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OFFICIAL JOURNAL OF THE VILLAGE OF TALLULAH

W. L. ROUNTREE, Publisher

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NEW SERIES, VOLUME 8, NUMBER 31.

H - A - B - I - T

Make it Serve You!

Life is made up of "little habits," which sooner or later become fixed and fundamental. They are second nature, as it were, easily acquired and hard to eliminate. They either emancipate the individual or else prove a vice.

It is just as easy to form a GOOD habit as a BAD one. This is the happy side of the proposition.

You often meet men who are kind, congenial, affable. Their very nature is a poem; their presence elevating and inspiring. They are most companionable and their hobby is to make friends.

They have simply cultivated the "habit" of being kind.

Others are arrogant, haughty, if not repulsive. Somehow you can't get close to them. In many respects they are high-toned gentlemen, yet their "habit" is such that you do not admire them so well.

They are not magnetic.

Some men have the "habit of boosting their home town. No matter where you meet them they have a good word for the place they call home, for its people and its institutions. When a stranger comes to the city they take great pride in showing him the places of interest and always stress the GOOD. The stranger is reminded of the good schools, the magnificent churches, the large business concerns, the splendid personnel of the stores and shops, and rare conditions prevailing to make the place an ideal place to "camp." The public spirit back of all these enterprises is emphasized to the good of the community. These men are the strongest asset a town or city can have. They have a civic pride in their town and are doing all in their power to make their home town GROW. They trade at home, boost their town and its merchants, and contribute to the development of the place to the full limit of their capacity.

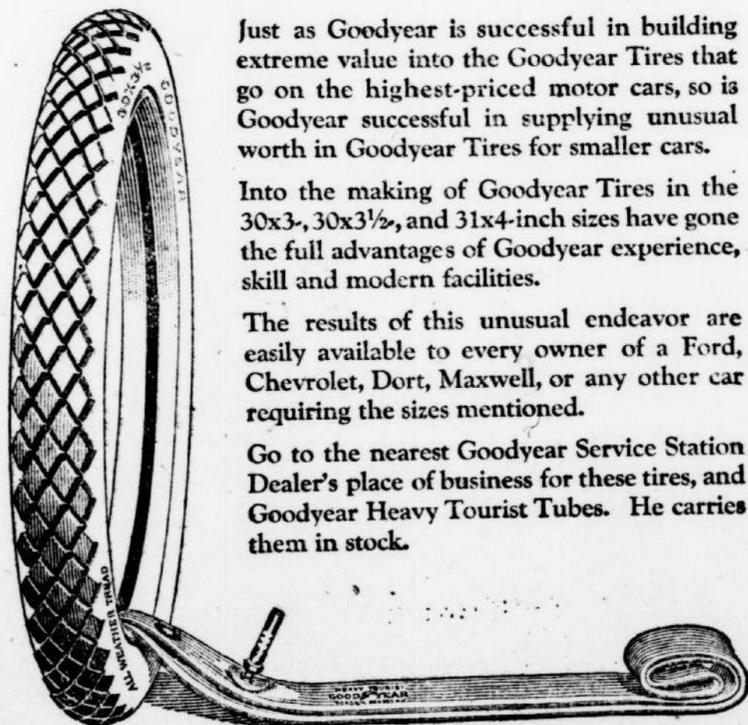
Acquire the habit of boosting. To be a booster you must have an interest in every branch of business and you must do your trading with Home Merchants, when possible.

GET the GOOD habit—TRADE AT HOME.

Tallulah Mercantile Co., Inc.; W. A. Gilpin; Tallulah Jewelry Co.; Johnson Ice & Cold Storage; East Arkansas Lumber Co.; D. H. Allen; Ziegler, Darrow Co., Ltd.; Tallulah Hardware & Furniture Co., Ltd.; Madison Grocery & Grain Co., Inc.; Tallulah Supply Company, Inc.; Guenard-Lucas Drug Company, Inc.

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Goodyear Advantages in Tires for the Smaller Cars



Just as Goodyear is successful in building extreme value into the Goodyear Tires that go on the highest-priced motor cars, so is Goodyear successful in supplying unusual worth in Goodyear Tires for smaller cars.

Into the making of Goodyear Tires in the 30x3-, 30x3½-, and 31x4-inch sizes have gone the full advantages of Goodyear experience, skill and modern facilities.

The results of this unusual endeavor are easily available to every owner of a Ford, Chevrolet, Dort, Maxwell, or any other car requiring the sizes mentioned.

Go to the nearest Goodyear Service Station Dealer's place of business for these tires, and Goodyear Heavy Tourist Tubes. He carries them in stock.

30x 3½ Goodyear Double-Cure Fabric, All-Weather Tread..... \$23.50

30x 3½ Goodyear Single-Cure Fabric, Anti-Skid Tread..... \$21.50

Goodyear Heavy Tourist Tubes are thick, strong tubes that reinforce casings properly. Why risk a good casing with a cheap tube? Goodyear Heavy Tourist Tubes cost little more than tubes of less merit. 30x3½ size in water-proof bag..... \$4.50

GOODYEAR

TOWN COUNCIL PROCEEDINGS

June 11th, 1920
 Special meeting of the Village Council.

Present: D. H. Allen, Mayor, W. J. Ward, George Spencer, W. S. Craig, Aldermen.

In the absence of the Clerk Mr. Craig acted as Clerk.

The Mayor announced that this meeting had been called for the purpose of considering a proposition from Fairbanks Morse Company for the purchase of oil engine for the light plant. Mr. Craig moved that the Mayor be authorized to enter into a contract with Fairbanks Morse Company for a 75 horse power oil engine

for the price of \$7060.00, of which \$3060 is to be paid sight draft B-L attached and the remainder of the purchase price to be evidenced by two notes for \$2,000.00 each dated on the day of shipment of the engine and maturing respectively six and eighteen months after date, bearing interest from date at the rate of 5 per cent per annum; the Fairbanks Morse Company to guarantee that the connected by clutch with the small alternator now in use at the light plant, and the above purchase price to include the clutch and all necessary shafting for making this connection, and to include also a pump for circulating the water through cooling system of the engine.

Meeting then adjourned.
 D. H. ALLEN, Mayor.
 W. S. CRAIG, Acting Clerk.

GREAT CONVENTION OF MERCHANTS

Since the year 1914, when the Cotton States Merchants Association's idea of co-operation and service was put into effect the movement has grown substantially until today nearly 10,000 Southern Merchants, Bankers, Manufacturers and Planters are behind this organized effort for better merchandising and community spirit.

Out of this spirit of help your neighbor becomes bigger in order that yourself may become greater has sprung a healthy development in hundreds of Southern communities, directly attributable to the enlightenment shed by the yearly conventions of this Association, the Seventh of which will be held in Memphis on August 10, 11, 12.

The program will be replete with subjects of personal interest to more than 4,000 merchants in the South, whom it is expected will be Memphis' guests.

None who attended this convention last August will deny it was the most brilliant success of the Association's history, not alone from the standpoint of numbers in attendance, but also as to quality of educational features, brilliancy of orators and the entertainment events.

It would be difficult to conceive of any address containing more real pep and optimism than Curtis M. Johnson's, "The Road to Happiness." Auditors evinced a wish to get away and two applied for each seat available. We ay succeed in having him again this year.

As to the Barbecue—over 3,000 portions of excellency prepared pork and lamb and soft drinks were served and in a period of 100 minutes and so well prepared was the serving stand that there was never a hesitation in the line. There will be a barbecue this year, or something equally as good.

Men who exchange dollar for dollar end the transaction with a dollar only. But those who exchange idea for idea enrich themselves doubly. That is the big thought behind the

1920 convention of this Association—it provides the opportunity for its members to absorb and transmit ideas to one another and in organized fashion work them out.

If a man be happy in the operation of his business, then this Convention needs him and his viewpoint. If he be unhappy in the operation of his business, then he can glean some helpfulness by attending this Convention.

All expense incident to the Convention is bore by the Memphis Hosts and nothing with any appearance of commercialism or soliciting is tolerated about the headquarters.

The program and the entertaining events are now being worked out and will be published at an early date as possible. The officers and members of the Board of Governors are working diligently in an attempt to have every merchant, manufacturer, banker and planter in the State, who can possibly get away from his business to be present.

WESTERN BLOOMER GIRLS TO PLAY TALLULAH

The Western Bloomer Girl's Base Ball Team will play the Tallulah team here on the local diamond tomorrow. The game will be called at 3:30 in the afternoon. The game should be interesting, and a large crowd is expected to be out to witness it.

MORE GOOD JERSEY BLOOD FOR LOUISIANA

The loss of two dairy barns and 13 head of Jersey cattle by fire might serve to dampen the enthusiasm of the average dairyman, and turn his thoughts to some other means of livelihood. Not so, however, with A. H. Henderson, of Ruston, president of the Louisiana Jersey Breeders' Association, who suffered the losses, noted above on May 6 last, the fires having been caused by lightning.

Mr. Henderson set out immediately not only to replace the losses in his herd but to bring to Louisiana some of the best Jersey cattle that could be bought. Accompanied by C. H. Staples, dairy specialist of the Louisiana State University Extension Division, he attended the first sale at Allendale Farms, Shelbyville, Kentucky, where he purchased three of the best cows offered among which was a two year old daughter of Leda' Raleigh, the grandchampion bull of the 1919 National Dairy Show.

The next place to be visited was Borckwood Farms, Berryville, N. Y., where Mr. Henderson purchased two daughters and one son of Golden Fern's Noble, the grandchampion bull at the National Dairy Show of 1916, and which bull has a long list of

daughters in the Register of Merit. After leaving Brookwood Farms these two Jersey enthusiasts attended T. S. Cooper and Son's annual auction sale at Coopersburg, Pennsylvania, and purchased for Mr. Henderson three of the best cows in the sale. From there they went to Morristown, New Jersey, where they purchased three of the best offerings made by W. R. Spann.

According to Mr. Staples, these purchases mean that there is to be added to the Jersey stock of Louisiana some of the best Jersey blood in the whole country. They will be placed on exhibit at Shreveport in November.

being pickled; the cabbage brined; other vegetables are dried as well as canned.

The practice of preserving eggs in water glass is still in its infancy in Louisiana. The agents have devised many schemes to attract attention and interest to the practical value of his economic project. Mrs. Ester Stafford home demonstration agent from Jefferson Davis, writes:

"I have placed an exhibit of eggs preserved in water glass in a show window in one of the local drug stores with the directions printed on the containers so that the local people and the country people coming to town Saturday might see it and take

heed, as this is the time of the year we want them to save their eggs. 'Seeing it believing' with most people and for this reason I believe that exhibits and public demonstrations go further towards making impressions than any other form of home demonstration work"

If you have the itch, don't scratch it! It does not cure the trouble and makes the skin bleed. Apply BALLARD'S SNOW LINIMENT. Rub it in gently on the affected parts. It relieves itching instantly and a few applications removes the cause, thus performing a permanent cure. Sold by Guenard-Lucas Drug Co.,

Vicksburg Lumber Co.

VICKSBURG MISSISSIPPI PHONE 872

Wholesale and Retail Lumber and Building Material

SEND US YOUR INQUIRIES WHETHER YOU ARE GOING TO BUILD A RESIDENCE, BARN, CABIN OR GARAGE. IT BE TO YOUR INTEREST TO GET OUR PRICES.

Our Stock is Complete and we can Make Prompt Shipment

ON LUMBER, BRICK, LIME, CEMENT, PLASTER, LATH, SHINGLES, ROOFING—IN FACT ANYTHING IN THE BUILDING MATERIAL LINE. THERE ARE OTHER REASONS FOR BUYING OUR LUMBER, BUT THE FIRST IS BECAUSE IT IS GOOD.

"One Piece or a Carload"

Vicksburg Lumber Company

OFFICE AND YARDS COR. MULBERRY AND DEPOT STREETS.

Ford

THE UNIVERSAL CAR

The Ford Model T One Ton Truck was the first low price truck to carry the worm-drive—that tremendous power delivering mechanism had previously been an exclusive feature with high priced motor trucks. In the Ford Truck, however, you get the worm-drive of manganese bronze material, absolute in strength and positive in the delivery of power, at a very low price. Come in and let us point out the many superior merits of the Ford One Ton Truck, because you need one in your work. We give prompt and efficient repair service.

BRATTON MOTOR COMPANY, Inc.
 Authorized Sales and Service
 TALLULAH LOUISIANA.

