

THE VALUE OF PUBLICITY

Under the significant heading of "What the modern business world is teaching the church," a prominent eastern divine writes glowingly to the Christian Register (Unitarian) of Boston, as follows:

One great lesson that is being taught is that of the value of publicity—not false, misrepresentative, or boastful advertisement, but genuine straightforward, honest publicity. The modern business man has long since learned that he can sell his goods only as he makes known his goods, telling the simple truth about them so frankly and exactly that the goods is the announcement in every case, so that even the smallest member of the household eating his morning cereal and remembering the appetizing picture of the bowl of Corn-Flakes upon the back page of his mother's magazine will say "That's it, all right." The value of publicity, in the sense of the making known and boosting of a thing believed in as of solid worth, is a lesson that every church may well learn from the business world, and which I think the churches must learn if they hope to win out in the struggle of modern life.

If they have anything to believe in and believe that it is worth believing in, the churches must tell the people about it, or else how else can they expect the people to know of their existence? The Christian movement began as a publicity campaign. Listen: "Go ye into all the world and proclaim the good tidings,"—make it known, publish the good news. The way in which Christianity began is the only way in which it can continue. The moment we sit down and begin to wait for people to come our way they will stop coming. The challenge of Jesus was to go out and compel them to come in. You can't get people in any other way, as every man with a shirt-stud to sell or a vote to win knows well enough, and as every church organization ought to have the common sense to see. People are out walking around the streets with nothing else to do but look for the latest and most interesting thing in religion, but they will very probably show a willingness to investigate even the most erratic fad if the matter is only called to their attention with sufficient vividness and frequency. Moreover, if any one of a dozen firms with a soap or a serial to sell, feels that it is worth while for the sake of mercenary profit to spend a million dollars a year in publicity, how much more ought it not to be the concern of the church to bring to the public notice things held to be of inestimable value to the highest moral well-being and betterment of the people themselves!

It seems to me that when our aim is not dollars, but souls, there is something wrong with us if we are willing to allow the dollar-catcher to beat us, while even if it were simply dollars we are after we should probably, like the soap and cereal vendor, that publicity pays. Publicity, then, as a means of making known the good tidings of religion, and as a means to the moral uplift and spiritual edification of the human race, is the second great lesson which the modern business world is teaching the Church, and if I were addressing a company of church officials seeking light upon this matter in its practical aspects, and were asked about methods of publicity and their legitimacy, I would answer that any sort of publicity that tells the truth and reaches the eye and ear of the people it is the aim to reach is legitimate, proper and right.

Miss Betty Brink was burned out a few days ago, but this fact did not discourage her. In less than a week after the first she had a new stock of Millinery arriving by express, and she already has her new millinery store in operation in the Glerum block. It only goes to show what a little energy and push will do.

Today, Messrs. Turner and Olson took charge of the Charles theatre, having recently purchased the same from Mr. and Mrs. A. P. Blonde. They will conduct a first-class show house and will give the public the best movies they are capable to secure. They are both well known in this city and should enjoy a good patronage.

Let the World print your auction posters. We will give you good work and reasonable prices.

SUCCESS FOR THE SPECIALIST

Among a boat load of immigrants a few years ago, says the Outlook, was a poor young man who settled in Kansas City and set up a small peanut stand near the entrance to the Public Library.

Selling peanuts was his vocation; his avocation, or hobby, was the study of languages, with which he put in his spare time, studying in his stand books borrowed from the library. Lots of people thought him a great joke and there was many a laugh at him. But the peanut seller went on studying languages.

Today he is a teacher of languages, and one of the really shining lights of Harvard University. He knows languages.

Cyrus Field devoted 13 years to seemingly hopeless drudgery amid 50 times before he laid the Atlantic 50 times before he laid the Atlantic cable. But he laid it. He knew cables.

When George Westinghouse first went to Vanderbilt with his air brake the railroad magnate told him he had no time to talk to fools." But Westinghouse had, and he kept after Vanderbilt until the air brake was adopted.

The most successful worker is he who singles out from the vast number of possible employments some specialty and sticks to it.

Most men can do several things passably well. Very few can do one thing surpassing well. The young man who knows one good thing thoroughly, farming for instance, knows enough; he is a master among men.

VALUE OF THE TOWN BAND

What benefit to a community is a band? Of the professional band whose players are artists and whose playing is a finished product there is no chance for argument—it bears the same relation to the community that the art galleries and libraries do. So, therefore, take it for granted that the above query refers to the ordinary country or village band, whose name is legion.

There is a bare possibility that I may be biased in my ideas on this subject, for from the time, when six years old, the tuba player in the little country band in the little country town of Mosherville, Mich., sent me to his home after his instrument, and I played my own march to my own delight (and no other's) on the way back to the band room, which happened to be the village blacksmith shop, and where I sat in open-earred and open-mouthed delight way beyond my usual bed-time and in fact until I was led home by the ear by my mother, I have been the champion of the country band.

I have played in them and I have taught them and I have laid under the trees in the park Saturday evening and listened to them, and it would take mighty strong financial interests to make me live in a town that could not or would not, support its band.

"Of benefit to the community."

As the community is made up of individuals, so anything affecting the individual affects the community. There is that in the human breast that demands amusement, enjoyment, relaxation, and if we cannot get it at home we are going from home to get it. There are a certain few young men in every village and town who are musically inclined; it is just as natural for them to play an instrument as it is for others to add a column of figures, and all that is needed is training. His longing is constantly that way; soon you find he has procured an instrument and the trials of the community begin—the probabilities are nothing of the kind has been ever seen or heard in that community before, and the result is every neighbor within hearing strolls around within forty-eight hours and the proud possessor has to deliver a lecture on its mechanism and deliver samples of its tones. Within thirty days every one within hearing delivers a lecture on that same instrument and consigns it to places thought but not mentioned. But as that young man begins to develop melodies the community sits up and listens. Again, other young men catch the inspiration, more instruments are purchased; the

same thing in other communities until the performers reach the zenith of their uninspired single ambition—finally a number get together, the band is suggested—the boys chip in and buy a beginners' band book, one of the number attempts to direct them and they collectively start all over again. By this time the neighborhood sheltering one of these young men, who has learned by previous experience, all the different shades and qualities of tone that can be produced with Home, Sweet Home, Marching Through Georgia, and The Last Rose of Summer, is startled by hearing "Um-Tum-Tum-Um-Tum-Tum" from the same source and once more begins to investigate. The result is about the first band rehearsal night every unoccupied man, boy and many times women and girls are as close to the band room as they can get and stay until the last note is tooted.

The community has taken its first lesson in the school of experience known as community interest.

Soon the boys have mastered their first six or eight pieces and announce that they will make their first public appearance Saturday night, a few lanterns are hung on poles or held by admiring friends and the boys go after it, and considering the time they have been at it, they make a very creditable showing and play with much vigor. "P. S. Quickstep," "Our Drummer's Favorite," "Oh, I Have Sighed—To Rest Me," sending a trombone over the other side of town to play the duet etc., and when the concert is over that town feels that it has advanced into a new class—that of a live town. The community has taken its second lesson and likes it. Community pride is the title of the second lesson.

True, there were many discords and blur notes there, but also very true that 90 per cent of those listening could not distinguish them.

Now a few public spirited citizens square their shoulders, talk about our band with pride and arrange to help the boys along, take up a subscription, get a band stand built; the boys give a concert, with the assistance of local talent, get a little money for music, get a job a neighboring town for the Fourth of July, work hard and soon announce the closing concert for the summer, at which very meritorious work is done. The audience knows it is meritorious, for they have been close observers and listeners since the first blur note was played in the vil-

lage up to the present time, and that community has progressed musically in proportion to the progression the town band has made and will continue to do so ad finitum. That means step three and is the first sign of musical culture.

That community is now ready and anxious to hear other organizations, and they feel they are able to discriminate. They have heard their band in certain selections and their appetite whetted to hear that same selection by some other organization. The Lyceum and Chautauqua, ever alert to help and uplift, has many organizations that are secured in the usual way to fill this desire. This means more progress, for we are now setting up musical standards.

Is there a financial side to this question? Yes; two of them.

We all believe in advertising our town. Look at Chicago. Her public spirited citizens finance not only grand opera and symphony concerts for the winter, but also an immense big band for the summer. One of the reasons they do this they say is that Chicago may be advertised and placed in the front rank.

Well, if a band is good for Chicago, as an advertising or financial reason, why is it not good for the smaller community, and I believe it is, judging by my own experience. I lived midway between two towns; one had a band the other had not. The town with the band enjoyed concerts two nights in the week. I was at that town twice every week. What merchandise and supplies were needed came from that town. This habit became a custom, not alone by me, but by many of the neighbors, and the engagements this band played in the surrounding towns placed their town just a little ahead, in the estimation of everyone, as a live town. That is business.

Now what is the other financial side?

If you agree with me that the band is a good financial argument for a town, would it not be a wise move to help that band financially?

We have shown in this word picture that so far all the assistance the boys have received has been from a few public spirited citizens, whose hands are in their pockets most of the time, and as a rule they get are least of the benefits from their expenditures.

I know from years of observation that the local band is good for a com-

ARBOR AND BIRD DAY PROCLAMATION

The beauties and resources of nature are among the most essential things in the growth and development of a state and its citizenship. North Dakota being a new and prairie state, has not an over abundance of trees, shrubs, plants and flowers. Natural wealth and resources are most desirable assets in any community and he who plants a tree renders a great public service.

The people of our state are a new people—thrifty, industrious and progressive—and being a new people, have perhaps of necessity, paid but little attention to this part of the development of our commonwealth but, zeing a progress loving people, we should and must put forth our best endeavors in the propagation, care and growth of nature's resources.

A movement of this kind must necessarily include the subject of birds and animal life and its protection and the need of this should be borne home to members of the younger generation. In the growth and development of our greatest asset—our children—surroundings are everything; beautiful things tend to beautiful thoughts and are real moulders of character.

Now, therefore, I, L. B. Hanna, governor of the State of North Dakota, realizing our needs along these lines and in conformity with annual custom, do hereby proclaim and set apart Friday, May 7th 1915, as Arbor and Bird Day for the State of North Dakota.

I earnestly recommend and request that the people in their homes, the teachers and pupils in our schools and all others give this day to the inauguration of a general movement for the planting an cultivation of trees, shrubs plants and flowers, and that the good work will be continued until North Dakota shall be the most beautiful and prosperous, as well as the most progressive state in the Union.

Done at the capitol at Bismarck, this 25th day of March, A. D. 1915.

L. B. HANNA,
Governor.

(Great Seal of the State.)
By the Governor,
THOMAS HALL,
Secretary of State.

MICA DEPOSITS IN THE U. S.

Mica mining in the United States began with the opening of the Rugges mine in Grafton County, N. H., about 1803. Later other mines were opened in New Hampshire, which for many years furnished practically all the mica in this country. A report by Douglas B. Sterrett, recently issued the United States Geological Survey as Bulletin 580-F, describes the Rugges mine as well as other mica deposits in the United States.

Mica is a valuable mineral in the industrial world, where it meets a demand not supplied by any other material, so that the source of supply are of both present and future importance. Many good mica deposits are known in the United States and the production is increasing. The imports of mica are generally greater than the domestic production, but the mica mines of this country could be made to supply all but that small part of the domestic demand which calls for the softer Canadian "amber" mica. Good mica mines have been worked in North Carolina, New Hampshire, South Dakota, Idaho, New Mexico, Virginia, South Carolina, and Alabama, and promising deposits are known in several other states.

The occurrence of mica deposits in many countries insures future supplies of mica for the world for some years to come, and the numerous undeveloped mica deposits of the United States may be considered among these resources. Under present conditions the mica deposits of the United States will probably continue to yield a considerable part of the mica used in this country.

A copy of the report may be obtained free on application to the Director of the United States Geological Survey, Washington, D. C.

TELL IT ALL TO THE ASSESSOR

During the month of April the assessor will call upon the taxpayers, and this is the year in which he gathers the statistics which are tabulated and reported to the governor. They constitute the official statistics of the state and receive the widest possible publicity that the State government can give them.

It is of vital importance to the farmer that he understands this proposition, for instead of these figures working against him, they are his only protection against the speculator who arranges his figures to suit himself, and which might work against the farmer. If the farmer's figures prove inaccurate and unreliable, then his cause and the cause of the county in which he lives, and in fact the entire state, suffers by comparison in the estimation of everyone who is seeking knowledge of North Dakota, her products and resources.

Commissioner Flint, of the agricultural department, is guarding the interests of both the farmer and the state, and is out with the request that all farmers, for their own good if nothing more, get as near to the exact figures as possible when the assessor calls.

The same applies to those in the cities and villages who are engaged in manufacturing and other enterprises, in that they should make as good a showing as possible, as every item of progress is a recommendation for the state. Everything showing industry should be represented in the statistics.

permanent fences, have fenced in from twenty to forty acres of corn and then cut with the binder that portion of the field that the hogs will not need. The cut corn must, however, be removed from the field before the hogs are turned in.

There are situations where no fencing will be required. Where the distance between neighbors is sufficiently great, and where no appreciable destruction will result from the hogs running loose, they may be given their freedom and be permitted to harvest the corn without it being fenced.

It may, for a time, appear that corn is being wasted when hogged off. However, it has been found that there is practically no waste. Speaking on this point a North Dakota farmer who has hogged off considerable corn says that over \$3.00 worth of corn could be wasted per acre and one would still be as far ahead as he would be if the corn were hauled husked. He states, however, that his hogs have always gathered the corn up with less waste than there would be if it were husked.

TO THE VOTERS OF DEVILS LAKE

I wish to announce that I am a candidate for Police Magistrate. Owing to the fact that my work kept me out of town, I was a day late in offering my petition for filing and will be forced to use "stickers". While I am not a politician I believe I know what is justice and will appreciate the vote of my friends and acquaintances.

Respectfully, C. R. Sneesby.

Attorney Wm. Anderson returned the later part of the week from Bismarck, where he had legal business before the Supreme Court.

SUBSCRIBE FOR THE WORLD

EASY METHOD TO HARVEST CORN

There is no more easier nor more economical way to harvest corn than to hog it off. The hogs, if permitted to do so, will harvest the crop for nothing and will make more economical gains than if they were fed in a pen. This method of harvesting, however, necessitates a little fencing which should not cost any considerable sum. One does not need to have woven wire higher than 2 inches for this purpose, neither do the posts need to be placed as near together as in the ordinary hog pasture for the reason that the hogs are abundantly supplied with feed and hunger does not tempt them to try to get out. A temporary fence may be quickly and easily made by starting the holes with a crow bar and finishing by driving with a maul. The corner posts should be as in any other fence, well and firmly set.

If all or part of the fence, is made in the corn field instead of around it, the fencing may be made easier by cutting a row or two of corn where the fence is to be. A little figuring will show that a fence around a small area is relatively much more costly per acre than a fence around a large area. With this in mind, some farmers, particularly those who have per-

SEEDING THE SWEET CLOVER

Twenty to twenty five pounds of the hulled sweet clover seed should be sown on an acre, while at least five pounds more of unhulled seed should be used, according to the Grand Forks better Farming Association Experts. Frequently 50 per cent or more of the seed is hard, which will not germinate readily. For this reason more seed is necessary than would otherwise be the case. Although this rate makes seeding expensive, the general experience has been that is not too much under average conditions. The seed may be sown broadcast and covered with a smoothing harrow set rather slanting or else with a grain drill with grass seed attachment. In either case the seed should not be covered more than about three-fourths of an inch deep.

All kinds of legal blanks at the World office.



Proposed New Edifice to be Erected this spring by the Presbyterian People