

# ADVERTISING

Is Essential to the Upbuilding of the Modern Business Enterprise

To the publicity gained by the use of the advertising columns of the papers is attributed the growth and consequent success of a very large percentage of the great enterprises of the present day.

Advertising is recognized as the prime factor in increasing the sales of any class of goods or manufactured article.

The space used in this paper is your business message to the public, in this open letter you should tell them the merits of what you are offering, setting forth the reasons why your particular line is worthy of their attention.

## As to Advertising Costs in The Chronicle

The average business man when figuring with the ad. man for space does not look at anything but the amount of money to be spent for so much space in the paper. Usually he feels it costs too much.

Let us figure with you for a moment.

Take as an example the mailing of circular letters or booklets. The postage alone will be either \$10.00 or \$20.00 per thousand. This does not cover the cost of the matter you are sending out, the labor, etc. At the lowest estimate each booklet or letter will cost you 3c or 4c before it reaches its destination.

Now figure on Chronicle space. For example, say your space costs you \$10 per month. This paper goes into at least 2,000 homes in Chesterfield, Marlboro and Anson counties and is read by from one to five persons in each. On a basis of 2,000 it will cost you only 2 1/2 cent per 1,000 and the message is sent every week for one month for this amount. The argument thus set forth is obvious. Of course larger space increases the cost per capita, but your message is larger and more prominent.

## The Cheraw Chronicle

has increased its local circulation during the past year and the results from the space used by advertisers are gratifying to them and to the paper. It reaches into the homes of the best class of our people and your message will be placed in the hands of those with money to buy the goods you wish to sell.

The space rates in The Chronicle are not high. Your message is carried, each week, to those you wish to reach in the most economical manner.

For Information and Rates call on the Advertising Department The Cheraw Chronicle Phone 139.

# THE CHERAW CHRONICLE

Successor to THE CHERAW REPORTER Established July 9, 1885 which was Entered as Second Class Matter According to Act of Congress of March 3, 1879.

PUBLISHED WEEKLY BY STRICKLIN PRINTING COMPANY

J. N. STRICKLIN } Editors and W. J. STRICKLIN } Managers

Subscription price \$1.00 per year Advertising rates made known on application.

The place that gives a man his living is entitled to his best efforts to advance everything calculated to benefit the place and the community. No man has a right to live in a live town who seeks to enrich himself and not actively identify himself with its interests. To be classed as a drone or chronic kicker and opposed to every measure believed to be for the good of the citizens is a stigma that should attach to no man in the corporation. The improvements necessary to be made and the manner of making them a monument to the enterprise and intelligence of the citizens is the duty each person owes to the place in which he lives. No man has a right to block legislation in his town simply because he is not personally benefited by the proposed improvements or perchance may have to pay a little toward it, for in the end it will no doubt have proven, a wise proceeding. Let all join in any movement calculated to better our little city in the year 1910, and trust the results will justify the action and meet the highest anticipations for a prosperous future.

It might be encouraging to some to learn that there are more men who want wives than we imagine, if the wish to marry were only made known, as was demonstrated in Kansas City a few days ago. A widow, aged 59, made application to the juvenile court to find her a home. The newspapers reported the matter and the next day there appeared at the court one hundred and fifty-one philanthropic men who were willing to give the woman a home of her own, the only stipulation being marriage. Out of this number the widow selected one 50 years of age and they were married.

Prof. Arloing, director of the Veterinary school at Lyons, France, maintains he has perfected a method of successfully protecting cattle against tuberculosis. He employs vaccines obtained by special cultural processes from certain kinds of bovine bacilli. These vaccines are introduced into the cattle either by the mouth by injection or by subcutaneous injection. Intravenous injections appear to be the most effective. At a meeting of the French Academy of Sciences Prof. Chauveau confirmed Prof. Arloing's claims.

A Charleston man sentenced to two years imprisonment for killing his wife, and another was given a five-year sentence for smashing an auto. It would appear that an auto is worth two and a half times as much as a wife—in Charleston.

Cheraw is not standing still; there is a steady growth here, which you can see if you will pause long enough to take a look at the improvements going on. One thing we need, however, and that is some more manufacturing enterprises. It would not require a large outlay of money to establish a few more manufacturing enterprises here. All that is needed is the right kind of a leader. Are you a leader? If so, get busy.

Such strides have been made in the use of the telephone, that it is predicted that people of this generation may yet behold the person at the other end of the line when they use a telephone.

That Chicago judge who declares a hat pin is a concealed weapon ought to come down to Cheraw and take a look at the kind that is used here; they're anything else but "concealed."

It is rumored that Cheraw is to be "blessed" with another carnival during the week beginning April 4.

The boules and the toque are due Sunday and they will arrive.

Under a recent act of the Legislature, all of the school buildings of the state must fly the state flag every day until dark.

No soldier is respected so long as he hangs around the enemy's camp. Ditto policeman.—Wadesboro Ansonian. We surely agree.

The farmers of the state, according to the number of tax tags sold, are using more fertilizer this year than in the past. The books in the state treasurer's office show that since the first of the year the sum of \$154,847.38 has been received for tags. This is over \$12,000 more than was received at this time last year. The amount received to date last year was \$142,147.17. The total amount received from the fertilizer tax tags last year was \$20,741.31. This money goes to Clemson college.

There is a 25 cent increase on every ton of fertilizer sold in the state. It was said today that the fertilizer companies are rushing all orders and that fact probably accounts for the increased sales. According to the amount of tax money received it shows that over 600,000 tons of fertilizer have been sold in the state since the first of the year.

Now that it seems likely that the prosecutions in the Seminole Securities matter will be pushed in "high" quarters, can any one tell us why the Columbia State has become so suddenly mum in the matter?

High Prices. From time immemorial the human family has been eating, eating and taking great pleasure therein, but just now we are eating and grubbing. Whenever we make mistakes we most invariably get busy hunting up the fellow on whom we may saddle the blame. I believe that Congress has tread the coon in the farmer's barn and smoke house and I suspect this is about true if the packers and speculators have got the keys. The religious, secular and agricultural papers all teem with eloquent ad-

## Those So-Called Carnival Companies.

The Mayors of many South Carolina towns have learned, what The Chronicle tried hard to convince our town authorities, that the interests of their municipalities cannot be promoted by licensing so-called carnival companies. Their view of the matter is generally commended by the newspapers of their respective towns. The small amount of revenue which is derived from permitting the operation of carnival companies is more than offset by the unimpaired financial and moral status of the town which prohibits them. Many of the alleged carnival companies—several of which have visited Cheraw and sold their wares here—do not furnish entertainment which is either pleasing or entertaining. Instead it is so much horridish drivel that is not worth the patronage of people who lay claim to a discriminating degree of intelligence. It is not only disgusting but often indecent, and in cities could not command the patronage of the more intelligent class of negroes. We are particularly interested in the welfare of Cheraw, financially, morally and otherwise. No carnival company which has ever visited Cheraw has done the town any good. They have carried away from the town a considerable amount of money which was taken from the people under false pretenses, in that they did not give value received. They have been allowed to operate gambling games in open violation of both State and town laws and no move has been made to hold the promoters to account. We do not need carnival companies in this town and The Chronicle voices the sentiment of the better part of the community in expressing the hope that no such organization will be allowed to show here in the future.

## A Timely Protection

Everyone knows the after effects of LaGrippe are often more dangerous than the disease. So often it leads to pneumonia, which a weakened heart action makes fatal. LaGrippe coughs that strain and weaken the system yield quickly to the healing and strengthening qualities of Foley's Honey and Tar. Sold by all druggists.

The treasury officials at Washington are thinking that the corporation tax may bring to the Government as much as \$40,000,000.

The Government's census report on the cotton crop is 10,368,240 bales including linters, as compared with 13,432,131 for 1908.

## Cannon Fired.

By a vote of 191 to 155, the Republican insurgents voting solidly with the Democrats, the House of Representatives at Washington adopted the resolution of Representative Norris, of Nebraska, requiring a reorganization of the committee on rules within ten days, and declaring that the speaker shall be ineligible to membership on the committee. This shears Cannon of his power to tyrannize over the House and was a deserved rebuke to him.

## Coughs that Hang On.

Coughs that start in the fall and hang on until spring are sure troubled breeders unless checked and cured. bronchitis, pneumonia, and consumption are the direct result. Foley's Honey and Tar stops the cough, stops the hard breathing and heals and soothes the inflamed air passages. Refuse substitutes. Sold by all druggists.

CORTRIGHT METAL SHINGLES ARE FIRE PROOF THEY will not burn. Will not split or curl like wood shingles. Will not crack and roll off like slate. Will not rip at the seams like plain tin. Neither will they rattle during high wind storms. They never need repairs and last as long as the building. And last of all, they make the handsomest roof and are not expensive. Cheraw Hardware & Supply Co.

vice to the farmers and very good as far as it goes, but the real thing—the proper teaching—consists in example rather than precept. Drop for an instance a real wide-awake, hustling farmer down in a section of lazy, ignorant men and it won't be long before you will see Jim Smith, John Parker and others get to their feet and a real blessing will have accrued. The fact is we have in all the avocations of life a few—precious few—original characters. These men are the ones upon whom the burden of life falls and to whom only, we may look for light and counsel in time of need.

Rome enacted her Sumptuary Laws—Lex Oppia, Lex Julia, etc., and France and England followed it up, all without the least apparent success. We must agitate, reformate, and finally "relate" and it must come via reading and object lesson. If anybody be hungry let him hustle and economize and his circumference will soon have regained its natural proportions. If just frightened, don't be uneasy, necessity is but the matter of invention. Somebody, (some original one) will soon smoothe it all out.

Yes, it is all good advice to the farmers to produce more grain, hay, pork, etc., but the object lesson is the better two in the game. Don't put any stress on "Back to the Farm," it is only a subterfuge to crowd the deck, produce a surplus and thereby force the prices below a remunerative scale. No, boys, just hustle; keep your powder dry and trust in God. R. L. R., Riverview.

Stubborn as Mules are liver and bowels sometimes; seem to balk without cause. Then there's trouble—Loss of Appetite—Indigestion, Nervousness, Dependancy, Headache. But such troubles fly before Dr King's New Life Pills, the World's best Stomach and Liver remedy. So Easy, 25c at Theo. E. Wannamaker's.

Foley's Kidney Remedy is a safe and certain remedy for all kidney and bladder diseases, whether acute or chronic. It is a splendid tonic for middle aged and elderly people and a sure cure for all annoyances and irregularities of the kidneys and bladder. Sold by all druggists.

Rome's Aqueeducts. The eight aqueeducts of ancient Rome brought 40,000,000 gallons of water a day into the city. Had the Romans been aware that water always rises to its own level these huge erections on arches seventy feet high need never have been built.

Good health is impossible where there is any derangement of the digestive organs. Foley's Orange Laxative is a natural remedy for stomach liver and bowel troubles. It aids digestion, stimulates the liver, and cures habitual constipation. Sold by all druggists.

## Pains or Cramps

"I carry Dr. Miles' Anti-Pain Pills with me all the time, and for aches and pains there is nothing equals them. I have used them for rheumatic pains, headache, and pains in side and back, and in every case they give perfect satisfaction."

HENRY COURLEN, Boonton, N. J. Pain comes from tortured nerves. It may occur in any part of the head or body where there is weakness or pressure upon the nerves.

Dr. Miles' Anti-Pain Pills Relieve pain, whether it be neuralgic, rheumatic, sciatic, headache, stomachic, pleurisy or ovarian pains. Druggists everywhere sell them. If first package fails to benefit, your druggist will return your money. MILES MEDICAL CO., Elkhart, Ind.

# Wannamaker's Column.

## 1st.—Pure Drugs and Medicines.

I buy my drugs only from Manufacturers of established reliability. Every article is warranted to be absolutely pure and full strength.

## 2nd.—Prescriptions.

My prescription department is carefully looked after. Purity, accuracy and moderate prices are points we aim for.

## 3rd.—Patent Medicines.

I keep all the leading kinds and am constantly adding new ones to my stock. Some I buy in large quantities and will be glad to furnish in 3, 6 or 12 bottle lots at special prices.

## 4th.—Soda Water and Ice Cream.

Flavored with pure fruit juices. Very refreshing.

## 5th.—Wedding Presents Sterling Silver Teaspoons

and all odd pieces. I personally warrant all to be Solid Stealing Silver. I have also Rogers Platey Knives and Forks (The 1847 Rogers). None better on the market.

## China Ware, Cut Glass.

A large assortment at all prices from one dollar to ten dollars.

## 6th.—Stationery.

Box Paper, Pound Paper, Envelopes, Writing Tablets, Lead Pencils, Ink, Carbon Paper, etc.

## 7th.

Blank Books, Ledgers, Time Books, Cash Books, Day Books, Memorandum Books, Order Books, etc., etc.

## 8th.—Talcum Powder.

Body Sachet, Rice Powder, Face Powder, White and Flesh Colored.

## 9th.—Toilet Soaps.

A large assortment. All prices. 5c. 10c to 25c a cake.

## 10th.—Hair Brushes.

The largest assortment ever brought to Cheraw. Carefully selected. Every brush full value, 10c to \$2.50. Combs, All Prices. Extra heavy ones. Last forever with ordinary care. Prices range from 5c to one dollar each.

## 11th.—Lamps.

Glass Lamps, 25 cents to 60 cents. Burners, Wicks, chimneys, kerosene oil, etc.

## 12th.—Paints, Varnishes, etc.

I carry Lucas' Line. They look good longer, last longer, and cost no more than others.

## 13th.—Wall Finishes.

Such as Muresco, and Alabastine. All colors and easy to put on.

## Theo. E. Wannamaker, Dealer in Pure Drugs and Medicines, Cheraw, S. C.

A Chariot of 1711. Something like a couple of centuries ago the principle of the taxicab was known. An advertisement in the London Daily Courant of Jan. 13, 1711, announces that at the sign of the Seven Stars, under the piazza of Covent Garden, a chariot was on view that would travel without horses and measure the miles as it goes. It was capable of turning and reversing and could go uphill as easily as on level ground.

## Saved a Soldier's Life

Facing death from shot and ball in the civil war was more agreeable to J. A. Stone, of Kemp, Tex., than facing it from what doctors said was consumption. "I contracted a stubborn cold" he writes, "that developed a cough, that stuck to me in spite of all remedies for years. My weight ran down to 180 pounds. Then I began to use Dr. King's New Discovery, which completely cured me. I now weigh 178 pounds." For Coughs, Colds, LaGrippe, Asthma, Hemorrhage, Hoarseness, Croup, Whooping Cough and lung trouble, its supreme. 50c. \$1.00. Trial bottle free. Guaranteed by Theo. E. Wannamaker.

CAKE, hot biscuit, pasty, are lessened in cost and increased in quality and wholesomeness, by ROYAL Baking Powder Bake the food at home and save money and health