

# "A CALL TO THE SOUTH"

( AND TO )

## LAURENS AND LAURENS COUNTY

### One of The South's Best Sections

An Open Invitation Addressed to the Mayor and Council Members of Southern Cities and Towns, County Supervisors of the different Counties, Chambers of Commerce and Boards of Trade, Manufacturers, Bankers, Merchants, Real Estate Dealers, Land Owners, Breeders of Fancy Horses, Cattle and Hogs, and, in Fact, to Every Live-wire Citizen of every Progressive Community in Dixie---

### This is a Call to You to Know The South

The Advantages, Attractions, Resources, and the Opportunities offered by Southern Cities, Towns and Counties.

**Listen:** The Great World War is Over, Victory has come to the American and Allied Arms---and now the race for Progress and Development is On! Is Your City, Your Town, Your County in the Running? If so, this is a call to increase the speed, and if it is not, then this is a call to get in the Race and get what the World has to give those that are! If you believe in Laurens and Laurens County, then this call is addressed directly to you!

### LAURENS AND LAURENS COUNTY WANTS NEW PEOPLE AND NEW MONEY

In order to grow and develop along the lines you most want to see It Must Have These! There is a Well-tried Way in which Laurens and Laurens County May Get the New People and New Money That it Wants, and This Call to The South, to Southern Cities, Towns and Counties--is published to Point Out That Way! It is Not a Long Story--In Fact, it is Very Brief--and We Want You to Read It--KNOW THE SOUTH and let the South, and the South's People know the advantages, the opportunities, the resources that Laurens and Laurens County has to Offer New People and New Money. That's why this call is addressed directly to YOU!

#### HERE ARE SOME FACTS IN WHICH YOU ARE INTERESTED

This year is going to be the age of opportunity for the smaller cities and towns of the South. A readjustment of conditions will be necessary. Factories and great industrial plants will no longer be concentrated in the larger cities. Our industrial life is going to spread out, and the small and the medium-sized cities and towns will get the business-building organizations that have heretofore sought only the large, congested railroad centers.

You and Your Town and County now have the chance of a lifetime to get new industries, new manufacturing plants and new farmers who will come to Laurens County. You know that a man can live better and enjoy more of the real comforts of life, for a good deal less money, in your Town and County, than he can do in any of the larger cities where manufacturing plants have been centered. And you are not the only one who knows this. There are hundreds of manufacturers who know it to be true.

Business is going to boom--in fact, it has already begun to take on new strides, and competition is going to be keen. Why not get busy now and show the manufacturer and the farmer in other sections why your Town and County is the place in which he should locate. You can get the factories that will build your town and the farmers who will buy your lands, if you will go after them. But go after them now. You can't afford to sit down and wait for them to come to you. If you don't go after them some other town will.

This is the time when opportunity stands waiting at the doors of every small and medium-sized city and town in the South, and this is the time to take advantage of that opportunity.

The Land and Industrial Department of *THE ATLANTA JOURNAL* has mapped out a plan of campaign that will help your Town and County get the new people and the new money--the new industries--that it wants and should have. And this call is addressed to you men who are alive to your County's possibilities.

#### MORE FACTS THAT SHOULD INTEREST YOU.

*THE ATLANTA JOURNAL*  
Covers Dixie Like the Dew.

That is a fact that the South and the South's business and manufacturing interests have known and recognized for many, many years.

The big Sunday edition of *THE ATLANTA JOURNAL* is the home newspaper of approximately eighty thousand families in every section of the southland.

These scores of thousands of families have read it for years, they have faith in its policies and in its news, editorial and advertising columns. It brings results to those who use it for the reason that its great family of readers have confidence in it.

#### DID YOU KNOW THIS?

Two years ago when the cotton manufacturers of Georgia wanted to show the people of the South that the working and living conditions in their mills and mill villages were a great deal better than had been painted for many years by sensational writers, these manufacturers picked out *THE SUNDAY ATLANTA JOURNAL* as the ideal medium to carry their message to the people of Dixie.

LAST year the cities, towns and counties of the South spent thousands of dollars for full page and double-page illustrated advertisements in *THE SUNDAY ATLANTA JOURNAL*--just to tell the people of the South about their resources, advantages and opportunities.

*Do You Know Why They Did This?*

THEY DID IT BECAUSE  
THEY KNEW

*THE ATLANTA JOURNAL*

With its wide circulation, reaching the very people they wanted most to reach, would bring to their Cities, Towns and Counties the very people, the very industries they want most.

#### ISN'T THAT A GOOD REASON?

These cities, towns and counties believed it to be, and you will believe it to be, too. When you want something, go about getting it in the right way. That is what every one wants to do.

Follow the path that some one else, with similar prob-

lems and conditions to your own, has followed in getting what he wanted. That's a pretty good idea, isn't it?

And when the idea is followed to its logical end, you will decide that when you get ready to go after new people and new money for your Town, your County, then you will follow the same course that other cities and towns throughout the South have been following--

#### BECAUSE

These cities, towns and counties have, in many instances, got exactly what they went after in their advertisements published in the Land and Industrial Section of

*THE ATLANTA JOURNAL*

*The Newspaper that Covers Dixie Like the Dew.*

#### NOW, LET'S GET DOWN TO CONCRETE FACTS.

If Laurens, or Clinton, or Goldville, or Mountville, or Waterloo, or Gray Court, or Owings, or any of the County's other communities, had another manufacturing plant, with five hundred or a thousand employees, all well-paid and happy, your County would be a good many thousands of dollars better off each month, wouldn't it?

There would be increased taxes in the County's treasury, more customers for your mercantile establishments, increased deposits for your banks, more money in circulation everywhere. And your County would be a better county, wouldn't it?

#### AGAIN--

If a dozen progressive farmers, business men, or live wires in any line should move into Laurens County within the next few months, it would mean just that much better a county for you to live and do business in, wouldn't it?

#### IF--

You are the man or set of men this call is intended for, you will certainly admit that the above propositions are true. AND NOW TO THE POINT--

If you were shown how you might, at the minimum cost, bring Laurens County's advantages, resources, possibilities to the notice of manufacturers, business men, farmers, and others who are looking for just such advantages, resources and possibilities as Laurens County has to offer, wouldn't you take advantage of it? We believe you would, and THAT'S WHY THIS IS ADDRESSED DIRECT TO YOU!

# THE ATLANTA JOURNAL

"COVERS DIXIE LIKE THE DEW"

And can carry the Story of Laurens County's Resources, Advantages and Possibilities to Every Part of the Southland, and bring to Laurens County the very people you would like to have as Your Neighbors and Business Customers.