

TANLAC'S SUCCESS DUE TO REAL MERIT

HOT AIR WILL PUT A BALLOON UP BUT WON'T KEEP IT UP IT PAYS TO ADVERTISE

But Success Is Impossible Unless There Is A Dollar-For-Dollar Value Behind The Article Advertised

This is an age of advertising, and everyone is familiar with the popular saying, "It pays to advertise."

Advertising is a business force. So potent is the charm cast by its spell it has been known to perform marvelous feats and to accomplish phenomenal results. It cannot be truly said, however, that everyone who advertises succeeds, for unless full value underlies the article advertised, the advertising would ultimately fall of its own weight. In this connection we must not forget the words of the immortal Lincoln, who said, "You can fool some of the people all of the time; you can fool all of the people some of the time, but you cannot fool all of the people all of the time." So if there is not behind every advertisement a dollars and cents value to the article advertised, no amount of advertising will stimulate the sale on such an article beyond a certain point. This applies to every line of business, and modern business man or firm can only succeed through honest advertising and fair dealing.

Hot air will put up a balloon but it won't keep it there. So when the manufacturers of Tanlac placed it on the market something over two years ago, they did so with the firm conviction that they were offering to the people the best and purest product of its kind on the American market to-

day. They did not hesitate, therefore, to expend vast sums for advertising, because they knew that the more the people heard about Tanlac the more they would buy it. The success the preparation achieved was immediate, and people everywhere were quick to recognize its genuine merit.

Tanlac has never been advertised as a "cure all" or that it would perform unheard-of wonders. The advertising has been clean, straightforward and constructive. Actual facts and figures have been stated and stated in a business-like way in a manner that has commanded confidence in the conservative claims set forth. Underlying these claims there has been real value, not from a dollars and cents point alone; but from health as well. And that's just where Tanlac has scored. And that's why it is here to stay.

Tanlac, the master medicine, is sold exclusively at Harmon Drug Co., Lexington; Burnette and Whetsell, New Brookland; Harris-Cain Drug Co., Batesburg; Crosson Drug Co., Leesville; Eargle's Drug Store, Chapin; Dr. W. T. Brooker, Swansea; Pelion Drug Co., Pelion; W. J. Cayce, Cayce; A. E. Leaphart, Gilbert; The Lorick Co., Irmo; W. H. Suber, Peak. Price, \$1.00 per bottle, straight.

Queen Helena of Italy speaks four languages, including Russian.

SHIP YOUR Long Staple Cotton TO WHALEY & RIVERS Cotton Factors CHARLESTON, S. C.
Consignments handled on Commission.

NOTICE!

Dr. T. Boyl Jacobs, veterinary, will be in Chapin at J. H. Roberts' stable, Monday, October 1st.

J. P. Meetze returned from New York yesterday where he has been on business.

J. W. Booth of the Wilmington Morning Star was in town Wednesday



A Qualified Specialist

Dr. Register was born in Darlington County April 25, 1866. He was a Gold Medal Graduate, Medical Department of Vanderbilt University, in class of 1890. Holds certificates of examination and Other Examinations Free. Hours: 9 a. m. to 7 p. m. Sundays, 10 to 2.

DR. W. R. REGISTER
1206 1-2 Main Street COLUMBIA, S. C.

nation and other necessary requirements to practice medicine and surgery in 16 States of the Union.

If unquestionable skill, adequate equipment, earnest efforts, fidelity to obligations, permanence of location and established reputation for successful achievements appeal to your intelligence and discretion in the selection of a doctor to treat you then go to Dr. Register.

If you have Piles, Kidney and Bladder Troubles, Contracted Discharges, Stricture, Prostatitis, Blood Poison, Skin Eruptions, Enlarged Glands or any reflex condition of the nervous or reproductive system, you want to consult a doctor who has made a special study of just such diseases.

French Millinery Shop

Nubone Corsets Made to Order.

1232 Washington Street

COLUMBIA, - - SOUTH CAROLINA

Open All Night

CAPITOL CAFEL

Everything Good To Eat

For Ladies and Gentlemen

Meals served quickly and neatly. Never fail when in Columbia and want a good lunch to call at

The Capitol Cafe

A Share of Lexington Patronage Solicited.



Buying a wife, with tobacco as currency, in the old days of Virginia

For cigarettes, Virginia-Carolina tobacco is the best

The sunny South—where cigarettes were born

The first cigarette ever made was Virginia-Carolina tobacco. All the mellow charm of Southern sunshine itself is in Virginia-Carolina tobacco. And no other tobacco has that "dash" and "go" to its taste that Virginia-Carolina tobacco has.

Leggett & Myers Tobacco Co.

Piedmont

The Cigarette of Quality

NOTE: 300 million pounds. That's how much Virginia-Carolina tobacco was made into cigarettes last year—over 4 times as much as any other tobacco. And Piedmont is the biggest-selling Virginia-Carolina cigarette in the world.

5c and 10c a package

Better Banking Service for Farmers

A vast fund, now aggregating a thousand million dollars has been assembled by Act of Congress to stand back of the farming and business interests of the country.

This fund is the Federal Reserve Banking System, of which we are a member, and it enables us better than ever before to supply our farmers with the credit and currency they need for producing crops and to protect them against disorganized markets.

If you are not linked up with this system as one of our depositors come in and let us tell you how it helps you.



THE HOME NATIONAL BANK

CAPITAL \$50,000.00

LEXINGTON, S. C.

Attention Farmers

We are prepared to store several thousand bales of cotton. Our receipts are accepted at any bank. Don't sell your cotton while the price is so low. Store with us and borrow money at low interest.

Government grader at our warehouse who will be glad to grade your cotton whether you store it or not.

Columbia Warehouse & Transfer Co.

State Warehouse No. 2
Cor. Gervais-Pulaski St. COLUMBIA, S. C.