

ORANGEBURG COLLEGE

ORANGEBURG, S. C.

This school, with a great faculty of Sixteen College and University trained teachers, will begin its Eighteenth session September 20th. Expenses have been placed within reach of everybody. Board, the best in the State, at actual cost. Fine healthful location. Electric lights. Artesian water. Broad open fireplaces. Thorough courses in Shorthand and Bookkeeping. Fine Conservatory of Music. Rooms for a number of new students. We absolutely guarantee satisfaction. No safer school for your child in all the land. Write to lay for our beautiful new catalogue. Address

President W. S. Peterson,
117 Broughton St. Orangeburg, S. C.

Light Your Home by Electricity

You can now have Electric Lights in your house, stables and farm buildings.



Yet us tell you all about our plants. Our specialty is lighting suburban homes. The cost of an electric lighting plant for the number of lights you would want, would not be very much. Ask us about them. A postal card will bring our representative.

Dodenhoff Electric Co.,

97 W. RUSSELL ST., PHONE 377. ORANGEBURG, S. C.

During this Boosting Orangeburg Wave!

We want to thank our loyal friends for their liberal support, and ask that you who do not trade with us, to come and see us, you will find here everything in a well furnished dry goods store; while we are not quoting prices this time we want you to remember that our stock is always complete with desirable merchandise at prices that mean money saved by trading here. Our Mr. Hayden will leave next week for the Northern markets to purchase our complete stock for fall and winter. It is not too early to start your early fall sewing and we can supply these wants with some early purchasers.

The Edisto Dry Goods Co.,

Hayden and Briggman, Mgrs.

53 W. RUSSELL ST., PHONE 128.

1912's Undisputed Leader—The Big New Maxwell for \$1,280.

A 36 h p Power, style and right price will determine the successful car of 1912. In building the new MAXWELL SPECIAL, the 36-horsepower Touring Car for \$1280, the United States Motor Company has developed these elements to their utmost. Never before has such a car been offered at this price.

Other Maxwell Models for 1912

The Maxwell Mercury, a 30-h. p. mile-a-minute Roadster, for \$1150.
The Maxwell Mascotte, a 25-h. p. Touring Car, for \$980; or a Roadster body for \$950.
The Maxwell Messenger, a 16-h. p. Runabout, at \$600.

Culler & Salley

MR. COUNTRY MERCHANT:

Just because you live in a town where there is no newspaper is no reason why you should not advertise. There is some one paper that is read in your town and surrounding vicinity more than any other, and that paper is THE TIMES AND DEMOCRAT. Don't take our word for it. Investigate. Find out.

And when you have found out, write to the manager of The Times and Democrat and let him quote you rates on an advertising campaign during the fall and coming spring seasons. Remember THE TIMES AND DEMOCRAT has about 3,000 subscribers—about twice the number of any other two papers in Orangeburg county combined.

Get your share of Orangeburg County's trade. The way to do it, is to advertise in the best medium. IT IS

The Times and Democrat

JOHN McNAMARA

Hardware, Paint, Stoves and Ranges, Fairbanks Morse Gasoline Engines, Ruberoid Roofing, Plumbing Goods, Universal Field Fence, Malleable Ranges, High Standard Paint, Community Silver, Keen Kutter Tools, Sunbeam Electric Lamps, Columbia Dry Batteries, Perry Water Systems. : :

Phone 43 : : 38 W. Russell St

THE HEALTH OF THE CITY OF ORANGEBURG

The health of a community is its most valuable asset. This fact becomes better recognized, and is more regarded as the world grows in civilization. Prehistoric man roamed the world, thinking that all sickness was caused by some unfortunate anger of the gods, and sought to appease the gods in the hopes that the bodily disease with which he suffered would be cured—not knowing that disease was caused by himself in his ignorance. Even our own forefathers never knew that there was such things as germs, inhabiting the human body by the millions. If you had told one of them that there were a million germs in a single drop of water, he would have called you a fool.

But with the increase of knowledge the health of a community has been regarded with greater care, and now the process is going on by which methods of cure will be cast aside for methods of prevention. Our forefathers believed in bleeding a patient, and many times took away the very strength which the sufferer needed to go through his sickness. Now in the modern scientific treatment of disease they do not bleed a patient, but in many instances, infuse more blood into him. The discovery that typhoid fever was carried by a mosquito, that flies were the carriers of much sickness, and that small pox could be prevented by vaccination are all forerunners of an Era of Health.

Our country, as a nation, is behind none in the progress of medical skill. The splendid example set the world by our physicians at Cuba and Panama, have shown that these tropical countries can be freed from typhoid, malaria, and other tropical diseases when the proper care is taken. The wonderful sanitary results at Panama has made the canal a possibility. At each station where travellers from foreign countries seek to enter our country there is a United States quarantine station, where the entire ship is inspected and all persons suspected of disease debarred entrance.

When we consider the question locally we find that Orangeburg has been for the longest, entirely free from all epidemics. Charleston has had her yellow fever, Spartanburg her small-pox, but Orangeburg has had her peace and health. The methods of prevention have had a lot to do in this. For instance when the tramp last winter was about to pass through our town, he was met by officers who halted him, erected a tent, put guards over him to see that no one approached him and that he was kept in quarantine. As a result our city was probably saved from a small-pox epidemic. Mr. Merchant, consider how much trade you would have lost had it become generally known that small pox was raging in Orangeburg.

From viewing the question in the respect of communities, we come to that of private individuals. When you begin looking for a home for yourself and family, you want a healthy place; where the little children can run and jump and play with red blood in their veins and plenty of fresh air and sunshine. You want a place where you can work without being harassed by the constant phantom of death, and the presence of the trained nurse in your

home. So, we say, if you are looking for that sort of a place, come to Orangeburg.

Orangeburg is not a health resort. It is not put down in books as in that class. It makes no claim for its medicinal waters on the one hand, nor does it look disdainfully from a lofty perch to the sea. We are plain Orangeburg, S. C. but we are healthy just the same.

Fortunately Orangeburg was built healthy in the beginning. It is about a mile from the banks of the Edisto and has a splendid natural drainage ditch on the North and South sides of the city emptying into the river on the West. It is situated on a high point, it is always dry, with a top soil of sand.

The water used in the greater part of the city is furnished by the city from deep wells and the law requiring that an analysis be made every sixty days is strictly complied with. The city has a sewerage system covering the business portion and leading residential section, the outlet being the swift flowing Edisto, one mile away. The box system is used in closets and removed by the city and disposed of outside the city limits.

Orangeburg dwellings are not congested. We keep room for fresh air, sunshine, green trees and a green lawn in front for the health of the young generation. We do not sacrifice health necessities for dollars. We build our houses with a driveway on the side, a garden in the rear and away from the dust in front.

Another thing: Orangeburg practices preventive medicine. An active board of health and health officers, with a sympathetic city council, give to the people free and unlimited use of disinfectants in the Spring and summer months, using perhaps more than any other city of like size in the State. Intelligent people use it gladly and freely around stables and closets, and the ignorant and careless are forced to use it by the health officer, who has police power, of the health of the community.

There is a health map of the city of Orangeburg. Every house where there is an infectious disease is marked and kept under supervision and made to follow the requirements of the health laws. In some negro houses where patient has died from consumption the owner at the request of the board of health, has had the house thoroughly white-washed and scoured. The health officer makes it his special duty to localize any point of infection and prevent its spread by all approved methods of disinfection and isolation.

These are some of the things that contribute to Orangeburg's remarkable health record. For the immunity from epidemics of infectious and contagious diseases has been up to the present time very fortunate considering the great transient traveling public and daily visitors to Orangeburg. If any disease seeds are left in Orangeburg, the board of health strives to germicide them out of existence. Through the assistance of the State board of health and the State health officer, with the aid of the columns of newspapers, editorially and otherwise, Orangeburg is up in the front of this era of health movement and we ask you to register Orangeburg as already up and doing and awake to the needs of the hour. We are richly endowed in many respects but we prize our temple of health sacredly. Orangeburg invites companionship with all who are healthy in mind and purpose. J. L. D.

WHO PAYS THE BILLS?

Good Advertising Should Sustain Itself by New Business.

When you advertise in the local paper, what's your theory of payment? Do you figure that you will pay for the ad out of the profits of the business it brings in, or out of your normal, every day cash receipts? It's a poor advertisement that can not pull its own weight in the boat. The biggest advertisers in the country aim to make their advertising sustain itself. They pay for it out of increased business. A manufacturer of popular candies says: "Neither the dealers nor his customers pay for our advertising. It is paid by the growth of our business through advertising which enables us to save enough in cost of salesmen, superintendence, rents, interest and use of the plant to cover most, if not all of our advertising bills."

In other words advertising makes it possible to get the mots out of your investment. It makes your store and your fixed charges bring in the biggest possible results to the square inch. The bigger your volume of advertising grows the bigger should be your business, and the more efficient work you should be able to get out of every dollar you have invested.

Advertising should not merely make enough to pay for itself out of the profits, but it should increase the "square inch" earning capacity of your clerks and your store front, and your delivery wagons and your nice and expensive fixtures, so that the profits on the goods sold would be all profit, and the economies in management and efficiency would pay for the advertising.

It takes good advertising to figure out that way, but if you are keen to take advantage of the help being offered you from various sources, you can get out the right kind of advertising.

WE'RE NOT KNOCKING.

But Doing Everything for the Advancement of Orangeburg.

We don't want any town to think that because we are getting out this special booster edition, we are trying to knock any other town. The Times and Democrat does not limit its concern to the city of Orangeburg—it considers the fact that it represents Orangeburg county entire. But Orangeburg is the capital of Orangeburg county, and in praising Orangeburg it is simply another way of telling of the greatness of Orangeburg county.

Every man that builds a home or buys a farm in this county is helping that much more to upbuild the city of Orangeburg with his trade that must come here, and so if you do not want to live in a town Orangeburg is the best county in the State for you to settle in.

We don't mean to run down any town; but just as a man sees his neighbor build a better house next door to his, he welcomes it, knowing that in beautifying that part of town his neighbor is making his own property more valuable; we know that the people of Orangeburg county will heartily endorse what has been said about the city of Orangeburg.

The merchants of Orangeburg will be glad to see you in their city.

BOSWELL SHOE CO.,

"Shoes for Everybody."

40 WEST RUSSELL ST.

ORANGEBURG, S. C.

We Please Our Customers

Because we consider their satisfaction above everything else. We always take the utmost pain to fit feet properly and we stand back of every pair of shoes we sell.

WE SELL GOOD SHOES FOR EVERY MEMBER OF THE FAMILY

From Babies' Booties to grand Father's Comfort's and in every pair will be found genuine quality of materials and workmanship, the kind that please.

We give tickets with each purchase and exchange tickets for Roger's silverware absolutely free.

The Dixie Lumber Company,

Sellers Ave, & So. R. R. Local & Long Dis. Phone 309-L.

—DEALERS IN—

Lumber, Lath, Shingles and Brick. Mouldings, Sash, Doors and Blinds

Write, wire or phone orders and inquiries. Rush orders given prompt attention.

THIS IS THE TIME FOR MOTHERS AND FATHERS TO BEGIN THINKING

of what school or college they are going to send their boy or girl to and while you are thinking do not forget we can help you get the girl or boy ready to spend eight or nine months far away from home. Sheets and pillow cases you will need. We have them. Blankets and winter quilts you will be compelled to buy. We have them. Percals, madras, bleaching, blue serge, black serge, black and white rep—anything that goes to make a young ladies' wardrobe—we can furnish. The young man can be fitted in the most artistic style from the crown of his head to the sole of his foot.

When you get ready to make your purchases in CLOTHING, DRY GOODS, SHOES and HATS the man to see first is

GEO. V. ZEIGLER

Staple Dry Goods Shoes, Hats and Clothing.

Full line of fancy and heavy groceries always carried in stock.

We want your business.

Dantzler & Funderburk

J. W. Smoak

ORANGEBURG, S. C.

Everything IN Hardware

General Hardware:

- GASOLINE ENGINES.
- HAY PRESSES.
- MCCORMICK MOWERS.
- HAY RAKES.
- CORN MILLS.
- SAW MILLS.
- GINS AND PRESSES.
- PAINTS, OILS, AND VARNISHES.
- COOK STOVES AND RANGES.
- WATER SYSTEMS.
- TANKS AND TOWERS.
- RUBBER LEATHER AND CANVASS BELTING.
- STEAM ENGINES.
- AND BOILERS.
- MACHINERY SUPPLIES.
- OIL STOVES.
- GASOLINE STOVES.

YOUNG MAN - A BANK ACCOUNT WILL GIVE YOU CONFIDENCE ON YOUR WEDDING DAY - START NOW.

THE FARMERS UNION BANK AND TRUST COMPANY.

The Times and Democrat Phone 1 . . 23 E. Russell