

CHERAW CHRONICLE

JOE LINDSAY, Editor

Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

We Stand the Test.

Do people read the advertisements in the Chronicle? This is what the merchants of our town wanted to know so we put ourselves on trial to convince them.

Last week we asked the merchants to put special prices on merchandise for one day only and advertise in one issue of the Chronicle. This they did, making Bargain Dollar Day with the result that seven of the merchants reported they were busy all day and most of the others reporting varying successes from the advertising. This Bargain Day was advertised in no other way except through the Chronicle and brought to the Merchants of Cheraw more than \$2,000 in sales that possibly would have gone into other channels but for this advertising.

We modestly claim we have stood the test and deserve their patronage.

What's in a Name.

In last week's issue we published under the above heading the origin of the names of three other towns in the United States that bear the name of Cheraw. Cheraw, Miss., was named by a Mr. J. A. McLeod said to be a former resident of Cheraw, S.C. but we were unable to locate any one who remembered Mr. McLeod's having lived here. We are indebted to Mr. A. G. Kollock of Darlington for the following information.

"Mr. J. Adolphus McLeod of Mississippi is undoubtedly the man referred to as having named Cheraw, Miss., and formerly lived in Cheraw, S.C., in about 1887 coming here from Lynchburg, S.C. He worked with the old Iron Works when it was first organized and lived here possibly three years. He married a Miss McLean of Maxton, N.C., and is a brother of Mr. B. F. McLeod of Drake Inness Shoe Co. Charleston.

Pride in the Sand Hills.

"Are we on time?" "Forty minutes late? How much of it will we make up between here and Wilmington?" Such are the questions asked by passengers on a train. Little boys and little girls look out of windows, to the dismay of their mothers, to see the country—occasionally if it be an uncommonly interesting country older people go to the rear platform of the coach—but to get to the end of the journey is the uppermost thought of railroad travelers and to pass away the dull hours with a "gripping" novel or a pack of cards is the effort.

Not so with the motorist. First of all, the road is his concern and, if the road will allow, he is interested in the ever changing picture, the fields, the foliage, the crops, the houses, whatsoever comes within the range of vision. But if the road be ragged, mangy and wicked, his humor reflects it and, though the countryside be beautiful, the homes along it lovely and inviting the growing crops telling a story of industry, contentment and prosperity it is an ugly land to the man whose motor car sways and twists in sandy furrows or bumps in ruts or sags deep in the mud. On the other hand, where the highway is wide and smooth and the car rolls along without a jolt every land, all east in this part of the United States, takes on charm and beauty and constantly renewing and unfolding interest.

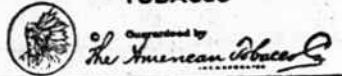
From Columbia, the Two Notch road, to the Richland county line, with one or two short stretches excepted where the work of road building progresses, is fine now—and then one drives into Kershaw, where for the most part the soil is heavier. Nothing can destroy the loveliness of Camden. Then follow sixty miles through the sand and the pines, with here and there an attractive village showing signs of enterprise, but the highway is neglected. Being sandy it is passable, winter as well as summer, and, therefore, it is, to this time, the great thoroughfare of motor travel in winter from the North to Florida, but there is no joy in traveling it. One must prepare to be rocked and jolted and rudely jerked until within four miles of Cheraw, where an excellent sand clay road begins. A few days ago a dispatch from Washington told of shipments of peaches from McBee and there one sees the orchards—two or three and some of them extensive—and one sees good cotton and tobacco, too. The whole region, sixty miles one would say, would produce bountiful crops of delightful fruits—but one is in no frame of mind to think of its attractions and possibilities as he imagines at every fifty yards or so that here a spring may break. Yet it is a region through which the construction and maintenance of a sand-clay or top soil road would be, as compared with costs in Spartanburg, Chester and Greenville, inexpensive.

Passing Cheraw one runs through a princely district in Marlboro county, a country as goodly as ever baron or marquis inhabited, on the Little Pee Dee, and so on into the hills of Rockingham county, North Carolina. Her nature has been prodigal and man has been mindful of nature, so that the cotton, the tobacco, the corn, the po-

Do you know
you can roll
50 good
cigarettes for
10cts from
one bag of



GENUINE
"BULL" DURHAM
TOBACCO



tatoes, all are a veritable glory of vegetation and cultivation. Of course, the road is fine.

Beyond Rockingham not many miles or so it seems because one comes upon no nasty or rugged roads in that part of North Carolina, to the north-east, again one runs into the pine-jolt through to Florida, then to for-lands, the scrub oaks and the sand get so soon as they may the roughness lands—but the scene is in strange and of the road and the good land that sharp contrast. It is the same thin the road penetrates, which they have soil, apparently, that has been passed had no desire to see.

The foregoing editorial appeared in Monday's State and gives Chesterfield rows, regular, pruned to a size so that county, what outsiders will undoubtedly seem in their thousands as alike edly think, is a well deserved "rap-as so many infantrymen on parade, ping" for the condition of the road be-And there are, here and there, vine-tween Cheraw and our county line at yards of "scuppernongs" or other McBee. Chesterfield county realizes grapes, melon patches, dewberry more than any one the importance of fields, and fields of cotton, corn and getting this road in shape and keep tobacco. It is no better country than ing it so but unfortunately there are

the sandhills of Richland, Kershaw and Chesterfield but there is this difference—there is pride in the North Carolina sandhills. At Southern Pines the cleanly printed and well edited little newspaper is the "Sand Hill Citizen" and out of the sandhills of North Carolina are going daily, not a dozen, but hundreds of carloads, not solely of peaches but of a wide variety of melons and fruits.

And one discovers, in that part of North Carolina, no really bad roads, though some of them are better than others. Twenty miles is nothing in a Ford or a truck, between neighbors in the sandhills of North Carolina.

To be sure, the North Carolinians have voted to issue bonds to the amount of \$50,000,000 for better roads for hard surfaced highways, we believe, but what The State would here lay stress upon is that between the Richland county line to Cheraw is a great district seventy miles as the motor car runs, that might be as prosperous as Moore and Montgomery counties, in North Carolina, if highways, cheap sand-clay highways were built and maintained. From the Far West and the North new people are

many roads in our county on which are located the farms of our taxpayers. Our county has only in recent years, come to the front, in a farming way and therefore our road is not as far advanced as some other counties that have, for years, been working to build good roads. The highway, in question, runs through a comparatively sparsely settled section of the county and does not greatly benefit the large majority of tax payers in the rural districts who are still without good roads to bring their products to market. Naturally our road force is spending its energy in another section of the county we earnestly beseech the State to study the map and see how the land lies the vote with us for a State Bond Issue for a Road system from county seat to county seat and thereby remedy the road between Camden and Cheraw.

Since the foregoing was written we understand from a County Commissioner that an arrangement has been made whereby work on the Quebec Miami highway will be started at once so we won't have to wait on the Bond Issue.

The next time
you buy calomel
ask for

Calotabs

The purified and refined
calomel tablets that are
nausealess, safe and sure.

Medicinal virtues retained
and improved. Sold
only in sealed packages.
Price 35c.

Here's why CAMELS are the quality cigarette



BECAUSE we put the utmost quality into this one brand. Camels are as good as it's possible for skill, money and lifelong knowledge of fine tobaccos to make a cigarette.

Nothing is too good for Camels. And bear this in mind! Everything is done to make Camels the best cigarette it's possible to buy. Nothing is done simply for show.

Take the Camel package for instance. It's the most perfect packing science can devise to protect cigarettes and keep them fresh. Heavy paper—secure foil wrapping—revenue-stamp to seal the fold and make the package air-tight. But there's nothing flashy about it. You'll find no extra wrappers. No frills or furbelows.

Such things do not improve the smoke any more than premiums or coupons. And remember—you must pay their extra cost or get lowered quality.

If you want the smoothest, mellowest, mildest cigarette you can imagine—and one entirely free from cigarette aftertaste,

It's Camels for you.

Camel

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

Ask For Electrik Maid BREAD

For Sale At All Leading
Grocers

"Taste the Diffence"

o—o

We Guarantee Every Loaf

o—o

Electrik Maid Bake Shop

Darlington, S. C.

R. C. Gray Tailoring Co.

Agent For

SINGER SEWING MACHINES

Rebuilt Machines (all makes) For Sale
Prices \$5.00 and Up.

We Repair All Makes of Machines At Reasonable Charges.
Phone 164.

For Your Summer Vacation

Arrow and Ide Shirts at \$1.50 to \$3.00
Wilson Bros.' Silk Hose 50c to \$1.00

Cheney Neckwear
Wilson Bros.' Underwear and Pajamas
Regal Spear Summer Caps

MALLOY & CO.

THE U. S. NOBBY TREAD

Where the going is specially heavy with snow, mud or sand, in hilly country where maximum traction on the road is a factor, no other tire tread yet devised is quite so effective, or so wholly approved by motoring opinion, as the U. S. Nobby Tread.

Its very simplicity—three rows of diagonal knobs, gripping the road—is the result of all the years of U. S. Rubber experience with every type of road the world over.



If every one listened to experience, how much they'd save

STOP and talk to the next man you see with U. S. Tires on his car. Ask him why.

Most likely you'll hear an interesting story about his tire experiments—before the answer was found. Money wasted. Promises unkept. Trouble on the road—humorous to every one except the man who went through it.

Finally U. S. Tires. And U. S. Tires ever since.

Perhaps it's the experience of U. S. Tire buyers that makes them more emphatic in their preference than ever this year.

When these men have tried most

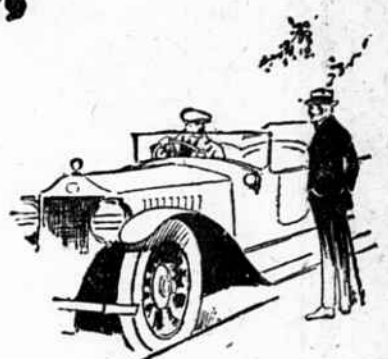
everything by the way of "staggering bargains", "hurrah discounts", "discontinued lines at less" and so forth they know what not to get.

They want a fresh, live tire. With a good reputation. That's everything it says it is. With the people behind it who back it up.

There are 92 U. S. Factory Branches. Your local U. S. Dealer is drawing upon them continually to keep his stocks sized up, complete—to give you service.

Whenever he gets one or a hundred tires from a U. S. Factory Branch, they are newly made this season's tires.

Sold to you at a net price. Full values. Square-dealing. A reputable maker. A reputable dealer. The whole transaction as befits the leadership of the oldest and largest rubber organization in the world.



"Stop and talk to the next man you see with U. S. Tires on his car."

United States Tires are Good Tires

U. S. USCO TREAD
U. S. CHAIN TREAD
U. S. NOBBY TREAD
U. S. ROYAL CORD
U. S. RED & GREY TUBES

United States Tires

United States Rubber Company

Auto Service Station, Cheraw, S. C.
W. M. Pankey, Patrick, S. C.