

LOVING MAIL ORDER HOUSES

Successful retail merchandising in any community suffers its greatest handicap in the tendency of some people to buy from mail order houses. People who scrutinize carefully every article that they buy from the home merchant will order freely from the catalog, having no assurance that they will get what they want, and with nothing to guide them except the picture in the books and the descriptive matter that accompanies the picture.

The mail order business is unfair to the home merchant. It forces the home merchant to meet conditions that are not real. He must show goods and values to compete with firms that show nothing and from whom the buyers take the chance of buying "sight unseen." The fact that mail order purchases are often not satisfactory and have to be returned for other articles or to get the money back does not seem to deter many from buying through the catalog.

A very complete illustration of what the mail order houses do, and

- do not, do is given by the "Prairie Lumberman" in the Ten Commandments of the mail order House. They are as follows:
1. You shall sell your farm produce for cash, where you can, for we buy nothing from you.
 2. You shall believe in us, and best because we do not know you personally.
 3. You shall send your money to us in advance, so we can buy the goods from the factory with your money; you may have to wait a few weeks, but that is our business method.
 4. You shall get help from your nearest city or village to build good roads, so you may easily haul our goods from the depot, but do not ask help from us—we don't help to build good roads.
 5. You may buy church bells and altar utensils from us, and send the money in advance—that's our rule.
 6. You shall get all the help you can from the business men in your neighborhood; although we may have more profit from you than they have, it is against our rules to give to your churches.
 7. You shall convert your neighbors also to your faith in us, for we have room for more money.
 8. You shall look at the pretty pictures in our catalog as often as you can, so as to strengthen your desire for things you do not need,

but which you may order with other goods to save freight. Send us all your ready cash so that you may not have any left to buy necessities from your home dealers.

9. You shall believe in us rather than your home business men, for we want your trade. We get to be millionaires on your support. Don't be bluffed.

10. You shall call on the business people in your own vicinity for help and credit if you meet with hard luck or sickness. It's your money we want; we don't know you unless your orders are accompanied by cash.

The money sent out of Charlotte whether to mail order houses or any other kind of an establishment in distant cities stands a very small chance of ever being returned here. It is lost forever as a circulating medium to this City. On the other hand, the money spent with the home merchants, with few exceptions is kept circulating in Charlotte. It helps to pay taxes, helps to support our schools, to keep the minister's salary paid, relieves want and goes for other gooda sold by Charlotte merchants in this City, or in clerk hire to people who spend it for living expenses in this city.

Most of us want the other fellow investigated because we believe him less honest than ourselves.

COAST LINE WILL EXTEND IN FLORIDA

Plans for the construction of a new railroad line in Florida, opening up a new gateway and northwestern part of the country, are announced by the Atlantic Coast Line railway. The road will bridge a 40 mile gap between Monticello and Perry, Fla., establishing through line from Tampa and other west coast cities to Atlanta, Chattanooga, Nashville, St. Louis, Cincinnati and other northern points.

H. L. Borden, vice president of the Atlantic Coast Line, issued the following announcement at the executive offices of the road:

"The Atlantic Coast Line railroad has completed securing the right of way from the end of its Thomasville branch in Georgia, to Perry, in Florida, a distance of 40 miles which will open a new through line from Tampa and other west coast Florida cities to the middle and northwest via Albany and Atlanta and, with the Louisville and Nashville, via Montgomery and Chattanooga. The contract for its construction will be let as soon as authority is granted by

the Interstate Commerce commission."

The new construction, it is estimated, will cost about \$11,200,000 exclusive of the price paid for the right of way which will bring the road's total investment in the project up to several millions. No new financing will be required as the funds for the work will be drawn from the roads' treasury.

The tremendous expansion in Florida during the past two years and the corresponding growth in traffic influenced the Atlantic Coast Line officials to open up the new gateway. Heretofore it has been necessary for and passenger traffic from the west through Jacksonville in the northwest and passenger traffic from the west part of the state.

With the present movement in facilities to limit and causing the enforcement of freight embargoes, all indications point to a record business for the Atlantic Coast Line this year.

Preceding the announcement of its Florida extension, the common stock of the road today soared more than 14 points to a new high record for the year at 215, making a gain of about 20 points in the past two days.

Eventually it is expected that the Atlantic Coast Line will head a merger of the so-called "Walters" roads including the Louisville and Nashville which it now controls and which in

turn owns a majority of the stock of the Nashville, Chattanooga and St. Louis and leases the Carolina Clinchfield and Ohio.

larger centers throughout North and South Carolina.

Prices of mountain acreage have advanced remarkably in the past few months, Mr. Pogle said, but there is every indication that the peak of values is still far off. There is little doubt, he declared, that Western North Carolina will soon rival if not equal conditions in Florida.

Would Knock a Lot Out.
(Charlotte News)

Robert Quillen, the best paragraph writer in the United States, living down yonder in Fountain Inn, S. C., was invited the other day to make a speech before the North Carolina Press Association. His answer was this:

"I would if I could, and gladly. But I can't make a speech—never have and never shall, and no man has a right to do in public a thing he can't do well."

The philosophy of the brilliant writer is commended and recommended as well. We are thinking that if his counsel were generally carried out and his example followed, the public would have tens of thousands less speeches to listen to.

In free America there are too many people who want more than their share of the liberty.

Real Estate Man Declares Western

"Western North Carolina acreage is selling like the proverbial hot cakes," and in many instances large tracts are being bought by Florida capitalists and other financial interests sight unseen." Claude B. Poole, sales manager for H. J. Russell, real estate dealer at Saluda, declared in Gaffney Monday, says The Ledger.

The Russell agency has already established contact with several points in Florida and others are planned for the immediate future, Mr. Poole said. He pointed out, is in the heart of a rapidly developing section, being approximately in the center of seven lake sites and pleasure resorts, some of which are rapidly nearing completion. Business, or rather trading in real estate, is very active throughout the region. The Russell agency has thousands of acres of mountain land listed, and sales are being recorded daily, Mr. Poole stated.

In addition to the Florida connections, the Russell organization is arranging for representatives in the

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Beam Brothers, Amusement Leaders

When the "movies" is mentioned, folks naturally think first of Enos and Zeb Beam, builders of the first real big picture show house in Shelby. The Princess is a household word for clean wholesome pictures and stage shows, too, for these enterprising young fellows have brought to Shelby its finest road shows and contemplate more for the winter. Both were born in Shelby, sons of E. M. Beam, a pioneer builder and honored citizen, once active in public life, is in declining health, but the boys are "carrying on." Zeb was first a barber and lumber dealer. The cartoonist only pictures him above. Enos was too busy to be found. Enos was with the rivers and harbors department of the Federal Government many years which work took him to the Philippines, Hawaiian Island, Cuba, Japan and other foreign countries. Both are practical fellows who can do most anything well. Enos had his first picture show experience with the Century Theatre in Kansas City, Mo. For six months he took light parts with the Edsell-Winthrop Stock company. Both heard and heeded the call "back home" and in 1914 built a show house where now stands the Fanning Department store.

The New Princess

This show house was built from the ground up. By their thrift and enterprise, they were successful and in a few years their patronage had outgrown the house. Good shows, courteous treatment made it necessary to expand so they erected the New Princess at a cost of \$125,000. The New Princess is one of the finest show houses in this part of the state and a credit to Shelby. It has a seating capacity of 800, can be increased to 1200; has comfortable opera chairs, 85 foot flies, steam heat, Artic-Nu-Air cooling system, a reproducing and photo player pianos. For two years the Beam brothers maintained a talented orchestra which added to the entertainment.

All pictures are first-runs, put out by such reputable producers as Paramount, Metro-Goldwyn, Fox, FBO and Educational. Patrons know they can always find first class pictures, that's why attendance is good.

The organization is courteous. The Beam boys are always there with a smile with Mrs. Inez Jackson serves as cashier, Guy Webb as operator, Clarence Spencer as door man, every one of whom makes its a point to emphasize Beam courtesy at the Princess.

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