## TWO LAWYERS <br> FACE CHARCES

 been summoned to appeaar before the December 30 to show cause why the
should not be made to pay to $W$. Rhame, the sum of to pay to W . laims they are wrongfully with
holding from him. Rhame was con
victed at a recent term of the cour on the charge of keeping a disorder:
house and was given an alternativ sentence of 12 months imprisonme
or a fine of $\$ 1,000$. He claims the he had employed Sims and Southar
as his atorneys, and had paid them
their stipulated forrm stipulated fim that they when they in
out of the trouble upon the paymen
of a them the money, and later, when h
learned that the fine was only $\$ 1,000$ he demanded the return of the $\$ 2,000$
which they have refused He has employed Red. J. Gantt and
Cornelius Otts as his attorneys in the
acticn aga:nst his former attorneys
erated on the pablic highway between
Spartanburg and Roeboek and known
as Rhame Parke, and further that you
never operate a similar place of
nenusement in Spartanbuig county or
anywhere else." Messrs. Sims and Southard deny the allegation made by Rhame, and claim
that he paid the $\$ 3,000$ for profes-
sional services and that they do owe him anything. Rhame's com-
plaint, upon which Sims and Southard
were cited to appear



## WHY ONE ADVERTISING APPROPRIATION WAS IICREASED

Two partners were debating their advertising policy -planning the campaign for the next six months.

Theirs is a retail store which spent in one year \$12, 000 on its advertising which was 5 per cent of their year ly volume, a fair expendiure in their line of business.

In growth of sales they could e silv point out the home-coming of the $\$ 12,000$ with a fair and reasonable profit in its train. For these two partners that expenditure was a profitable short-term investment.

One of the partrers spoke up:
"John," he said, "we have a cash proft in the bank from that $\$ 12,000$, but we have a greater intangible profit by far-it is piled up for us in the minds of every man and woman in the city.
"It is reflected in the attitude of our bankers.
"It is present in the minds of the manufacturers who sell us.
"It is working on the minds and purses of every one of our customers.
"Why," he continued, "this basiress, because of the advertising we have done, is worth $\$ 12,000$ more than it was before e began."

The two partners increased their appropriation, modestly, it is true. That was five years ago. Today. for it is in a lerge city, their appropriation is eight times their original amount. Their standing, with bankers, manufacturers and customers is A-1. Their business has grown and grown in a healthy way. And still as one of them put it-
"In the last five years advertising has made money or us. Every cent we've spent has zome back profit from that advertising is banked in the minds of the people. Ours is the best known business of its kind in town. And that is worth a lot of money to us."
$\left[\begin{array}{l}\text { Published by The Union Times in co-operation with } \\ \text { The American Association of Advertising Azencies }\end{array}\right]$

## FOR SALE

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