

### PUBLICITY A COMMODITY

(The following from the Yorkville Enquirer will give the reader a fair idea of advertising in general, and what is commonly known as "free advertising" in particular. Those who know the editor of the York paper and are familiar with his methods of doing business will appreciate it most, and to those who do not know him, it is necessary to say that he is the kind of man who has the nerve to tell an advertiser that his rates and regulations will be adhered to or the advertisement will not be printed. There are some more like Editor Grist, but the number is not large in the weekly newspaper field.)

If there is any public or semi-public institution in the land that is more necessary to the life and well-being of the community in and for which it is printed than is the country newspaper, judicial establishment of the fact would be an extremely difficult undertaking.

The fact that the country newspaper is the most grievously abused institution in the land can be established with less difficulty. All of them admit it.

The country newspaper is abused by a large part of the public and also it is badly abused by its editors and publishers. The abuse from both sources arises largely out of the same consideration—largely ignorance.

Newspaper editors and publishers run as many different grades of capacity as the number of newspaper editors and publishers. Some know a great deal more than others to begin with, and some know a great deal more than others by hard work and experience, but none ever attain

the scale of perfection where it can be truthfully said they fulfill requirements.

It would be neither fair nor honest to say that any of these remarks have been "suggested" by the following announcement from the Lancaster News; but it is both fair and honest to say that this announcement is being used as a text:

"The News finds it necessary to again call attention to its rules regarding advertising. Notices of entertainments where admission is charged or collections taken are charged for at regular advertising rates. Only notices of church services or entertainments for charitable causes are printed gratis. This is a rule in force in all well-regulated newspaper offices, the justice of which can easily be seen when it is considered that the advertising space in a newspaper is the newspaper's stock of goods, just as the shoes or dry goods in a store are the stocks of goods of the merchant."

Every editor and publisher upon whom devolves the responsible task of plant, machinery and materials or the publication of a newspaper, and meeting weekly payrolls and numerous other expenses, including power, light and water bills, insurance, taxes, repairs and so on, can fully sympathize with the state of mind in which the editor of the News finds himself when he wrote the foregoing paragraph.

The proposition of the News that it wants pay at regular advertising rates for all the space that is required of it for advertising entertainments and the like that charge admission, ought to be within the comprehension of the most unsophisticated. Surely no one who pays for

everything else in connection with a money raising entertainment, would expect the publisher to contribute free publicity, the most expensive commodity connected with it all. In making news of notices of church services—the mere notice—there is also reason; but in extending the offer to gratuitous publicity, for all kinds of church and other charitable entertainments, the News is extending its generosity to a point that seems to threaten bankruptcy. It is not to be understood that the revenue from such advertisements is important. It is safe to say that all the revenue that the News has ever received from this source during the course of a year has not been sufficient to pay the wages of its lowest cost employe for a week, while the editor's salary would not be adequate compensation for the time, worry and hard-feelings involved in explaining the justice of charging for things the public would think ought to be free.

There are the fewest number of people of any importance who do not have occasion at some time or other to make use of the publicity of the country newspaper. Most business people make more or less constant use of this publicity. With others it is different. They only come once in a while and perhaps at long intervals. Business people generally know what they are about, and it is as easy for them to come to an understanding with the publisher about publicity, as it is for the publisher to come to an understanding with them as to the commodities they have in trade. But amongst others there are all kinds of cases.

"What do you consider advertising and what do you consider news?" courteously asked a prominent gentleman who had been designated to help manage the publicity end of one of the big war purpose drives, of the editor not long ago.

The gentleman was perfectly sincere. He really knew nothing about such matters, and in some vague kind of a way he seemed to think that it was up to him to at least furnish the "inspiration" for such propaganda as editors are accustomed to wage on their own account in behalf of such movements as they feel called upon to help. It was not really a fair question from the publisher's standpoint, because it was based upon imaginary premise that did not exist; but it was in good faith, and the editor, understanding what was meant, undertook to answer it fairly and frankly like this:

"Well, sir, this thing of newspapering for a living involves the collection, clipping, compilation and writing of such matter as the public might be willing to pay for in the shape of subscriptions to the paper. The only standard the editor recognizes in this work is the limit of his capacity and resources. In no sense of giving only what he can get away with; but rather of giving all that is in him. All this is as a bid for the appreciation of the subscribers he has and more subscribers. This is what you would understand as being comprehended in the general term of 'news.' According to the success of the publisher in securing the appreciation of readers, counting of course the number and character of those readers, there becomes available certain space that has a commercial quality for advertising purposes. Now, in all such movements as that in which you are interested the editor does all that he thinks he is justified in doing at his own expense or profit, as the case may be, and if you feel like you can add to what the editor is doing by the use of the same medium he is using, all you have to do is to pay the cost and go to it. You are in exactly the same boat as the publisher as to the good you can do, and the profit you may receive, except you have much less responsibility and not nearly so much expense.

"The answer to your question then is that the main difference between news and advertising is the difference between what we would print if it were us and what you would print if it were you. What we have to pay for ours we don't know, for there is no telling where the pay commences or where it ends; but in your case it is easy. You only pay so much an inch for what you print, and when you are through you are done."

But all this hardly touches the subject. To be sure the outside public is able to offer and does offer no end of matter the publisher is glad to get. There is a letter on the first page of today's paper, for instance, for which the publishers would have willingly paid in dollars, had a price been demanded.

One of the sorest trials of the publisher is when enthusiastic propagandists ask him to print as "editorial" or "news" that which they have been tacking on billboards. Then in view of years of time and labor and thousands of dollars of ex-

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The purified and refined calomel tablets that are nausealess, safe and sure.

Medicinal virtues retained and improved. Sold only in sealed packages. Price 35c.

pense in trying to create a medium of publicity with commercial value, he well may ask, "What's the use?"

#### IT'S NOT A LEAGUE TO PREVENT FUTURE WAR

But the Covenant Contains the "Germs of Many Wars" Says Senator Johnson.

Washington, June 5.—Assailing the league of nations as a combination or armed powers "in a gigantic war trust" Senator Johnson, Republican, of California, told the senate that the Paris conference dared not amend the league covenant so the declaration of future wars would be decided, not by established rulers, but by a popular vote of the people concerned.

"It is not a league of nations to prevent war," he asserted. "It contains within itself the germs of many wars, and worse than that, it rivets, as in the Shantung decision, the chains of tyranny upon millions of people and cements for all time unjust and wicked annexations. It is a great world economic trust, wherein a few men, sitting in secret may control the economic destinies of the peoples. It is not a league of people, nor does it anywhere concern itself with peoples."

"Instead of coming closer to those most concerned, the men and women for whom governments should exist, the league goes a step farther from them. The representatives of ruling powers sit far away in secret."

"The answer is this is not a league to promote peace, but to protect power. Those who advocate it dare not amend it so that the issue of war shall be made by the men and women who must fight and die for it."

Urging adoption of his resolution asking the state department for the full text of the peace treaty, Senator Johnson read into the Record the oft-quoted utterances of President Wilson regarding "open diplomacy."

"Open covenants openly arrived at," continued the senator, "are now a by-word and a joke. Their mention brings but a cynical smile."

The revised covenant, Mr. Johnson continued, far from preserving the Monroe doctrine would mean its destruction. He declared the league would be a partnership between the world's one great "going concern" and bankrupt nations, and charged that government propaganda was discrediting league opponents. By the Paris negotiations, he said, the United States has made many powerful enemies.

"On the 11th of November, America, as no nation on earth ever had been before, was respected, revered and beloved. After six months of meddling and muddling in European and Asiatic controversies and contests over territory, the end of the peace conference finds Italy detesting us, France secretly despising us, England using us, and Japan bluffing us."

"They are all willing and anxious that we should have our league of nations, and willing and anxious because of the same spirit which has ruled them in the peace conference. The one going solvent concern nationally is about to enter into partnership with certain national bankrupts. We give of our assets, both moral and material, and assume a part of their liabilities."

Quoting the Monroe doctrine amendment to the league covenant, Senator Johnson continued:

"If an American, with the purpose in view of protecting the Monroe doctrine wrote this article, his affection for it was tepid and his allegiance feeble. It could not have

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—THE—

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LANCASTER, S. C.

Chas. D. Jones, President,

E. M. Croxton, Vice-President and Cashier,

Ira B. Jones, Jr., Assistant Cashier.

been written with any other purpose than the destruction of the Monroe doctrine.

"The blackest page in all our history was written when our name was signed to the treaty delivering Shantung to Japan. We have not only committed the crime, in the first instance, but we have guaranteed the crime for all time. We give by the peace treaty Shantung to Japan and by the league of nations, part of the same document, we guarantee Shantung to Japan and guarantee it with our treasure and our blood."

"It is absolutely clear that questions like immigration, those arising from the alien land laws of California, and similar matters will be within the jurisdiction of the league. Remember that there is in existence an offensive and defensive alliance between Japan and Great Britain, and that when the question of Shantung recently was up, Britain very frankly said this treaty alliance still existed. As a Californian, I am not ready to submit any race problems we may have to the jurisdiction of the council of the league of nations, or to the league itself."

"I am willing that either body should pass upon possibly the gravest question that confronts us. You gentlemen from the south would regret the suggestion that a race problem of yours should be decided by nations bound to the race affected by secret treaties."

666 has many imitations than any other Chill and Fever Tonic on the market, but no one wants imitations. They are dangerous things in the medicine line.—Adv.

## NEURALGIA

or Headache—Rub the forehead and temples with



"YOUR BODYGUARD" - 30¢, 60¢, 75¢

### CITATION OF LETTERS OF ADMINISTRATION.

STATE OF SOUTH CAROLINA, County of Lancaster.

By J. E. STEWMAN, Judge of Probate.

Whereas James R. Threath hath made suit to me to grant him Letters of Administration of the estate and effects of Mrs. Mary B. Thompson Threath, deceased.

These are, therefore, to cite and admonish all and singular the kindred and creditors of the said deceased, that they be and appear before me, in the Court of Probate, to be held at Lancaster on June 6, 1919, next, after publication thereof, at 11 o'clock in the forenoon, to show cause, if any they have, why said Administration should not be granted.

Given under my hand, this 22nd day of May, Anno Domini 1919.

J. E. STEWMAN, Probate Judge.

61-11-11aw.

### PROFESSIONAL CARDS

DR. J. REECE FUNDERBURK, Dental Surgeon.

Office Hours: 8:30 to 12:30 A. M. 2:00 to 6:00 P. M. And by Appointment. Office Phone 160. Residence Phone 52. Office over Lancaster Pharmacy.

## The Mission of Swift & Company

Swift & Company has become one of the large businesses of the world through continuing to meet the growing needs of a nation and a world.

Society has a right to ask how the increasing responsibilities and opportunities for usefulness which go with such growth are being used by the men who direct its affairs—and the men have the right to answer:

To promote the production of live stock and perishables and increase the food supply;

To reach more people with more and better meat;

To make a fair competitive profit, in order to reimburse the 25,000 shareholders for the use of their capital, and to provide for the future development of the business;

To reduce to a minimum the costs of preparing and distributing meat and to divide the benefits of efficiency with producer and consumer;

To live and let live, winning greater business only through greater usefulness, with injury to nothing but incompetency, inefficiency and waste; to deal justly, fairly, and frankly with all mankind.

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Swift & Company, U. S. A.



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