

Edgefield Advertiser.

Oldest Newspaper In South Carolina

VOL. 86

EDGEFIELD, S. C., WEDNESDAY, APRIL 27, 1921

No. 12

JOHNSTON LETTER.

School Will Close May 20th. Young Matrons' Club Met Tuesday. Sunbeams Finish Mission Study.

Rev. Fitch of Ward, filled the pulpit on Sunday morning at the Baptist church and gave a fine discourse. Mr. Fitch is superintendent of the Ward school, being both a preacher and a teacher.

A representative from Clemson College was here last week and visited the High School with the view of presenting the advantages and needs of an agricultural department in the school. The visitor was highly pleased with the work of the school, and praised the work of the manual training class, saying that from his point of view, this course and that of agriculture were essential. It is hoped that in the near future steps for the department of agriculture can be taken.

The High School will close May 20, and already interesting features of commencement are well under way, the music department having an attractive program for one evening. A cantata is to be given on Friday evening before commencement, to which a small admission fee will be charged, the proceeds to be used in fitting up the play ground for the children.

Mr. and Mrs. Lyn L. Allen and Marjorie arrived Sunday from Akron, Ohio, to visit in the home of Mrs. Allen's mother, Mrs. Mary Waters. A warm welcome is given them as it has been several years since they visited here.

The Sunbeams, under the leadership of Mrs. W. J. Hatcher, have just concluded their mission study, which was to them exceedingly interesting, and all the papers for a final examination were so good that Mrs. Hatcher sent them on to Miss Margaret Apple garth, that she might judge them. The paper of Miss Grace Turner was considered the best, and she was presented by Miss Applegarth with an attractive book.

Beautiful announcements of the marriage of Miss Anna Snow Jeffries to Mr. Julian Pickens Bland, have been received here, this happy event taking place on Wednesday, April 20, at Knoxville, Tenn.

Mr. Bland is one of Johnston's most esteemed and popular young business men, and a cordial welcome awaits him and his fair young bride. Upon their arrival they will be domiciled in the home of Mr. and Mrs. W. Wallace Turner.

Rev. W. P. Brooke, pastor of the Stevens Creek and Rocky Creek churches, preached on Sunday evening at the Baptist church, and all enjoyed hearing him. He is a nephew of Rev. W. S. Brooke.

Miss Bessie Bean, who is teaching at Batesburg-Leesville school spent the week-end at her home here.

Mrs. James White was hostess for the New Century Club on Tuesday afternoon, Mrs. P. B. Waters presiding. All enjoyed the report of the recent Federation given by Mrs. Huiet Waters.

Several matters were discussed, and the members reminded to bring a suggested study topic for the new year books.

An instructive program on a Southern author was had and Mrs. Milne then gave a beautiful piano selection. A sweet course was served, each plate having a boutonniere on it.

Mesdames Milne, Archie Lewis, Howard Payne assisted Miss Hallie White in serving.

Mrs. Emmie Lott Beaver of Ridge Spring is visiting relatives.

Mr. and Mrs. Watson Nickerson of Columbia have been for a visit to Mrs. Fannie Nickerson. Everyone was glad to see them and warm congratulations were extended, their marriage being a recent happy event.

Mr. and Mrs. Robert Cartledge of Greenwood have been for a visit in the home of Mr. and Mrs. Ben Wright.

Mr. Jack Milne of Tennessee spent the past week here with his family, who are guests of relatives.

Mrs. Tribble and little daughter of Jonesville are guests of the former's sister, Mrs. M. W. Crouch.

Mr. F. Suber who has been for a visit to his daughter, Mrs. Tribble, at Jonesville, has returned to his

home here.

Dr. C. P. Corn attended the Medical association meeting last week in Columbia. Mrs. Corn accompanied him for a visit to friends.

Dr. and Mrs. C. V. Smith have been for a visit to their daughter, Mrs. W. B. Ouzts.

Mrs. W. C. Connerly has joined her husband at Chapel Hill, N. C. where he is taking a special course in pharmacy.

Miss Orlena Cartledge entertained the bridge club on Thursday afternoon in a very happy manner. Several tables were arranged and music was enjoyed during the game, beautiful prizes being given.

A delicious repast was served. Mrs. Heber Ballentine was hostess for the Young Matrons' club on Tuesday afternoon, and the twelve members enjoyed thoroughly the afternoon spent with this cordial hostess. Music was given, and after an hour of fancy work an elaborate salad course was served.

Miss Helen Walker celebrated her birthday on Saturday afternoon by having a number of her young friends with her at this time, and the young people all had a jolly time, the hostess having planned a number of amusements. A delicious repast was served. Everyone brought a pretty gift which they gave with good wishes.

Mr. Will Carwile, of Augusta is spending a while with relatives.

Mrs. J. Neil Lott is now able to be out again after being sick for two weeks.

Mrs. David Phillips has returned to Springfield after a visit to her mother and others.

A number of those interested went over to Aiken on Sunday to hear Gypsy Smith, Jr.

Camp Branch News.

As you have had no news from Camp Branch for some time I will give you a few dots.

Everybody is very busy having to plant and replant cotton and corn. Most everybody that has planted cotton is afraid they will have to plant over. Corn creeping up but the crows are trying to destroy it, and grain looking very well. Gardens growing some as Jack Frost had killed them out a great deal.

Fruit in this community is about all killed except the old field plums. Think black berries will be our only sure fruit crop.

Most everybody has lots of little chickens coming on so we will have to eat black berries and chickens if the hawks will leave us any as they are very bad at this time.

Mrs. Walter Foy has just returned from a pleasant visit to her mother, Mrs. Bledsoe of the Fruit Hill section. We were glad to see her return as we missed her so much while she was away.

Mr. and Mrs. J. R. DeLaughter of North Augusta spent Sunday with Mr. and Mrs. J. W. R. DeLaughter. They came for little J. R. Jr., who has been spending some time with his grandparents. We miss him so much and hope he will come again.

Mr. C. T. Burnett of your town spent last Saturday and Sunday night in our community, and also Plum Branch Sunday. Mr. Capers DeLaughter accompanied him to Plum Branch. They had a pleasant ride coming back in the cold wind, nearly frozen when they returned.

Little James Burnette is real sick at this writing. Hope he will soon be himself again.

Mr. J. W. R. DeLaughter went to Augusta Sunday to hear Gypsy Smith preach.

A large crowd enjoyed a birthday party at Mr. Mack Brown's last Friday evening.

Messrs Tom Burnett, Capers DeLaughter and Julian Wash made a business trip to Edgefield Monday.

"PEGGY."

W. C. T. U. Meeting.

The Woman's Christian Temperance Union will hold the May meeting Monday, May 2, with Mrs. Kate Kernaghan and Mrs. J. W. Stewart. The subject will be Child Welfare. Devotions, Scripture 1 Corinthians 8 chapter.

Hymns, "He Leadeth Me" and "Jesus, Saviour Pilot Me."

Twelve Lessons in Child Welfare, Safeguard the Babies, Reading, Mrs. J. W. Peak.

What the Small Paper Means to Its Community

(Artemas Ward, one of the great students of the psychology of publicity, once made the following address before the merchants of a small town in New York state:

A country weekly newspaper, a business of five thousand dollars a year is worth five thousand dollars to the business and professional men of the community, and can be made worth one hundred thousand dollars a year to them. If you don't believe that statement, try to get along without your paper.

To talk about "supporting" your newspaper is about as damp-foolish as to talk about supporting a store, a bank, or a manufacturing enterprise. You wouldn't be much in the world if you didn't trade in a store, have a bank account, and have some outlet for the energy of the citizens.

Too many business men look upon the local newspaper as an incubus, a sort of charity. Yet the local paper is as much a public institution as the public library, the churches, the hospitals, or even the commercial club—with the difference that it gives more direct returns, in dollars and cents to the individual and to the community at large.

When a business man advertises in his local newspaper it is with avowed intention of building up his business; but he really also helps to build up the town and everything in it. The professional man does more, because his advertising helps the town more than it does him—directly. The man, business or professional, who does not pay for his share of the town's publicity is a parasite, taking advantage of his fellow men.

Can't you tell what sort of a town a place is from the looks of its newspaper? If the paper is of the boosting sort, and is backed up by the business and professional men, doesn't the town get a reputation for being progressive?

The newspaper's stock in trade is publicity. You would not go into a store and ask the proprietor to give you a pair of shoes, for instance; yet too often the publisher is asked to give away his stock in trade—advertising for the individual or the city—or sell it for less than cost. If you could keep count of the demands of this sort made on your publisher every week, you would laugh.

If a business or professional man were to appear before this club and ask for more business, you would ask him why he did not sell something worth buying, and why he did not advertise.

In proportion to the benefits, individual and general, advertising is one of the cheapest things in the world. There are men who will tell you they do not believe in advertising. Do you know why? They are content to gather up the crumbs that fall from the table of the progressive merchant who advertises his business and his town. Every time one of your stores advertises a sale it brings people into this town; their buying instinct is aroused, and they visit other stores. The advertiser gets direct returns but the others take advantage of his expenditure without a cent of cost.

You expect your publisher to boost your town as one of the best on God's green earth. He is asked to do things for which nobody will father the responsibility. Every time there is a civic opportunity, you call on him for help. You know the functions and value of your newspaper as well as I do; so why elaborate?

Let me tell you, positively, that even a mediocre newspaper is a great factor in the growth and advancement of a community. There is never a time when advertising will not pay. If you do not owe a debt of obligation to your newspaper, you owe it to your community. The community has a right to expect your co-operation in making the newspaper representative of your community.

Every time your name is published in a list of contributors to some charity, that is advertising—free advertising that the publisher gives cheerfully, because it boosts the town.

Every bit of publicity produces direct and indirect results for the man who pays for it; it produces results for every other business and professional man of the town, whether or not he evades his responsibility. It produces results for every man, woman and child of the community.

The country editor is not a pig-headed, idealistic individual; he is out for the same things as you are—to make money. And his best interests are the best interests of his town.

Do you think it fair that he should bear the greatest part of the burden; that he should give his time, money and often his very heart's blood to the service of the community, for barely a living wage, and sometimes not even that? Yet these services are offered willingly as a free premium on an investment that will return you sure results.

Or, do you think it right that a few business and professional men should carry their share of the town's publicity, while some others evade their responsibility?

The newspaper is a civic asset and a civic responsibility. That burden of responsibility should be borne by the business men of the town, as they are the ones who benefit most. And that burden should be divided in strict proportion to the benefit possible of attainment.

May Offerings.

Mr. Rubenstein announces in a full page advertisement this week that commencing Saturday, the 30th of April, he will make a great reduction in prices on many seasonable articles of merchandise. This bargain feast will last until the 15th of May. Read of the great price reductions and you will find how great has been the decline in merchandise, pre-war prices now prevailing on much that we have to buy. Mr. Rubenstein will make good every statement he makes in his page advertisement. It will pay Edgefield shoppers to read every word of it.

Meeting of First Division W. M. U. at Bold Spring.

Saturday was a very inspiring occasion for the mission societies of the first division. Mrs. W. B. Cogburn is president of this division, and had arranged a very helpful program. Bold Spring is about 20 miles from Edgefield and about 13 from Greenwood, located very near the Dixie Highway. It is one of the oldest and most faithful churches in the Edgefield Association, the present pastor being Rev. J. A. Hunnicutt. Both Mr. and Mrs. Hunnicutt have allied themselves with the established organizations of their church and of the Edgefield Association and the work is prospering

under their leadership.

Mrs. W. B. Cogburn called the meeting to order and Mrs. F. P. Rush conducted the devotionals which were full of good thoughts of consecration.

Mrs. E. W. Callison welcomed the delegates from other churches most cordially, and Mrs. J. L. Mims responded.

Miss Emmie Lanham was appointed by Mrs. Cogburn as secretary of the meeting.

The Financial Status of the W. M. U. of Edgefield Association was given by Mrs. Mims.

The feature of especial interest and the greatest privilege of the meeting was the presence of Mrs. W. W. Lawton, one of our missionaries to China who made the address of the morning, and made every one present glad that it had been made possible for them to be present. Mrs. Lawton is one of the brightest and most charming of our foreign missionaries.

At the close of the address the invitation to dinner was extended and this proved a most delightful occasion, when hospitality was manifested on every hand and no evidences of hard times were seen.

After dinner the devotions were conducted by Mrs. John Flinn, and prayer offered by Mrs. Rush. Following this was a processional of all the Sunbeam societies led by Mrs. Hunnicutt.

Mrs. Lawton then made an interesting talk to the Sunbeams, a large number of whom were congregated before her, and handsome Chinese costumes were exhibited by young ladies and young men, boys and girls dressed in them, costumes worn by the Chinese officials, school boys and girls, brides, and people in every station.

Reports were made by the representatives of Sunbeam bands, Mrs. Tillman presiding over the afternoon session and making it a happy occasion as she always does. Edgefield was represented by little Horace Mellichamp who spoke so well that everybody could hear him and he set a good pace for those who followed. Bethany, Bold Spring and Mountain Creek bands were well represented by girls and boys, giving songs and readings, but we did not get their names.

Miss Mary Frances Rush gave a very sweet vocal solo.

The afternoon collection amounted to \$4.02, which was presented to the hostess society.

The Bold Spring Sunbeams under the leadership of Mrs. Bertha Kemp, gave the concluding exercise. "Share Your Blessings," Kate Bell.

Consecration, by six little girls. Vocal solo, "Love Lifted Me," by a tiny little girl, Nettie Coleman. This little girl has a very clear and true voice and her enunciation was perfect.

"The Best for Jesus," was given by three girls. "These for Jesus" was a recitation given by J. H. Mayson, a bright little boy. A song, "Just a Little Helper" was followed by an acrostic "Follow Me," each child carrying a letter covered in green.

The meeting closed with the song, "Be a Little Sunbeam," and Mrs. Cogburn spoke some words of cheer and parting as to the work between now and the annual meeting at Mountain Creek in August.

Callison Unbottled.

For the past several years the people of the Sullivan and Callison communities have been bottled up by bad roads, hermetically sealed at that, so far as coming toward Edgefield was concerned, but Supervisor Edmunds, aided and abetted by public spirited citizens, has pulled out the cork, opening up the wide, wide world to these good people. With the assistance of the people of Talbert township, Mr. Edmunds has worked every public road in Talbert township, changing all the public roads in Talbert township, Mr. Edmunds is now engaged in making a public road from Sullivan school house down to Limestone, a distance of four miles, connecting with the Dixie Highway. This is fine for the people above and along this road. It is just what they have needed so, these many years.

Miss Florence Mims Writes of Contrasts in Aurora.

Dear Advertiser:

Aurora is a town of paradoxes, where the least expected thing should be the most expected and where a low standard of civilization lies along the side of a very high civilization. The laws of temperance and prohibition have hardly penetrated this far north as yet, and the old world love of strong drink still has a mighty hold on these people whose names end in "vich," and such like combinations of the letters of the alphabet.

Last night a party of eight of us walked a mile out to the Mohawk mine location which place is a small thickly settled community of miners. We had heard that an Austrian wedding celebration was to take place at a certain home, and never having seen anything of the sort, we thought it might be interesting.

It was easy enough to find the place of the festivities, for a huge crowd was gathered inside and outside of the small house, where there were many lights and much merriment. We were foolish virgins with our lamps unlit with oil, since we had come uninvited. We first walked to the front gate and peeped in, and then got so bold as to go down the front walk and almost on the porch.

There we met several Aurora students whom we knew, and thinking that they had entered into this society we went in under their special guidance and protection to see, as a matter of interest what might be the Austrian custom of celebrating such a universally interesting occasion as a wedding.

The celebration was a dance, not a dance out on the green in peasant costume, as they probably would have done in their own land, but a dance in a crowded room, with plentiful wine served to make the occasion more lively.

A custom may be beautiful in the right setting, with an old-world Austrian home as a background, but nothing is more sordid and inappropriate than such a celebration in America. In one corner of the room sat the musician of the evening, playing a huge accordion, with a certain thumping melody that the dancers kept time to.

In contrast to this foreign life here, there are the school functions which are as up-to-date and decidedly correct as social affairs can be made.

On the eighth of April the Junior-Senior banquet took place. This was an elaborate affair, given by the school board. The lower hall, down the entire length of the Hearing Building, furnished the setting. Near one end of the table the orchestra sat, and played during the meal. The Senior colors are rose and gray, and the Juniors' blue and fawn. The programs were gray booklets tied with rose ribbon, and the name of each guest, the date, etc., on the outside in rose print.

The nut baskets were rose and gray and roses were arranged down the length of the table. Rose and gray and blue and fawn streamers decorated the entire hall. An elaborate course dinner was served by the domestic science department, and at the conclusion of the meal a program took place, the principal of the High School acting as toastmaster.

The school sets an example and an ideal, so that no matter how unworthy the customs and ideas of the country from which the parents came, the students have a different world opened up to them at school, and live in modern America for at least seven hours out of the day.

The school is one of the most tangible factors of our civilization, and is aggressively helpful to these people who have been so newly transplanted. They were but weeds in their own country, with no opportunity to be anything else. In America they have a chance to become flowers.

FLORENCE MIMS.
Aurora, Minnesota.

Children's Day at the Methodist Church.

Sunday morning at the Methodist church Sunday School day will be fittingly observed. A program of song and recitation has been arranged which will be interesting to all who may have the opportunity to attend. The pastor, Rev. G. W. M. Taylor, will preach at Trenton Sunday at 11 a. m., and at Edgefield at 8 p. m.