

# Former Governor Heyward Talks On The Buy-at-Home Movement

To the Editor of The News and Courier: I read with a great deal of interest your editorial in the issue of April 30 in regard to the "Buy-at-Home Movement," which has recently been launched by the Retail Merchants' Association of Charleston.

I was especially glad to note the fact, as stated in this editorial that the plan adopted is twofold, viz. that it is "addressed to those who sell as well as to those who buy." By this I understand that it is the intention of the retail merchants of Charleston, wherever possible to do so, to purchase either from South Carolina firms or to handle South Carolina products, and having done this to expect—as they have a right to—that the people of Charleston spend their money in their home city and not send it out to build up other places, and it will be only by the successful carrying out throughout the entire state of such a movement as has been inaugurated in Charleston that the problem which is now confronting the people of South Carolina can be solved. This problem is the creating of a demand for South Carolina products and the successful marketing of such products.

Our farmers have been urged to diversify their agriculture, and in many instances they have done so. Larger crops of corn, oats, wheat and hay were planted in this state this year than have ever been planted here before, and within a few months these crops will be on the market.

One of the reasons which has caused the farmers of South Carolina to plant cotton almost exclusively is that cotton can always be readily marketed at a price, whereas if they have grain crops to dispose of many difficulties in the marketing of such crops have hitherto presented themselves. I regret to say that many of the merchants of Charleston, and I might add of South Carolina, have not always viewed this matter in the light in which it now appears, as is evidenced by this movement of the retailers in Charleston.

Let me give a concrete example, which I mention for the purpose of emphasizing the necessity of this movement and not to imply that a condition exists in Charleston which does not exist in other South Carolina cities and towns:

About two months ago I happened to be in the office of one of the most prominent citizens of Charleston. I had with me a small sample of Carolina rice, and after commenting on its qualities, he inquired if it was possible for him to purchase some of this rice, stating that his wife had repeatedly tried to buy some Carolina rice. I was forced to tell him that as Carolina rice was sold by the planters only through brokers, and as none of my rice had been sold in Charleston, I did not know where he could purchase any.

He then said to me: "Do you mean to tell me that with this rice raised within a few miles of Charleston and marketed in a wholesale way in this city, I am unable to purchase any of it from Charleston retailers?" I had to confess that this was the case for the reason that the retailer probably thought that he would have to pay a small fraction of a cent more for this rice than he could purchase from Louisiana or Texas, and therefore he preferred to purchase where he could buy it for this fraction of a cent less, and as a result of this practically all of the little rice now raised in South Carolina is marketed in the Eastern cities.

I refer to this incident, as above stated, not because it happened to be my rice, but because it well illustrates the point which I wish to emphasize, viz. that here was a demand for a South Carolina product which could not be supplied through the regular channels of trade.

The answer of the merchant may be that it was his right and business to buy where he could purchase for a fraction of a cent cheaper. There is something, of course, in this argument, but if it were followed out in all cases, that is, if every consumer or purchaser bought on this basis, it would be negative, in many instances, the appeal of local merchants that their customers "deal at home" and thus build up their home towns.

In other words, for us to build up our state we must have the mutual co-operation of the producer, the middleman and the consumer. For where the producer cannot convert readily into money his products, business stagnation immediately follows, not only on the farm, but in the city as well, as was evidenced last fall with the cotton crop in this state, the effect of this depression in the price of cotton still being felt.

Under the advice of the commissioner of agriculture of South Carolina and of Prof. W. W. Long, of the United States department of agriculture, the farmers of South Carolina

have this year, as I have stated, gone, to a considerable extent, into the production of staple crops other than cotton, and it is generally conceded that the hope of this state lies in diversified agriculture; that diversified agriculture is the only safe and sure method by which our farmers can be made prosperous and our rural districts built up. Diversified agriculture is impossible without a market for diversified products, and the best market is always the home market. A home market means a prosperous community.

The spirit of the "Buy-at-Home Movement" is the spirit of co-operation, and this is what we need in South Carolina today to solve the problem of producing and marketing products which have been hitherto purchased in quantities from other sections.

There is a firm in the city of Columbia that is making every effort to carry out the "Buy-at-Home" plan. This firm not only preaches to its customers that they should buy at home, but tries to "practice what it preaches." Since last fall they have purchased no corn except that raised in the state of South Carolina, and in every instance they pay for South Carolina corn the same price at which Western corn can be laid down in Columbia. They apply the same rule in regard to the purchase of oats and hay.

It is a poor rule, however, which does not work both ways. The retail merchant cannot expect to merit the patronage of his home people unless he renders satisfactory service, and he has a right to demand, at the same time, that he be given satisfactory service by those from whom he is expected, in turn, to purchase. The farmers of South Carolina cannot expect that the merchants of this state handle their products, or give a preference to their products, unless these products come up to the standard fixed by their competitors in other states. It may possibly require some time for the farmers of this state to meet these new conditions, but the greatest incentive that our farmers can have is the knowledge of the fact that should they meet them a ready market will be found for their products.

Speaking generally, our farmers must substitute for their decreased cotton acreage, the growing of staple crops, such as corn, oats, wheat and hay. Before they can expect to sell their corn in competition with Western corn, although the South Carolina product may be superior in that it contains more protein, they must see to it that it is carefully prepared for market, in even-weight bags, and that it makes an attractive package. The same applies to oats and to hay. The oats especially should be carefully graded, and the hay should be properly cured and baled.

With full co-operation between sellers and buyers there should be no difficulty in establishing a market in each community, which would result in the producer receiving full prices for his products. In my opinion there should be an exchange in each county in South Carolina, to this extent at least, that the farmers should have some one competent to fix for them the prices of their products, following the fluctuations of the market and where it is impossible for the farmer to personally sell his products, the sales could be arranged through the local brokers throughout the state.

On his part the farmer cannot expect that the merchant should pay him for his products the same price at which he sells these products to the consumer, for in each business there is a legitimate profit, nor can he expect to create an established market for what he raises unless he conforms to the regular laws of trade and does not seek to become the competitor of the man who is better situated to market goods than he is himself. In other words, the farmer must recognize that there must be co-operation between himself and the man to whom he sells, to serve the ultimate consumer.

I endorse, Mr. Editor, most heartily the spirit of the "Buy-at-Home Movement," and congratulate the merchants of Charleston on their launching a movement, which, if logically carried to a successful completion, will mean so much to the state of South Carolina.

D. C. HEYWARD.  
Columbia, S. C., May 1, 1915.

**Age Ninety, Trains for Sprint.**  
Yonkers, N. Y.—David Anderson celebrated his ninetieth birthday by beginning training for the 100-yard dash for old men at the summer games of the Caledonian club. Anderson won the race in 1910 and 1912.

## THE DICTIONARY IN SCHOOL.

Southern School News.  
That truly great teacher, Noah K. Davis, told this story: A visitor found a scholarly friend using a French lexicon, and remarked: "Haven't you learned to read French without a dictionary?" "No," was the reply, "I have not even learned to read English without a dictionary."

It is not an exaggeration to say that the dictionary is an indispensable tool of education, and that training in its use should hold a firm place in our course of study. The old-time practice of setting out to spell through the dictionary was a clumsy, wasteful business, but it had one merit: It required every pupil to own a dictionary and incidentally to learn something about working with it.

What then is to be gained by the use of the dictionary in school?

In the first place, the dictionary is the best means of getting definitely the meaning of words. The finest skill in education is skill in the mother tongue; in the mastery of the mother tongue, the biggest thing is the study of words. "When all is said and done," say a group of distinguished writers, "it is the choice and use of words that determines whether or not we succeed in expressing our thoughts and feelings clearly and adequately." This is true both of expression and of understanding, but it is less than half the truth. Words are not merely the means by which thought is expressed; they are the very tools of thinking itself. The first lesson in clear thinking is training in the accurate use of words.

It must be conceded to our literary friends that the dictionary cannot do everything. There are two sides to the learning of words. In order to feel the warmth of a word, to get the richness of its meaning, the fulness of its suggestiveness, the intensity of its realness, the delicacy of its flavor, its emotional qualities—what the textbooks call connotation—we must go to clever conversation and good literature. But, for accuracy, clearness, precision, nothing can take the place of the dictionary habit. Context breathes into the word the breath of life, so that it becomes a living soul; definition gives it a vertebrate and serviceable body. The one helps us to feel deeply; the other to think straight. We may safely repeat, then, that the dictionary is a most useful aid to clear thinking.

While we need to understand words, we need also to speak them. Slovenly habits of speech are growing like weeds in a neglected patch. The remedy must be the cultured teacher, and his main helper will be the dictionary. Its service will not end with information about the particular words that the children look up. The very habit of studying the notation of sounds impresses the distinctions among them as nothing else can. Anything that will improve the correctness, and above all, the distinctness of utterance is a value most earnestly to be desired.

When we approach the subject of English spelling, the rational heart grows sick. Yet there must be some standard, either the old or the improved. An interest in the forms of words, the habit of observing words, is the chief factor in developing the speller. This habit goes hand in glove with the habit of playing with the dictionary.

As every pupil should own a smaller dictionary (not too small), so every school should have an unabridged. The modern unabridged dictionary is not merely a dictionary, it is in many respects an encyclopedia. To train in the use of reference books is one of the duties of the school. If the dictionary is the only book of this class available, that is all the more reason why the work with it should be thorough. It would pay most teachers to investigate and see for how many different kinds of facts the big dictionary will serve as a book of reference. They would be astonished.

After relating the incident which I have quoted in the beginning, the old professor turned to his class, and, paraphrasing an older story, added: "If any man has not a good dictionary, let him sell his coat and buy one."

**Luke McLuke Says:**  
The lad who couldn't tell you the name of the vice president is the same fellow who can tell you how to run the government.

The old-fashioned 17-year-old girl who used to read books on "What a Young Girl Ought to Know," has a 17-year-old daughter who puts her mother wise.

The willowy girl cops out the covers of the magazines. But the girl with the wide curves and the dimples in her anatomy attracts all the attention on the street.

What has become of the old-fash-

## THE WAY TO MAKE THE CORN CROP PAY.

The Progressive Farmer.  
As a result of a number of years' work, the Mississippi experiment station has found the average cost per acre of growing corn to be \$12.50. This includes no charge for fertilizers, and, as the average Southern farmer uses fertilizer on his corn crop, it may be assumed that the average per acre cost of production over the entire South will be in the neighborhood of \$15. Then since the South during the last ten years has averaged little more than fifteen bushels per acre, it follows that on an average the corn we have raised has cost us around a dollar per bushel.

If this has been the average cost, how about the thousand and thousands of acres that have made less than the average? We have all seen them—ruts, neglected, weed-infested patches of the "little yaller kind of corn that actually fail to make enough to pay for the seed and fertilizer used. Of course the fellow who farms in this way can better afford to buy his corn than raise it; but we are inclined to think that such a farmer has missed his calling, and that he would be better employed working for wages at a dollar a day, where his employer can do the heavy thinking for him.

But these facts are not arguments against our raising corn; rather they indicate that until we double our present average yields we are going to find corn raising a mighty poor business. This brings us around to the undeniable truth that the farmer who makes average yields, whether they be of corn or cotton, is never going to do anything more than break even, if he be fortunate enough, to keep out of debt. The ten-bushels-of-corn-per-acre man is generally the man who averages a third of a bale of cotton, and a lifetime of poverty is all that such yields can ever mean.

What's the remedy? If we had ten loads of stable manure to go on ever acre that goes in corn this year we believe we'd have an almost certain means of doubling our corn crop. The trouble here is that we haven't the manure, and the simple truth is that we can't afford to continue to buy corn until we have enough live stock to produce sufficient manure to double our corn yields. Nor can commercial fertilizers, while valuable in their place, ever alone safely be depended upon as the most economical means of doubling our yields of corn. As supplementary sources of plant food, particularly as sources of phosphorus and potassium, we never expect to be able to do without commercial fertilizers; but to use them as a source of nitrogen for corn is poor economy.

Our choice then would be a rank growth of bur or crimson clover to turn under for every acre that goes in corn. Here the embarrassing fact bobs up that we haven't these clovers for every acre; but we do believe that they are within easier reach of the average farmer than the required amount of stable manure.

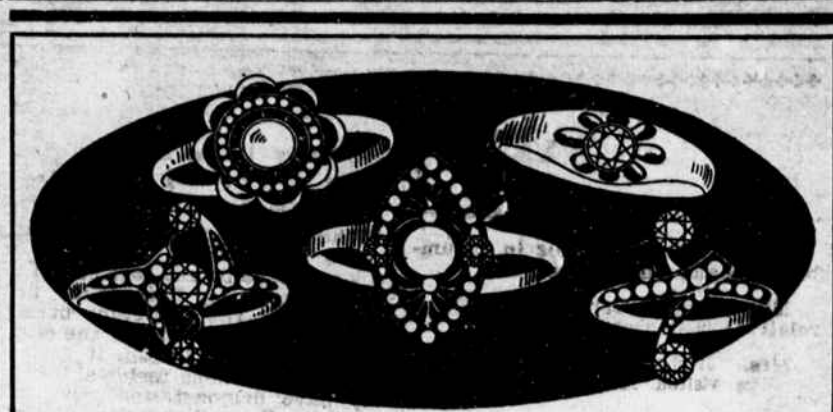
Here, as we see it, is the key to profitable corn crops in the South and the solution of the problem of moving our corn cribs from Iowa to Dixie; see that hereafter every acre of your corn follows a crop of clover plowed under. Good seed is important, thorough preparation and cultivation are necessary; but the greatest problem of all is getting and keeping rich land. Bur and crimson clovers, crops that are at home on every well drained soil from Virginia to Texas, furnish the means.

Then the children of the farm will scorn to desert this fairest of places for crowded cities; population will be more evenly divided, for many who struggle for a crust in the city will find plenty in the country; wealth will be more evenly divided; there will be less of the doctrine of hate and more of the gospel of love; there will be more happiness.

This is the future of God's country if you and I lend our aid. It means a wonderful future—not in dollars alone—but in a contented, successful people, constituting an industrial and agricultural republic, peaceful and prosperous beyond compare.

**Some Forms of Rheumatism Curable**  
Rheumatism is a disease characterized by pains in the joints and in the muscles. The most common forms are: Acute and chronic rheumatism and lumbago. All of these types can be helped absolutely by applying some good liniment that penetrates. An application of Sloan's Liniment two or three times a day to the affected part will give instant relief. Sloan's Liniment is good for pain, and especially rheumatic pain, because it penetrates to the seat of the trouble, soothes the afflicted part and draws the pain. "Sloan's Liniment is all medicine." Get a 25 cent bottle now. Keep it handy in case of emergency.

**Only One "BROMO QUININE"**  
To get the genuine, call for full name, LAXATIVE BROMO QUININE, Look for signature of E. W. GROVE. Cures a Cold in One Day, Stops cough and headache, and works off cold. 25c



## Rings

IT WOULD TAKE A LOT OF SPACE TO GO INTO DETAILS OVER THE MANY VARIETIES OF RINGS THAT WE CARRY. YOU MUST SEE THEM AND LET THEM SPEAK FOR THEMSELVES. ALL SORTS OF RINGS HERE FOR YOU TO LOOK AT—WEDDING RINGS, ENGAGEMENT RINGS, GIFT RINGS, BIRTHDAY RINGS, CHILDREN'S RINGS, MEN'S RINGS, BABY RINGS—SOME VERY CHEAP AND SOME COSTLY, DEPENDING ON WHAT YOU WANT.

# ROBINSON-LATHAN COMPANY

## LIFE WITHOUT BITTERNESS.

I an active life like mine one is brought face to face with stiff, dogmatic, censorious, unchangeable people. It is easy to get rough and sharp things about them and to them; and one is tempted to resist them, to demolish their certainties, to show their lack of reason.

But one wins no victories that way because the only victories are when one persuades and attracts and encourages. Then you can, perhaps, make people see what is beautiful and good, and find more things to love. But when you argue and controvert, the only thing you win is a little admiration for your skill, a little terror of your tongue.

So I thought that I would henceforth only try to praise and bless what I thought worthy of love, and if I were met by controversy I would argue, if I argued at all, with good humor and amusement, not with bitterness, not to wound. Because bitterness really betrays a little touch of fear. It only means that you cannot trust the beautiful things to win by their own beauty and sweetness, and you try to maul foe because you are afraid he may damage you if you do not anticipate him.

Life is so short, and yet there is so much to admire and love and to be interested in, that these ugly tempers are just a waste of time and strength. By yielding to them you only increase your power of being wounded. It is not as if you decreased stupidity or roughness by striking at it; you only put yourself on a baser level.

I do not mean to practice mildness and meekness; that is another sort of feebleness; but I would wish to be generous and chivalrous, and to be amused rather than angry. Life is full of pleasant absurdities, and the certainties of perverse and stupid people are among them. But impatience and rudeness and contempt are only the signs of timidity. —A. C. Benson in the North American Review.

## God's Country.

The Banker Farmer.  
When all the roads are good roads; when country schools are good schools; when farms produce larger yields at great profits; when farmers unite to upbuild rural life—

Then the children of the farm will scorn to desert this fairest of places for crowded cities; population will be more evenly divided, for many who struggle for a crust in the city will find plenty in the country; wealth will be more evenly divided; there will be less of the doctrine of hate and more of the gospel of love; there will be more happiness.

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## Lancaster & Chester Ry. Co.

Schedule in Effect Dec. 27, 1914.  
Eastern Time.  
WESTBOUND.

Lv. Lancaster ... 6:00am—3:30pm  
Lv. Fort Lawn ... 6:30am—4:08pm  
Lv. Bascomville ... 6:47am—4:28pm  
Lv. Richburg ... 6:58am—4:43pm  
Ar. Chester ... 7:40am—5:26pm

EASTBOUND.  
Lv. Chester ... 9:00am—6:45pm  
Lv. Richburg ... 9:45am—7:27pm  
Lv. Bascomville ... 10:00am—7:38pm  
Lv. Fort Lawn ... 10:30am—7:55pm  
Ar. Lancaster ... 11:00am—8:25pm

Connections—Chester with Southern, Seaboard and Carolina & North-western Railways.  
Fort Lawn, with Seaboard Air Line Railway.

Lancaster, with Southern Railway.  
A. P. McLURE, Supt.

## SOUTHERN RAILWAY.

"Premier Carrier of the South."  
PASSENGER TRAIN SCHEDULES.  
Trains arrive Lancaster from:

No. 118—Yorkville, Rock Hill and Intermediate stations 8:31 a. m.  
No. 113—Charleston, Columbia and Intermediate stations 10:05 a. m.

No. 114—Marion, Blacksburg, Charlotte and Intermediate stations, 1:35 p. m.

No. 117—Columbia, Kingsville and Intermediate stations, 7:48 p. m.

Trains leave Lancaster for:  
No. 118—Kingsville, Columbia and Intermediate stations, 8:31 a. m.

No. 113—Rock Hill, Blacksburg, Marion, Charlotte and Intermediate stations, 10:05 a. m.

No. 114—Kingsville, Columbia, Charleston and Intermediate stations 1:35 p. m.

No. 117—Rock Hill, Yorkville and Intermediate stations, 7:38 p. m.

N. B.—Schedule figures are published as information only and are not guaranteed. For information as to passenger fares, etc., call on  
W. B. CAUTHEN, Agent.  
W. E. McGEHE, A. G. P. A.,  
Columbia, S. C.  
W. H. CAFFEY, D. P. A.,  
Charleston, S. C.

## NOTICE.

The time for the payment of taxes expires March 31. The comptroller general has directed me to issue the executions immediately after this time.

If any taxes are received after March 31 and before the executions can be turned over to the sheriff, a penalty of 5 per cent. will be added to the same. Much taxes are yet to be paid, so I want to ask the people not to put the matter off until the last day.  
T. L. HILTON,  
County Treasurer.

## Notice of Discharge.

Notice is hereby given that the undersigned will, as executor of the estate of J. Thomas Falle, deceased, on the 21st day of May, 1915, make his final return as such executor and apply to the probate court of Lancaster county for letters of discharge.  
JOHN R. FAILE,  
Executor Estate of J. Thomas Falle, Deceased.  
April 20, 1915.

## Notice of Discharge.

Notice is hereby given that the undersigned will, as committee of the estate of Mary Ida Robertson, deceased, on the 20th day of May, 1915, make his final return as such committee and apply to the probate court of Lancaster county for letters of discharge.  
JAMES MILTON ROBERTSON,  
Committee Estate of Mary Ida Robertson, Deceased.  
April 20th, 1915.

**Invigorating to the Pale and Sickly**  
The Old Standard general strengthening tonic, GROVE'S TASTELSS CHILI TONIC, drives out Malaria, enriches the blood, and builds up the system. A true tonic. For adults and children. 50c