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FROM CATEECHEE.

HE WRITES INTERESTINGLY FROM HIS TOWN—MARRIAGES, FIRES, MONUMENTS, OTHER ITEMS OF INTEREST.

It is an ill wind that blows no good and mean correspondent that will accept the paper twelve months free, gratis, and never try to contribute any news.

With this in mind, we are willing to acknowledge to the corn, take our part of the blame and try to come across with a few dots. We are taught by the Good Book that if we will repent, believing we will receive, and that if we knock it shall be opened unto us. Now if the editor of the Sentinel refuses to accept of our acknowledgment and doesn't open unto us he has denied the faith and you can guess at the rest.

Well, it has been so long since we tried to compose a piece for the press that we are at a complete loss to know how to begin.

First, we wish to say, that we are very thankful for the beautiful spring-like weather again, for the last cold spellof weather we had after so many summer like days we made our hair turn the wrong way, and we huddled up in the corner, and snuffed so many ashes like a cat until we have about come to the conclusion that if we ever get over it we will never look like anything. The health of this town and community is about as good as could be expected considering colds grip, &c.

The farmers are all smiles, now that didn't have anything planted before the last cold snap, and those who did, have look a little "frowny" and say they can plant over if it don't come up.

The fruit, we guess, is all killed and if the blackberries make a failure we will hang up the fiddle and the bow, and every visitor that wants a meal we will say no.

The big meetings, picnics, etc., are coming on and eggs are still holding their own—15c. per dozen. The cook where I stay says she can't afford to set any eggs while they stay at 15c. Now, just what about her if everybody was like her what would become of the preachers, candidates, "goers and comers" &c. I try to show her wherein seeing eggs to buy something else is robbing Peter to pay Paul, but she says all the Peter I care for is my own plate.

The little town of Cateechee has been in existence some ten or twelve years and she never suffered the loss of a single building by fire until last Sunday morning about 10 o'clock, when Mr. A. J. Crane, the market man at this place, lost his dwelling house by fire. It was supposed to have caught from the chimney. By the help of his neighbors Mr. Crane saved the most of what he had. The building was a two story six room house, the property of the Norris Cotton Mills Co. Several other houses nearby caught on fire but were saved from any serious damage.

On last Friday afternoon, the 23d instant, the citizens of Norris and Cateechee and families around, were shocked and dumfounded to learn the sad accident that had befallen Mrs. T. C. Robinson, wife of Mr. Thomas Christmas Robinson, of Norris. Mr. Robinson lived about one-half mile from Norris depot and Mrs. Robinson owned and managed a store near the depot.

She was going from the house to the store on the evening mentioned above and while remembered the wind was blowing at a rapid rate. When within about 300 yards of her store a tree blew down on her. This was about 9 p. m. and she lived until Sunday night following about 9 p. m. Mrs. Robinson was unconscious of her misery from the time the accident occurred until the end came. She never spoke or moved only as she was lifted. One ankle was broken, the other leg crushed from her knee down, her head bruised and mashed and her chest bruised. Everything that medical aid could do was done but to no avail.

A colored woman was with Mrs. Robinson when the accident happened. Mrs. Robinson was Miss Carrie Hunt, daughter of the late W. P. Hunt, of Greenville, who died Aug. 11th 06.

The deceased leaves three brothers, namely W. A., T. F. and W. H. Hunt, of Greenville and 4 sisters namely Miss Gertrude Hunt, of Greenville, Mrs. J. R. Culberson, of Owens, Mrs. W. H. Pozeman, of Simpsonville, and Mrs. C. A. Power, of Lawrence all of whom came and stood by during the last hours of her sufferings.

About eight years ago she was happily married to Mr. T. C. Robinson then of Pickens who was vice editor at that time editor of the Peoples Journal.

About four years ago Mr. and Mrs. T. C. Robinson moved from Pickens to Norris where Mr. Robinson has a large plantation. Mr. Robinson has devoted his time to farming and Mrs. Robinson to merchandising up till the accident happened.

Mrs. Robinson joined the Methodist church when quite young and lived a christian life until the end came. She was a good woman. The writer knew her and saw her very near ever yday for three years. We have had business transactions with her along the mercantile line and we can truthfully say she was a good woman. She seemed to live a life like she wanted to die.

Mrs. Robinson left no children of her own but several step children all of whom are about grown, a dear husband and three brothers and four sisters to mourn her loss.

Her remains were carried to Greenville Monday evening on No. 12 and buried that evening at Springwood Cemetery Rev. W. M. Duncan conducting the funeral services. The heart broken family have our sympathies.

The stock holders of Norris cotton mills have erected an \$800 monument at Cateechee in honor of Col. D. K. Norris, the first president of the Norris mill. It stands near the office he once filled so acceptable and to see it is only to bring back to minds the father of our little town. Had it not been for him the spot of land on which thousands of dollars have been spent and are now paying its stock holders a handsome premium would not doubt have been in a wilderness fit for nothing only to hold the world together.

Through his capital and influence by erecting the Norris mill land for miles around has been made to advance in price from \$20 to \$25 per acre it has given the poor class of people employment at good wages.

Before its erection grown men around where the mill is now located, thought if they could get fifty cents per day for work and dinner it was doing well. Now most any ten year old kid can make that much and more in the mill and if a grown man can't make \$1.50 per day in the mill he, don't think he is doing any good. Again it has given ready sale for all kinds of produce, wood &c. it has put a million dollars or more in circulation and the common class have received their part of it. Why should not the stock holders fail to honor such a man? The writer for one is willing to bow at his grave in reverence of his work.

There has been a new P. O. building erected at this place and the P. O. moved into it. Mr. J. R. Williams has been appointed Post master. The office at this place has been put on a R. F. D. route starting from Central it is not giving satisfaction from the fact that it only gives Cateechee one mail a day and the earliest mail we can get after it reaches Central is about 17 hours herein we got two mails a day on the old schedule and that in 40 minutes after it was thrown off at Norris.

J. Alonzo Brown carried the mail between Cateechee and Norris two years 7 months and 9 days. He was never reported behind time but served Uncle Sam faithful. He desires to thank the Post master at Norris, Mr. Jas. A. Whiten, and his assistant Miss Lola, also the Postmaster at Cateechee, Mr. T. A. Gary and his assistant Mr. S. W. Craig, for their kindness and the courtesies shown.

Mr. Jas. A. Whiten of Norris has been appointed a full pledge N. P. and any one wanting the knot tied for life might get a loop knot tied by calling on him but if they want a knot tied that will never slip call on J. Alonzo Brown at Cateechee.

On last Sunday during the time of the fire at Cateechee that burned Mr. A. J. Crane's house there lived a lady in the house just in front of Mr.

Crane's by the name of Mrs. Huidy Sexton. During this fire Mrs. Sexton's house looked very much like it would catch on fire. One widower Mr. J. M. Hopkins of Central made himself very handy in helping to carry out Mrs. Sexton's household goods and by so doing saved them. When all was out of danger Mrs. Sexton said a friend in need was a friend in deed and as she had no companion she beloved by the way Mr. Hopkins worked in the time of need, one time, he would do so again, so J. Alonzo Brown, N. P., was called on, and now it is Mr. and Mrs. Hopkins The household goods were carried in the house and now they are at home to their friends. Boys it pays to work in the time of a fire, in more ways than one.

Married at Norris depot on last Thursday at 9 a. m., Mr. Aaren Barrett to Miss Tiney Galloway, J. Alonzo Brown, N. P., at the throttle. The happy young couple boarded No. 39 and went South to spend the honeymoon.

"We believe that the Patriotic Slogan of the whole People of this Nation should be 'Every Child in a Garden—Every Mother in a Homecroft—and Individual Industrial Independence for Every Worker in a Home of His Own on the Land,' and that until he has a Home, the concentrated purpose and chief inspiration to labor is the life of every wage worker should be his fixed determination to 'Get an Acre and Live on it.'"

"We believe that the Slums and Tenements and Congested Centers of population in the Cities are a savagely deteriorating social, moral and political influence, and that a great public movement should be organized, and the whole power of the nation and the states exerted for the betterment of all the conditions of Rural Life, and to create and upbuild Centers of Social and Civic Life in Country and Suburban Towns and Villages, where every family shall have its Homecroft, and where Trade and Industry shall be so firmly anchored that they cannot be drawn into the Commercial Maelstrom that is now steadily sweeping Industry and Humanity into the Vortex of the Great Cities."

In the great National Movement to which the Talisman is devoted, the object is to spread the fast increasing population of this country more evenly over the country, and relieve the congestion of the overgrown cities, and restore the balance of the population to the land, every influence that would be immediately and directly benefited, financially and practically, not only in the future, but to-day as well, should be united as an organizing and motive force in the Movement.

The last paragraph quoted above from the Creed and Platform of the Talisman sets forth tersely and strongly evils and dangers to be combated from a social and purely patriotic point of view.

The situation referred to in that paragraph, however, is one of tremendous import from a practical and business point of view.

It involves the question whether, on the one hand, to an enormous and constantly growing extent, the trade of the country merchant in the towns and villages shall remain where it is, and continue to constitute a vital force in the development of the life of those towns and villages or whether, on the other hand, the tendency that is dragging everything into the large cities shall prevail, and the trade of the country merchants be destroyed in its present local environment, and the trade and occupation of these engaged in it be transplanted to some great city.

The profound mistake which the country merchant and the jobber who sells him goods have made in the past, in dealing with this great question, has been that they have treated it as a pure question of trade competition between the country merchant and the mail order system.

It is a much broader question than that.

The real problem goes to the very heart of the most portentous social and political questions that confront the people of this nation to-day. The question involved is one of the decentralization of trade, industry and popu-

lation and the maintenance of a proper balance of population in the country.

In fifty years we will have two hundred million people.

If the destiny of the future is that the proportion of population in the cities shall continue to increase, and the corresponding depopulation of the country proceed in the same proportion the day that sees two hundred million people in this country will see cities grown beyond all possibility of control or right social development, and the country transformed into great factory farms operated by machinery, and cursed beyond hope of remedy by the evils of land monopoly.

Every merchant who is forced out of business in the country by the competition of the mail order trade hastens the coming of that day, and it behoves every thoughtful influence to labor to check that wrong tendency in the currents of trade.

It is not to be expected, however, that country merchants and wholesale jobbers can be quickly brought to see this broader side of what they have been accustomed to regard as a pure question of competitive trade.

The time will come when they will both see it, and when the whole people of the country will see it.

In the mean time, everything that can be done ought to be done to stimulate the country merchant to work along right lines to protect his trade, and to stimulate the wholesale merchant along right lines to effective co-operation with the country merchant.

Among all the influences which the country merchant could bring to his aid none could be more effective than the country newspaper. The influence of the local paper in rural communities is one potent with large possibilities for good in every direction. The local editor, to a large extent, should be enlisted by the local merchant in his campaign for trade protection, by making the the local editor not only a missionary in the Cause, but a link to bind the community together in one great bond of interwoven interests, and an avenue through which the country merchant would keep constantly in touch with his customers as a medium for the advertisement of his wares.

This point has been most clearly brought out in a book issued by the great wholesale firm of Butler Brothers which has its branches in New York, Chicago and St. Louis. The book is entitled:

"The Retail Mail Order Problem: Help for the Retailer Disposed to Help Himself."

We append to this article a quotation from this book and commend it to the most careful consideration of every local editor and every local merchant, in every town in the United States reached by the Talisman.

And in this connection let us say that if any editor who may receive this paper and read this article desires it mailed to any merchant in his town the publishers of the Talisman will mail a marked specimen copy of this number of the Talisman to such merchants.

We believe that in this way an intermediary could offer such specific bargains and talk about them in such a way as would make your own space in the local paper attract attention.

If then you continued to urge the editor to at least equal effort in providing "pure" reading matter of increasingly better quality, you would be helping to build up a paper the coming of which would be awaited in the homes of your customers.

And if you persuaded fellow merchants to follow your example so that increased pressure could be brought to bear on the editor, would it take him long to see the direct financial benefit to himself in doing what would increase the circulation and influence of his paper?

Thus finally, you could have at hand a paper of circulation and influence enough to be the effective means for presenting those arguments against trading with retail mail order houses which lack force when expressed by the retailer himself.

THE EDITOR'S WHITE SPACE

HIS GOODS
Quit once for all your efforts to patronize the local editor. Bring yourself to look upon his white space as the goods he has to sell, the value of

which you yourself can determine by your efforts to make good use of it.

Convince the editor that you and your fellow merchants are looking to him to produce a good paper which the people of the neighborhood will want hard enough to take it and pay for it.

Show him that you appreciate all effort he puts forth to make his kind of paper. Help him to get as much of the local news as possible.

Help him to increase his circulation—for example, by giving a year's subscription to his paper as a premium with cash purchases to a specified amount.

If you have no paper in your town, earn the friendship of the editors of the local papers that do circulate among those who are or should be customers of yours.

For example, you could make it a duty of one of your clerks to act as a paper's agent in and correspondent from rest can be awakened which will rebound to the benefit of both editors and merchants, and the entire community as well, in every such town.

Extract from the
RETAIL MAIL ORDER PROBLEM.

Help for the Retailer Disposed to Help Himself.

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(Page 81, Chapter XIX.)

THE VALUE OF A GOOD LOCAL PAPER.

In fighting retail mail order house competition, editors of local papers can render exceedingly valuable help and the merchant who fails to make a warm friend of the local editor is neglecting one of his important advantages.

To make the local a friend of yours, probably the necessary first step is to stop treating him as a something that must be maintained in order to uphold the dignity of the town.

Of course, the editors themselves are largely to blame for the general impression that the chief value of a local paper is an evidence that the town is truly up to date.

And, of course, many a local editor by his attitude in approaching merchants encourages them to treat him more as an object of charity than as a fellow business man.

But, entirely apart from its value as an advertising medium, consider the usefulness of the local paper in presenting arguments which, coming from you are sure to be more or less discounted as the utterances of one whose interests are at stake.

Whatever you or its editor may think of your present local paper realize that, if good, that paper would be a most valuable aid in fighting retail mail order house competition.

Then proceed to do all you can to make your local paper all it should be. One reason so many merchants say that advertising in local papers does not pay is because they themselves make small effort to use their own space in the right way.

Realizing that bargain giving is the basis of modern resultful advertising, your neighborhood and thus put its editor under such obligations to you as would make him eager to help you in your fight against retail mail order houses.

AN INFLUENTIAL MEANS.

In thus helping your local editor, do not let yourself think that you are playing the part of a good Samaritan to him. It may be that he has declined more than one offer of advertising from retail mail order houses, any one of which would have brought him more than all the merchants in town pay him in months—and with more or less grumbling at that.

Think of him only as an influential means through which to a large number of your customers you can express facts and opinions of benefit to you, but which would lack weight coming from yourself.

For your own sake do all you can to build up—as near to you as possible—a local paper of wide circulation and great influence.

And then be "on the right side" of its editor to the extent that will enable you to secure publication of such reading matter as follows:

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