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Editor and Manager

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"My Country 'Tis of Thee, Sweet Land of Liberty"

FRIDAY, AUGUST 2, 1918.

SENTENCE SERMONS.

Like as the waves make tow'ards the pebbled shore,
So do our minutes hasten to their end;

Each changing place with that which goes before,
In sequent toil all forwards do contend.

—Sonnet LX, Shakespeare.

Gashed with honorable scars,
Low in Glory's lap they lie;
Though they fall, they fall like stars,
Streaming splendor through the sky.

—J. Montgomery.

Seldom comes glory till man be dead.—Herrick.

Least is he marked that doth as most men do.—Drayton.

Not marble, not the gilded monuments
Of princes, shall outlive this powerful rhyme,
—Sonnet L V, Shakespeare.

EDITORIALETTES.

And now the world is learning the kind of stuff the American is made of.

Of course, if the speed law can't be enforced there is some excuse for not enforcing it.

This county is in for some real live politics yet, when the county candidates begin their offensive.

According to reports the crown prince's army walked right in and turned around and run out.

The work or fight order would be considerably strengthened if it could be extended to reach some of the candidates.

We don't know who is going to be elected United States senator from South Carolina but we are almost positive who isn't.

We don't object to the government operating the telephone and telegraph lines. As a matter of fact, it couldn't be worse.

There is a lot of graft in rain coat manufacturing, anyway. As a matter of fact, the success of the business depends upon the weather.

Uncle Sam is going to put as many soldiers in France as is humanly possible; to whatever extent needed is a phrase that doesn't appeal to your uncle.

The German soldiers don't seem to understand how the Americans could get across the water in the face of the submarine and soon the German soldiers will be wondering how in the world the Americans got to Berlin.

Of course if the present condition of the jail is the best that can be done about it, there is no room for argument; still that doesn't change or modify the fact that the jail is inadequate. The grand jury says the jail is inadequate. The jail is inadequate.

INVESTIGATING THE AIRPLANE.
General Pershing has been kicking to the Washington authorities on the DeHaviland airplane, which is now the principal output of the American factories, and investigations have been begun simultaneously by Secretary Baker and the senate committee. General Pershing, the dispatches read, has sent a cablegram criticizing the DeHaviland machines sent him from this country, suggesting changes and disapproving features both of design and construction. The News has been slow to believe the stories it has heard of graft, etc., in the airplane construction, these coming principally from Borglum, the sculptor, who tried a few weeks ago to stir up a scandal and failed, and we are slow to believe that the airplanes sent to the front will fail to measure up to expectations, but we're betting on Pershing. And if Pershing says the planes do not measure up, it is right now time to change the details of construction.

Army officers in charge of testing the DeHaviland machines made at the Wright plant in Dayton, Ohio, have been summoned to Washington to tell what they know of the work. The committee will also have other witnesses to testify before it and the hearing will last for a week or ten days, so we may expect to hear more of airplanes than we have been hearing during the weeks past.

It seems, as a matter of fact, that criticism comes from other sources, also. Officers prominently identified with the flying service, as well as American aviators and aeronautical engineers, who have seen the British design of the DeHaviland and the redesigned American type in action, register their disapproval of the latter. The trouble is given as weakness of the wing fabric, which is said to have caused several field accidents and weakening of the structural parts by the excessive use of steel bolts, and deficient fuel capacity.

Secretary Baker gave the senators the information that 753 DeHaviland machines have been completed in this country up to the last report from official sources, of which more than 400 have been shipped abroad, though General Pershing has reported receipt so far of only 67. There are no reports from General Pershing that any of the American built DeHavilands have been used by the American forces on the front.

Close on the heels of the reports telling of investigations begun into the De Haviland airplane, comes the announcement from Secretary Baker that General Pershing has requested a large shipment of this very same airplane, in addition to those already on the way "over there." "None are perfect," the war secretary says, and that's about all the objection there is.

A DANGEROUS SIGNPOST.

A writer in the Charlotte Observer says that he took a 150-mile trip by automobile the other day and had his attention called to one of the most dangerous forms of advertising he had ever seen. At varying distances along the road appeared signboards in the shape of the railroad crossing boards, erected by the railway companies to warn travelers that they were about to cross a railroad track. "I have seen those fake railroad crossing sign boards," this writer quotes his host on the trip as saying, "until I fear I shall overlook a real railroad crossing sign and run onto the tracks in front of a train. It's dangerous and I do wish someone would call attention to the practice. I am of the opinion that it is illegal, in the first place, to reproduce a warning signal as an advertisement. It's true that the signboard advertising the wares of a certain merchant, put up in the shape of the danger signals, will force travelers to read the advertising, but I think it's poor taste and if the merchant should insist upon continuing this sort of advertising I believe he could be compelled to take these boards down."

All of which is as true as true can be. And, likewise, it is true that the

legislature of every state ought to prohibit the use of any such signboard. In some sections you find many of them, and to a stranger, the natural inclination is to drive cautiously, expecting to come to a railroad, but when he finds that it is a fake, he just as naturally grows careless and when he does come to a sign announcing that a grade crossing is ahead, he pays no attention to it. That's natural—the most natural thing in the world. And, instead of increasing interest in the commodity advertised, the merchant gains nothing but the contempt of the traveler.

There is another kind of signpost, however, that is a benefit—the mile post or cross-roads post. In some states, the legislatures have passed laws requiring the county authorities to erect substantial signs at cross-roads pointing the way to a stranger to the nearest towns, but little attention has ever been given to the law, and in few instances has it been complied with. North Carolina has such a law and in a few counties the posts have been erected, but in others no attention has been paid to the statute, and, according to the Observer writer, instead, the danger signals have been put up.

There ought to be a law against the erection of mile posts which are inaccurate. Go into the suburbs of most any town you choose, and you will find mile posts saying first one mile to town then two miles to town and some times after passing the one reading one mile to town, you find one reading three and even four.

At its best, it is expensive advertising, like the railroad sign, it gains nothing but contempt; while on the other hand, mile posts erected accurately and of pleasing appearance will be appreciated by the stranger as he enters your gates.

THE EMPLOYMENT SERVICE.

The United States employment service is about to put on an extensive advertising campaign to acquaint the people with the service and to put everybody and every needed industry behind the war policy of the administration. Publishers, advertisers, employers and employes are asked to co-operate in promoting the movement, and the drive will begin as soon as the necessary advertising matter can be prepared. Since the work of the industrial armies is second in importance only to actual operations in the field and at the front, the agency which supervises and directs the employment of the worker has an important office to perform.

The advertisements being prepared by the government authorities will be underwritten by patriotic individuals, firms and commercial organizations in the same manner that the Liberty loans, Red Cross, Y. M. C. A., Knights of Columbus, war savings stamps and other war publicity campaigns were financed. It is pertinent to state in this connection that the department of labor considers the publicity and advertising efforts of publishers and advertisers since the war began the most powerful educational force with which the enemy has had to reckon. The campaign will benefit both the advertiser and the worker. Since one of the primary objects of the employment service is the stabilization of labor and inasmuch as labor is a factor in almost every business and industrial enterprise, the advertiser will profit by the reaction from settled labor conditions. Workers in essential industries will be benefitted in that they will be constantly impressed with the vital nature of the work that they are doing. Those who are otherwise engaged will be informed as to how they can secure similar employment, since the supplying of the skilled and unskilled labor to essential industries is a primary function of the employment service.

Mr. Simonds is probably a pessimistic old grouch but as long as the newspapers pay him for his writing and the people pay for the newspapers and read it, we suppose he will continue in business.

BUD BIGGS SAYS—



"I observe in passing, Mr. Editor, that motorists continue this way, regardless of the condition of the roads," said Bud Biggs as he came into our diamond-studded sanctum and took a seat upon the marble-top desk, the which leading me to believe that they just nacherally want to come by Lancaster, at whatever cost. As a matter of fact, Mr. Editor, our roads are getting in good shape, tho we haven't just exactly what you'd call a system of roads yet. I like to see these folks coming this way; it advertises the town, and if you want to see a man who believes in advertising, look at me. Every time a traveler comes here, Mr. Editor, and is favorably impressed with the old town, he tells other people about it and they come to look it over through curiosity, or some other malady equally as fatal. We oughta do better by our roads, Mr. Editor, but it's a cinch that we've got Charlotte beat a block on our end of the Charlotte road. Truth is, Charlotte has been so busy with Camp Greene and rumors of Camp Greene that it has had little time to give to anything else. They tell me that if Wade Harris hadn't gone to Washington to see about it, they might have moved Camp Greene over night."

"We never know what the world holds for us, Mr. Editor, until we go out and fish for it," Bud continued as he took up our solid-gold letter-opener with which to clean his nails. "This, I am saying, Mr. Editor, for the especial benefit of the merchants who run their business without advertising. They'd never sit on the banks of a creek and expect the fish to bite if they didn't bait the hook. And yet they do the very same thing in their business. They wait for the customer to come along without throwing out the hook for him. Advertising is the hook and I know, and every successful merchant knows it. I notice there are not so many of them in this good town of ours as there used to be, but for their own good, there are still too many. In fact, one is too many, Mr. Editor. As I said before, we never know what the world holds for us unless we look. The fellow who goes out after it gets the business—that's the secret, Mr. Editor."

"I was one of the innocent bystanders when the candidates were here," Bud rambled on as he tipped over our cut-glass ink-well upon the Brussels carpet, "and I was much surprised to hear the boys saying really decent things about the other candidates. I thought it was a part of politics, Mr. Editor, to stab the other fellow in the back every time you get a chance, and that in every candidate's mind, he was the only man in the state fitted for the office to which he aspires. Of course, I realize that this old busy world is spinning 'round fast and we learn new things each day. It seemed to me from my scouting position, Mr. Editor, that Cooper had 'em goin' here. I don't know what they've been handing him in other parts of the state, but they sure give him the glad hand in Lancaster's county seat. As they say in baseballology, he simply made a hit, but I'd call it a touchdown, Mr. Editor, a real touchdown."

—and Bud beat it up the street to seek a bet on when Pershing will shoot the Kaiser's hat full of holes.

SCISSORS AND PASTE.

Newspapers Facing Serious Problem.
(Exchange.)
The newspaper publishers face just now the most serious condition in the history of the business. In addition to the steady increase in the cost of white paper, an increase which is over 100 per cent, the higher prices of type metal, ink and in fact, every article necessary in the making of the product together with the largely increased cost of labor in every department, there is now added the burden of an increase in postage rates beginning with 25 per cent and running to 150 per cent. Facing these increased expenses there is also the demand for newspaper space by all departments of the government, a demand which is not accompanied by any provision for remuneration, and there is the added necessity of giving the readers and subscribers the latest and best news of the world war—news that is naturally more expensive than the news of any period in the present age. Facing the conditions, the news-

THIRD LIBERTY BONDS

NOW ON HAND

Subscribers who have paid or who wish to pay cash will please call for the bonds.

Subscribers who have made no payments will kindly do so at ONCE.

THE BANK OF LANCASTER
LANCASTER, S. C.

paper publishers are forced to study carefully every avenue of expense and to hold down to the lowest possible point their usual former expenditures. Publishers dislike, especially at this present time, to increase their rates, being desirous of every man, woman and child, for purposes of national information. Like wise it is not the wish of the publishers to increase advertising rates, feeling that the business interests of the country are facing similar burdens and need assistance in every possible form to improve their business conditions. Newspaper makers are therefore just now facing problems—and striving to solve them.

Things Mr. Blease Must Explain.
(Charleston News and Courier.)

Whatever else may be in doubt as to the senatorial race, one thing at least is clear; and that is that Mr. Blease sees that his only chance of election is to cover up the disloyal utterances of which he has been guilty concerning the war. It has only been a comparatively short time ago that he was going about the State saying the vilest sort of things about Woodrow Wilson personally. A year ago he was telling his audiences that the blood of every American soldier killed on foreign soil would be charged against President Wilson and the members of congress who voted for war "as an unwarranted sacrifice in the sight of Almighty God of fresh young American manhood." Even a few weeks ago he was saying that he took back not a single word he had uttered with reference to the war. Yet now he claims that if the people of South Carolina will only elect him to the senate he will go to President Wilson and tell him that whatever is necessary to win the war he is with him to the finish.

Mr. Blease has discovered that South Carolinians are not the unpatriotic lot he thought them to be when he began his campaign for the senate at Pomaria last July. It is plain, however, that he believes them to be very stupid and dull witted indeed, else he would never try to take them in with such clap-trap as that he handed out at Manning. He ought to know better, but he is in a pretty desperate situation, with big stakes to play for, and the line he is taking is doubtless the best he can do. We are curious to see what he will have to say when his former supporters begin to ask him how it is that he has never had a word to say against the Kaiser. Some of them will probably want to know also whether he agrees with his chief newspaper organ that Mr. Wilson, whom he is now talking about supporting, was bought with British gold.

The Organ Industry Plays.
(Danyville, Va., Register.)

Charleston, S. C., has a newspaper of comparatively recent establishment which is being sent out far and wide and is known as the Charleston American. We do not recall hearing of this publication until recently it began coming to this office and

continues to come. Casual perusal of the American will convince any one that among other reasons d'etre, it is ardently devoted to the candidacy of one of the senatorial aspirants in that State of bitter partisan politics. We reproduce the following paragraph from an editorial in the American as an indication of its preference in the senatorial contest.

"This is the time above all when we need strong men in Washington to hold up the hands of the President. Now more than ever before does South Carolina need Blease and men like him in senate. This is no time for strife and personal or political appointments. We want men of intellect and force to represent us. We want men who are close to the people, men that the people have confidence in. Everybody is patriotic and from out this great body of patriots let us select brains. This is no time to send mollycoddles to high office. The national capitol should be filled with leaders of the people from every state in the union. South Carolina will demonstrate her ability to pick the best when the former governor is elected by the greatest majority in the history of the state. Mr. Wilson will find in Blease a staunch and capable supporter. With leaders like Blease in the front ranks of the march to victory America will be doubly assured of a speedy and victorious termination of the war."

And the organ industry plays daily except Sunday and waits its notes far and wide, or seeks to do so through a generous policy in sending the paper to other newspapers. That is perfectly legitimate, but the influence of a newspaper is diminished when there is even a suspicion that it is published wholly or partially in the interest of the political candidacy of one man. We have little interest or concern in the Palmetto State senatorship, but it may be worth while to give readers at this distance an idea of the claims put forward by this paper for its candidate.

WIFE OF NEGRO WHO WAS LYNCHED SEEKS PAYMENT

Wins Suit for \$2,000 in York Court But New Trial Is Ordered by Judge Moore.

York, S. C., Aug. 1.—The most interesting case tried in the court of common pleas here last week was that of Mary A. Sims, wife of W. T. Sims, against York county for \$2,000 damages on account of the lynching of her husband, five miles from York, on the night of August 23 last year. The jury rendered a verdict for the defendant but a new trial has been granted by Judge Ernest Moore on the ground that the verdict was contrary to the greater weight of the evidence. This case is unique in the annals of York county damage suits and only two or three similar cases have been tried in South Carolina. The plaintiff is suing for the amount of money which the law of this state stipulates shall be paid the family of one put to death by a mob.