

Local News

Mr. J. A. Arant was in town Saturday and reports that he has cotton "squares."

A coachwhip snake measuring six feet and six inches was killed in Mrs. M. J. Turner's wood pile Monday afternoon.

The Junior class of the M. E. church will have a picnic at Brewer's mine tomorrow. Everybody is invited to attend and carry well filled baskets.

The garage just south of the bottling plant is nearly completed, and Mr. Guy Watts, the manager, is about ready to doctor the ills of the autos as they are brought in.

Mr. J. Irwin Gale, who has been in school in the Southern Industrial Institute at Charlotte, came in Friday to spend the summer at the home of his father, Dr. J. W. Gale. He will assist his father in the Mangum drug store.

Miss Roxie Buchanan, daughter of the late A. H. Buchanan, of Chesterfield, suffered a stroke of paralysis Sunday night and died Tuesday morning at 7:20. She was 43 years old, a member of the Chesterfield Methodist church and a good woman. The funeral will be conducted today at 2 o'clock by her pastor, Rev. J. L. Tyler.

The county commissioners have ordered a little more than twenty-nine hundred dollars worth of galvanized iron culverts to be used on the public roads of the county. Of this amount Old Store township gets eleven hundred dollars worth, or enough to make fifty-five bridges. This material is to be shipped out at once.

The county has been...

lower...

will re... twelve... by the county has been finished. This is the national highway from Washington to Tampa, Fla., and it passes through an undeveloped section of the county. Cheraw township and Alligator township are building the road through their respective territory and two or three large land owners are bearing the expense of the remaining three miles. Supervisor King announces that the gang will be moved to this end of the county not later than September 1st, and that the road to Jefferson will be the first one worked.

Fire Monday afternoon destroyed a dwelling, store, two cribs of corn, two barns and several other out buildings and shelters on Mr. Frank Courtney's farm in Buford township, Union county, seven miles south of Monroe. A fire was burning between the shop and store to heat some tires to be shrunk and it caught in some trash under the edge of the store. As every thing was very dry the store was soon enveloped in flames. From the store it caught the smoke house, and then the dwelling and on from one building to another it went until every building was in ashes, except the little log shop which was out of the path of the flames. The loss is probably four thousand dollars or more, and there was only three hundred and fifty dollars insurance. A number of bales of cotton, and several vehicles, all the live stock, the meat from the smoke house and a part of the household goods were saved from the flames by members of the family and the neighbors, who gathered rapidly when the alarm was given. The loss is a heavy one, but Mr. Courtney was in good financial circumstances. He has a large farm and several tenant houses, but they are all occupied.

Mr. H. W. Crosswell and family and Mr. L. J. Watford have been visiting in Hartsville since Saturday.

Mr. S. E. Askins, of Hartsville was a visiting his several days last week.

Mr. Sidney Rodgers, of Richmond Va., is spending a few days at the home of his farther Esq. G. M. Rodgers.

Master Lovell Edgeworth, son of Mr. W. T. Edgeworth, was carried to the Presbyterian hospital in Charlotte Friday night and underwent an operation for rupture Saturday morning. He is getting along nicely.

The commencement exercises of the Chesterfield high school closed last night with an address by W. F. Stevenson. Mrs. Sessions' music class gave a recital Monday night, and a medal was awarded to Miss Violet Welsh for the most persistent practice and attention to her studies. Diplomas were awarded to Miss Bernice Swinnie and Mr. Roy Hurst, who graduated this year. The sermon was preached Sunday by Dr. Wilson, of Sumter.

Some Sensible Suggestions To Wideawake Business Men.

There is a little talk to the wide awake, Progressive Advertiser the one who is really alive to the interests of the business to which he is devoting his every ounce of effort during working hours and his earnest thought during leisure moments.

It has long since become proverbial among the greatest national advertisers that The Home Newspaper is the best medium for urging recognition and creating a demand for their goods. Even with these astute publicity experts magazine space has lost its charms.

Have you ever thought, Mr. Advertiser, that your home paper is ten times more valuable for your use than it is to the mail order man? You are on the job every day in the year. You are here to follow up your advertisement.

constant contact with the buying public, while the outside advertiser is largely dependent upon "general publicity results," backed up possibly by the work of a local agent or dealer who handles the line advertised.

Newspaper space cost only one-fourth the price of magazine space, this statement is not made without the best of authority. It is the conclusion reached by A. E. Chamberlain, one of the most prominent Chicago advertising men and announced by him in an address before the American advertisers' association in Chicago.

Read Mr. Chamberlain's logical conclusions, based on exact data, and then reflect on what this means to you as a local advertiser. Mr. Chamberlain analyzed the situation as follows:

First, consider a comparison of the cost of advertising space in magazines and newspapers.

Twenty-four leading magazines, 11,739,413 circulations in the United States and elsewhere. Price, \$60.72 per line. Price per line per 1,000, \$.00517.

Three hundred and thirty newspapers of over 5,000 circulation each, 11,838,133 circulation in forty-six states in the United States only. Price, \$15.62 per line. Price per line 1,000, \$00132.

(Note.—Where Mr. Chamberlain uses the word "line" in the foregoing he refers to an "agate line of type," which is an arbitrary unit of space measurement used by most national advertisers. It takes fourteen agate lines to make an ordinary inch of newspaper space one column wide.)

These facts are even more startlingly true of small town newspapers than of the big city dailies. A moment's through will

prove to you the truth of this last assertion, for without question the so called "country newspapers" are paramount in their own field—without successful rivals either in the form of magazines or the scattering city papers which reach every community.

Mr. Advertiser, it's the part good business for you to recognize these facts and to make your business strong by feeding it constantly on effective advertising.

Items From Route 1.

Mrs. F. E. Green, of Hartsboro is on the sick list.

Mr. W. F. Phillips went to Hartsville last week on business.

Mr. W. David Deason, who has been in the United States navy for about five months, is out on furlough and is visiting in this section.

The Lord's supper will be observed at Salem on the 3rd Sunday in June.

Melt Rorie lost a fine cow Friday.

The ten-months-old child of Mr. and Mrs. Jesse Arington died last Friday and was buried at Mt. Moriah Saturday afternoon at 3 o'clock.

It is still dry, and the "stand" of corn and cotton is poor.

Mr. L. C. Griggs and Sam Quick, of Marlboro, spent Sunday with relatives in this section.

The Ruby Carnival

Correspondence of the Journal Are you voting in the contest for the Queen of the Carnival? All votes must be in by six o'clock Thursday.

Don't forget the picnic dinner. A well filled basket of good things to eat helps to make this part of the childrens festival an assured success.

The Childrens Carnival will be held at the Presby terian Church grounds in Ruby, a delightfully central location, close to the well-

tion. Can't Pageland send down a few prize babies to the Baby show at Ruby Saturday.

President Wilson, who has been bemoaning his fate at being what he called a "national exhibit," is a very frank unconventional man. On one occasion in a burst of modesty, he recited this limerick to a gathering: "As a beauty I am not a star; There are others more handsome by far. But my face—I don't mind it, For I am behind it— The people in front get the jar." —Exchange.

Base Ball JEFFERSON VS RUBY AT PAGELAND Thursday Afternoon Teams equally matched A good game expected. Begins 3.30

A young minister preached Sunday to a rural congregation and spent the next day with the people. He was the man of the hour, expressing his appreciation of the sermon in very complimentary terms, while the minister to put up his little son had followed him and after eyeing the minister for a minute or two exclaimed: "papa, you said he was a good preacher, and he's got a good son."—Exchange.

BUSINESS LOCALS

—of the pleasure, and contented with having done your trading with Carolina Supply Co.

For Sale—Four first class fresh milk cows. R. A. P. Hunter, Taxahaw.

The Ladies—Mrs. C. W. Clark beat the barber shop each Thursday afternoon for the convenience of the ladies. Let every one of you come for a hair shampoo and any other work needed. City Barber Shop.

and our—advertisement, it means all day. Carolina Supply Co.

For Sale—extra fine milk cow. W. J. Blakeney.

For Sale—One extra good bird dog for training pups. Price \$15 cash. G. H. Watts.

See—the latest fad in the jewelry line at Eubank's jewelry and repair shop.

For Sale—one set buggy harness, will sell at a bargain. B. B. Eubanks.

Don't worry—over dry and hard times but eat corn bread made from the fresh corn meal at Carolina Supply Co.

Nice—line of fine Chewing Tobacco just in at Mangums Drug Co.

Standing—a full Jersey, at Caston's stables, fee \$1.00 cash. See G. H. Watts.

Highest—market price for cattle at any and all seasons. Phone no. 15, Page and Exchange. H. B. Graves. 35-50-p.

We are getting in a nice line of Toilet soaps and Sauer Flavoring Extracts. Mangum Drug Co.

Your watch goes wrong bring it here and have it corrected. B. B. Eubank.

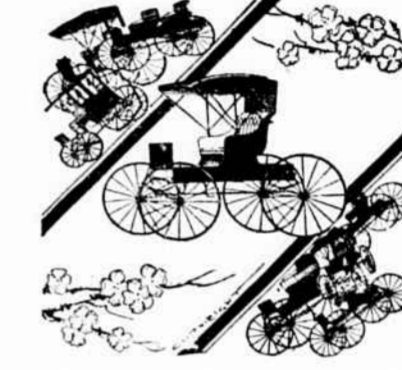
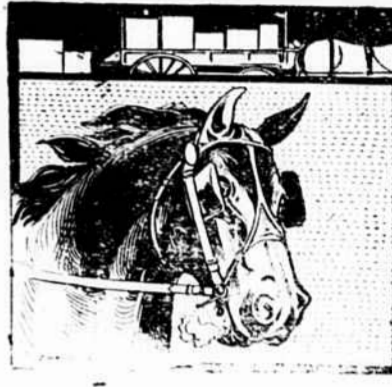
Feed Stuffs and Provisions

Corn, oats, hay, mill feed etc. at wholesale prices if you buy in quantities, or at prices below the retail market in small quantities.

You have made many mistakes in your life, and if you buy before seeing us you will make one more.

We sell you one sack or a thousand, just as you please.

Buggy Harness from \$8.50 to \$20. Double and single wagon harness, double carriage harness, plow collars, bridles and all other extra leather goods in our line.



Lot of brand new buggies just put up. Take a look and make your selection. The prices range from \$55 upward, and you'll be pleased.

Call and look; get prices and then back your judgment.

Pageland Buggy & Wagon Co.

CORTRIGHT