times this is the crucial period in the business life of the little merchant. The wholesaler and the newspapers must cooperate. There is a mutual ground all must cover. Systematic and Persistent advertising will hit the spot and do the work. It is the only thing that will turn trade from the mail order houses to the cities and towns. The Cotton States Merchants Association, whose headquarters are in Memphis has caught the vision and that organization has put on foot plan to cooperate with the merchant in the smaller towns of the South by giving them the advantage of expert ad writers to prepare copy for the series of advertising for their home paper and has conceived a plan which if carried out, will build up the trade of the great section of the South by holding all business that should be had by the local merchants. Advertising is a power as magnetical as the needle of a compass, and if used judiciously, will draw people to the stores and shops in each given community. After a customer reaches your store, then advertiseing has served its function. It is then up to the merchant to offer such inducements, extend such courtesies and make it mutually profitable for the customer to trade with him and trust him in such a manner as to make of him a friend and booster.

In practically every instance the home merchant can compete with the mail order house and save postage and freight to the purchasers, but if the home merchant does not advertise and inform the public what he has to offer and at that price, the mail order house will advertise and get the business.

Put advertising to the test and the marvelous results will astonish you. Go after the business; its yours if you hustle; the other follows if you do not make the effort —Lauderdale County Enterprise, Ripley, Tenn.

In this connection there is an incident we wish to relate:

Readers of The Journal will remember the sale advertised by the Tallulah Mercantile Company some time ago. The type form of the page ad for this sale was sent to St. Joseph, and was published in the Tensas Gazette. In ordering the ad published in the Tensas Gazette, Mr. Morton said that he felt that it would not benefit the Company to any great extent, as it was the first time he had advertised there, but thought the ad would put the Company's name before the people there and at later sales he would get benefit from the first ad.

Mr. Morton says the first customer to enter the store on the morning of the sale was a colored man from St. Joseph—or Tensas parish. He had a copy of the Gazette containing the ad in his hands with several items marked. This man bought about a hundred dollars worth of goods before he left.

Mr. Morton said he did think it peculiar for a man from Tensas parish to be the first one in the store, but he said he was amazed when, after the man had bought what he wanted, turned to him and said: "I won't need this now. I'm glad I came here, for you had just what I wanted and I could see what I was buying, and you are cheaper than these people." At the same time the man handed to Mr. Morton a letter and order for the same goods he had bought made out to a mail order house.

Ask Mr. Morton and he will tell you.

RATION DAY AND PAY DAY.

In the days when a lariat was more useful than a can opener in securing the family dinner, the noble red men, wards of the nation, were accustomed to have a ration day once a month on the reservations, according to D. W. Hume, Federal District Director, Government Savings Division, Dallas, Texas. The beef herd was driven to the agency and guarded by U. S. Cavarly. As the name of the herd of each tepee was called, the red warrior mentioned wiped his nose on his blanket, uncoiled his rope, kicked his skinny cayuse in the ribs with his moccasined heels and slammed his meat for the next month onto the bosom of Mother Earth.

In fifteen minutes, the steer was slaughtered, the pots were boiling and the meat was sizzling over the coals. The pots never ceased to bubble nor the coals to sizzle until the last bone was knawed. Every member of the family down to the latest flea bitten dog felt that a duty had been neglected if a shred of meat remained uneaten at once. Then they went back to a diet of roast prairie dog and rattle snake stew until next ration day.

That's why the noble red man had to be made a ward of the nation. He would neither save nor look out for the future.

Thousands of pale faces are emulating their red brothers every pay day. They rope their pay envelopes, drag them to the nearest fire and proceed to burn them up. The rest of the month they live on the expectations of a new pay day. The Indians were wards of the Government. They knew that there would be another ration day, but there are few white men nowadays who are absolutely sure of what the next pay day will bring forth.

If they conserve the pay day ration, by setting aside a part of it and investing it in War Savings Stamps, Registered Treasury Savings Certificates or by buying Liberty Bonds at the present low market price, they need not worry what the next pay day will bring forth. By that very action they become in a measure wards of the Government.

NATIONAL MEET IS POSTPONED

Montgomery is in the throes of a flue epidemic which crept up on it unawares, and while the officers of the American Cotton Association went ahead with the preparations for the national convention, the citizens of Montgomery went down with the flue, until the situation became so bad that a conference was called, and on advice of the Governor a Alabama, it was decided that the convention could not be held on the dates scheduled.

President Wannamaker and Director Harvie Jordan got busy, and tried to find some other city which would entertain the convention on short notice, but most of the cities were already so filled up, as to their hotel accommodations, that they could not guarantee to give the proper accommodations to the cotton delegates.

It was finelly decided to postpone the meeting until the middle of April, the dates of April 13, 14, 15 being tenatively decided on, in the hope that the situation in Montgomery will have improved sufficiently by then to permit of the assembling of the association.

Louisiana headquarters had just sent out notifications to all members of the association, and acknowledgments were coming in in goodly numbers, showing that this state would have been represented by a splendid delegation, so it has been necessary to send out to those who had announced their intention of going to Montgomery, notification of the changes in dates. This has been done, and it is to be hoped that all will be fully advised.

NOTICE

I am applying for a pardon.

LEWIS MILLER,

Under life sentence for murder.

TOWN OFFICERS NOMINATED

Continued from Page 1.)

RESOLVED Further that the appreciation of this meeting for their unselfish labor be and is hereby extended to the said Honorable Mayor and his Board of Aldermen.

There being no further business, the meeting adjourned.

W. D. ZIEGLER, Chairman

R. C. LEEVES, Secretary.

ALL MINISTERS OF STATE CALLED TO THE CONFERENCE

Interchurch World Movement Holds Great Gathering in Atlanta in March

All evangelical ministers of this county have been invited to join pastors of all the Protestant churches of Louisiana in a monster conference which is to be held in New Orleans March 15-17. This is the first time in the history of the Christian churches of the state that such a gathering has been held and great good to the churches is expected to result from the meeting together of denominational leaders from all the various churches.

The conference will be in session for three days, during this time every available moment being taken up with intensive consideration of church problems, both as they affect Georgia and the entire Christian field throughout the world. It will meet at 2 o'clock of the first day, and remain in session with conferences morning, afternoon and evenings until the late afternoon of the third day.

One of the most vital matters which will be brought up for consideration will be the results of the religious survey of the state, which will be presented through the medium of graphic charts, maps and picture slides. Although the survey will not be completed at that time, there will be a large number of the counties of the state ready for exhibition, and these will form the basis of consideration.

The results of the surveys are said to be very startling in their revelation of church weakness throughout rural districts, and they will show many opportunities for concentrated action on the part of the churches in this state. The Interchurch World Movement, in making its surveys, simply discovers the facts which exist, and then refers the findings to the churches of each county and state for whatever action is deemed necessary by the churches.

Present at the meeting will be some of the great Christian leaders of the South and of the nation. Some of the strongest men in the southern churches will be in attendance as speakers. There will also be one or more of the directing heads of the Interchurch World Movement among the speakers to speak with authority on whatever features of the movement

The conference will open with a fifteen-minute devotional exercise at 2 o'clock of the first day. This will be may be investigated by the ministers present.

followed by an address on the purposes and scope of the Interchurch World Movement. The remainder of the afternoon will then be devoted to the foreign survey, during which the actual facts as they now exist in the missionary fields of the world will be placed before the delegates. The evening session will be devoted to the home survey, both in this state and in the rest of America.

The second days' session will open at 9 o'clock in the morning with a devotional exercise. The proceedings of the day will be divided into intervals of fifteen and forty-five minutes for the consideration of many important subjects. First will come discussions of religious education, then hospitals and homes and industrial relations. Fifteen minutes will be given to the literature of the movement and also a financial exhibit of the movement's affairs. American education will be allotted a prominent place.

In the afternoon the subjects will include evangelism, the field program, financial organization and the educational group. The evening will be devoted to a general discussion of the need for such a co-operative movement as the Interchurch among the Protestant forces of America, especially in their relation to home affairs and world conditions.

The final day will deal with organization and the findings of the various committees which will have been appointed for investigation during the course of the conference.

One of the most important proceedings of the meeting will be the smaller conferences of ministers from each denomination during the course of the main conference. There will be time provided for such meetings in order that the denominations may determine upon denominational policies and uniform campaigns covering the entire state, and may take such action regarding cooperating with other denominational bodies as may seem advisable.

Little Maids in the "Moon Door" Symbol of the Hope of New China

Ginling College, at Nanking, Is Girls' School In Five Provinces With Population of 111,000,000—Interchurch World Movement to Aid Institution.

The way to all things at Ginling lies through the moon door. And through the moon door on the way to wisdom pass and repass, every day, the 70 Chinese maidens of the "gung-gwan."

The moon door at Ginling is round as the full moon, whence it has its name. And the Chinese maiden, as she steps over its high sill, may spread wide her arms and still not touch its rim with the tips of her fingers.

Sometimes across the court yard is another moon door, and beyond it, like a smaller concentric circle, still another, leading on through that Chinese puzzle of a house, the "gung-gwan" or official residence at Nanking, China, which is now the home of Ginling College for Chinese girls—one of the three women's colleges in all China.

The moon door is but a single feature of the old place. Once inside the high stone walls that enclose it one is lost in a maze of courts and galleries and covered passages and isolated rooms.

The whole is China, old China and new. The moon doors and the architecture as a whole lend the dignity and the greatness of old China. But the laboratories and dormitories, libraries and studies made from the old rooms of state and ceremony are modern; just as the force of America is behind it all, represented by the five American missionary organizations and the American Smith College which maintain Ginling, is modern.

One pushes ajar the halves of a moon door, latticed over paper in plum blossom and honeycomb design, and enters a chemical laboratory set up in a room with 20 windows, each framed in dragon tracery. And from the flagstones of the laboratory floor, often is scraped fungi and mould for use under the microscope.

These are typical contrasts of Ginling College, revealed through the survey of the Chinese field now being made by the Interchurch World Movement, which seeks to promote the closer co-operation of Protestant Churches of America in attaining their world aims.

Ginling College, the survey shows, is at the heart of five Chinese provinces, with a total population of 110,000,000—and is the only woman's college in that great area.

Ginling owns 37 acres of land on the hills beside the Yangtze river. In the Interchurch World Movement survey of China, there is a budget item of $500,000. It is there to show the churches of America how they can place upon that land on the hill the library, administration building, recitation buildings, chapel—all that are needed for a modern college.

SEALED PROPOSALS

Sealed proposals will be received at the office of the Highway Department of the Board of Engineers of Louisiana, Room 332 Maison Blanche Annex, New Orleans, Louisiana, up to 12 o'clock, noon Monday March 29th, 1920, for constructing the Tallulah-Lake Providence Highway 10.49 miles Madison Parish.

Information as to location, character of work, extent and class of material, terms of payment, regulations governing manner of submitting proposals and executing contract, may, on application be obtained at the office of the Highway Department

DUNCAN BUIE,

State Highway Engineer.