# GEMS IN VERSE.

I knock unbidden once at every gate. I sleeping, wake; if feasting, rise befo

Condemned to failure, penury and woe, Seek me in vain and uselessly implore.

Speaking From Experience

traps. Buther rest in peace at home an cultivate the craps. Been erlong with Longstreet, spent some time

An peace I want ter tell you's satisfactory

War ain't any jokin. They talks it low as

But it changes its complexion when you hear the bullets fly.

O' bayonets right in front o' me I'll just take

Ain't no fun in fightin. A feller does his best But he always wears the pictur's o' his loved ones on his breast. An then ter kiss an leave 'em, never more ter

Ter listen through a lifetime for the unre-turnin feet! War ain't any jokin. Ef it comes, it comes; An I reckon that I'd answer ter the roll call e' the drums. But I ain't in any hurry fer packin up my

traps. Ruther rest in peace at home an cultivate the

craps. -Frank L. Stanton in Atlanta Constitution.

Having Company. The letter read: "My dearest Sue, Next Thursday I will spend with you. I won't enjoy my visit, though, If any trouble I bestow."

"Oh, I'm so glad," cried Mrs. White, "For company is such delight!" But looking round her in dismay,

Armed with a dustpan and a broom,

She went to work in every room. She oiled and polished, cleaned and rubbed And mended, scoured, washed and scrub

"I must get ready right away."

Then in the kitchen she began, While perspiration down her ran,

if an army must be fed.

At pies and puddings, cakes and bread

She toiled and fretted, cooked and baked

She hurried, worried, stewed and ached. When Thursday came, she, nearly dead,

And then began tired Mrs. White To make excuses, never right:

"Oh, dear, my house (then waxen clean)

Is most too dirty to be seen, So shut your eyes! You're looking stout. Take off your things. I'm just worn end

It isn't fit to offer you. ('Twas fit for kings.) Too bad you come Just when I'm upside down at home!"

And thus she welcomed and distressed And spoiled the visit of her guest, Who wished she hadn't come to be

Near, but Yet So Far.

We talked of life and death. She said, "Whichever of us two first dies

Shall come back from among the dead And teach his friend these mysteries

She died last night, and all this day I swear that things of every kind

-Farm and Fireside

A tired woman's "company.

"You must excuse my cooking too.

Just managed to crawl out of bed.

And Mrs. Company came too

bed.

out

It's fine fun-in the papers-but when I see

I answer not, and I return no more.

with

high,

shine

meet.

home in mine.

Master of human destinies am 1.

Opportunity.

before

the Press and Banner. Published every Wednesday at two dollars

a year in advance. Wednesday, Aug. 21, 1907.

Lost Dog. Strayed or stolen from Due West in Apri Strayed or stolen from Dute west in April last, a lemon and white spotted politer dog, about 15 months old, answers to Klp, very timid and sensitive about the ears, is lond of raw eggs and young chickens. A liberal re-ward for his return to this office.

### Lumber for Sale.

I have a spiendid lot of second growth pine lumber in framing, siding and inch lumber. J. D. Winn. 2t Abbeville, S. C. Route 5. Teacher Wanted. Wanted-A teacher for School District No. 42, Term six months. For particulars apply to R. A. Richey, T. F. Ferguson, or T. H. Keid. Abbeville, S. C. Trustees.

Abbeville, S. C.

## Lethe School.

Lethe Industrial School will open the first Monday in September. Board, books and clothing free of charge. If any information wanted apply to the Board of Trustees or W. E. Hagan, Supt. of Lethe School, McCormick, S. C.

Miss Mary Gilmer accompanied the remains of Mrs. McPhearson to Columbia. She re-turned Tuesday evening.

This week Dr. A. C. Wilkins is conducting religious services at Cold Spring school house, morning and night, but will be in his pulpit next Sunday morning.

## Real Estate Transfers.

Mr. James Taggart has sold to Judge Mansfield Hollingsworth and S. L. Wilson hi

tract near Abbeville consisting of 167 acres for \$7,000. Judge Hollingsworth sold to Dr. Thomson 50 acres of the same tract for \$2,000, and 57 acres and dwelling to W. T. McGill for \$4,500;

fifty acres reserved. Hollingsworth and Stark have bought the Hammond Hil', containing seven cottages for \$2,650.

Dr. F. E. Harrison bought of Mrs. Lucy Thomson her residence on Main Street and 6 acres of land for \$4 500.

Dr. Harrison sold to Judge Hollingsworth for \$5,500, the same property. Judge Hollingworth sold two lots of same

property to Messre. P. A. Cheatham and Perrin Quarles for \$1,500. The dwelling sold for \$3,500. Two lots yet for sale.

Gordon White sold to L. R. Wilson the Carlisle place for \$850. Breihahn sold lot in rear of Bruce place for

\$970. P.A. Cheatham sold one lot on Main Street to Mrs. Arch Watson for \$1050.

W.T. Bradley sold 67 acres on Blue Hill for \$2,600

Hampton Jones sold lot joining baseball lot for \$750.

Mr. G. M. Beasley bought the baseball los for \$1,200.

Richard Sondley sold the old Miller Hotel to Lamar Clinkscales for \$1,500. J. Allen Smith sold the old Rutledge place to S.T. Eskin for \$2,150, for which Mr. Eskin

has refused \$3,000. S. T. Eakin sold his home on Church street

to Mr. H. D. Pressley for \$2,500. W. N. Thomson sold to the Ice and Laundry Company a house and lot for \$2,500.

Mrs. S. M. Batler sold to Robert McCombs her house and lot on Church Street for \$2,400. W. T. Bradley sold the McCaslan place near Lower Long Cane, to W. D. Barksdale. Prof. L. W. Dick sold to J. S. Edmonds one lot on which Mr. Edmonds is building. Mr. Pipe Norwood sold lot in rear of his

home for \$1,200. FARMERS UNION BUREAU.

Are trying, trying to convey Some message to my troubled mind. I looked up from my tears erewhile. That white rose dying in the cup Was gazing at me with her smile.

# ADVERTISING AS AN INVEST MENT. Within a short time, it shows very clearly that you have a product of much merit or that your advertising MENT.

There are several things a man should, however, be awake to the prob-Tame, love and fortune on my footsteps walk Otties and fields I walk. I penetrate Deserts and seas remote, and, passing by Hovel and most and palace, soon or late must consider when contemplating a ability that considerable time must must consider when contemplating a ability that considerable time mus-campaign of advertising in connection with any legitimate business. The first thing to get fixed in your mind is that money judiciously spent in advertising is an investment, and not an expense. The the herefits desired from addition for forsthought and not for after. I turn away. It is the hour of fate, And they who follow me reach every state Mortals desire and conquer every foe Save death, but those who doubt or hesitate

That the benefits derived from ad- tion for forethought an d not for aftervertising a legitimate business or thought. It should not be supposed article are cumulative—the money in-though, that the expenditure of vested today builds business that will come back to you in profits tomorrow, ing considerable time is wasted be -John J. Ingalls. next week, next month and next cause returns are slow. All of this ad-War ain't any jokin, so don't you pack you

vertising money-if spent in good ad-It will not all come back in a bunch vertising—is simply an investment. any more than the money you invest in a plant for the manufacture of cumstances, but it is none the less

goods. You may invest a hundred sure. dollars in a plant that will turn out The advertising you are doing is the best goods in the world, but if educational and its results will come you don't sell the goods, or enough of the goods at a fair profit, your invest-ment is practically lost. It will not be son in your educational campaign. All all lost because there is a certain value the good words you say for your pro-to machinery, etc., that you will not duct are making an impression on lose entirely. It will bring a price as the public mind and that impression old iron, if nothing else.

If you own a good plant and manu-facture a good article, and you should spend twenty-five thousand dollars for have done will show its cumulative good advertising, it would be absolute-interpret of the second s ly impossible for you to lose all your hold of your goods it will not be the money. If your goods are good and your advertising is good you will es-tablish a call for your article that will eventually pay back your investment. If by chance it does not pay it all back time seem to be producing any results you could not possibly lose as much as whatever. you would upon a plant which for The suddenness with which the

you would upon a plant which for some reason failed to make itself pay public attitude towards an article changes is very surprising. Many a

All concerns who advertise are not man marketing an article has gone on successful. Neither are all successful for considerable length of time unable concerns advertisers. But at the presto get paying results for his advertising or to induce the public to take him seriously. He has gone on because he ent day, when competition is so fierce and the average run of goods are sold almost exclusively upon price, and the price so low that at times the manu-knew that his article was good and almost exclusively upon price, and the manu-price so low that at times the manu-facturer does not get back the actual that his advertising was good. After cost of his goods, there is little satis-faction in carrying the risk and the worry of a manufacturing business. worry of a manufacturing business. However, advertising as practiced and from an attitude of absolute indiftoday, offers to some one or two con-ference the public veers around and demands this particular product in break away from the mass of cutters large quantities. The man who keeps and so establish the call for his goods on until this time arrives is the man that the element of competition is who succeeds. The man who gets dispractically eliminated. He can set his couraged and quits very probably price far enough ahead of the average quits just before the time for his success has arrived and all his work and his money are wasted. of the market so that he can afford to put his goods out in more attractive

This change on the part of the pubstyle; he can give the dealer a better profit than he can make on other lic simply shows that all people are about alike and that it takes all people goods; he can make a surer and better profit for himself; he can win back al- just about a certain length of time to make up their minds to do a thing. It is surprising to see them do it al most any reasonable amount spent in advertising, and besides can add a value to his plant that it would not at once, but when you come to consid er it in its true light, it is not so re have otherwise if he stayed in business markable after all.

Every dollar spent in advertising should be regarded as an investment Every manufacturer who makes a legitimate line of goods will get a certain amount of business anyway. And if his goods are a little better than the right way, that advertising investment average, or if his regular business methods are a litile better than others, will turn out all right in the end and the money will all come back bringhis trade will probably increase a liting much more money with it. tle every year whether he advertises

Many a man takes a condition of this sort as an indication that his par-We have a good line of buggies at reasons, ble prices for cash or on credit. P. Rosenberg ticular business does not need advertising. This may be true. This con-

When you want to buy a buggy call and se tosenberg's. No regrets after smoking Speed's Cinco Cigars. You feel that you have the worth of your money.

But no man can deny that these same conditions are a sure and unques-

When you buy get the best. Rosenberg keeps the best line of negligee shirts in the market. The new Columbia at one dollar each has no equal. tionable indication that if business was properly advertised it surely would grow much faster, and in nine

ty-nine cases in a hundred the good's manufactured would bring a higher price and consequently a better profit. One of the thoughts that occurs to

most men when considering an advertisement proposition for the first time

dition may be entirely satisfactory to

him. It certainly is a happy condi-

or a hundred years.

or not.

tion

J.W. McKee, Jr

am now in my new place of business formerly occupied by the The Kerr Furniture Company.

It is one of the most commodious stores in the city, and I am now ready to serve my friends and customers in a better and more satisfactory manner. Here you can buy good goods cheaper than anywhere else, and everything is guaranteed to give satisfaction.

# Shoes, Shoes!

I have one of the best and largest stocks MILLS SHEQ of Men's and Women's Shoes in the city. My line of General Merchandise is complete in every way.

# Buggies, Wagons, Harness!

When in need of a good wagon, or buggy and harness see me before buying, for I am prepared to save you money.

# **CLOTHING FOR MEN AND BOYS**

I carry a good line of Clothing for Men and Boys. Also Tailor-made Goods.

Yours for business,

J.W.McKee, Jr.



### Conducted by S. C. Farmers' Union § -----

Notice is here given that every local union after the expiration of thirty days or before the first of October, 1907, will be required to assemble and vote on the new amendmeni to the South Carolina Constitution making the dues double what they are now. This in-crease in the dues will put new iffe in the union and forward the work of organizing the State. This increase of dues may cause some few lake warm members to drop out of the union which should be an argument in its lavor, for the reason that all such people that think and work for the principle of asking their best men to work for nothings are not the kind of men peeded in your union. The idea of not paying men to do things for the good of all that has been saving such enormou-amounts in the value of cotton alone, will have to ge. Drop all such ideas and member-too that suck to the principles of asking others to leave their homes to work for them without pay. without pay.

Cotton School at Clemson.

Cotton School at Clemson. For some time the Farmers' Union of South Jarolina has been looking into the teasibility of establishing a cotton school on their own account, not knowing that Clemson College was already well equipped for this purpose. Now, it is no news to the up-to-date cotton grower to tell him that beyond doubt this state looses annually enough cotton moues on arbitrary grading to build a warehouse at most of the shipping stations in the state. This thing of trusting the grading and classifying cotton to the ordinary two-by-four "cot-ton slasher" of the country must go with the privilege of priceing our cotton.

ton slasher" of the country making with the privilege of priceing our coiton. We must get up some real good expert coi-ton graders, or classifyers that do this work ifrom the standpoint of the requirements of the mills, and cat out this imposition of the common so-called expert coiton graders who are more on the order of expert lyars than they are the classifyers of coiton. I call for a committee from the union to go

to Clemson and look into this cotton school question there and let the people know how it is.

The olick, click, of the bucket shop tele-graph hammer may be dead, but the "cotton burean" has be n born in a number of places where the bucket shops use to thrive. Since the bucket shops have died out and over a thousand cotton warehouses have come up like tood stoois in almost a night, cotton bears are not making for tail timber like some thought, but on the contrary they quit the town offices and gone out into the contry cotton patches trying a new game there, to buy cotton before it is made in order to keep the cotton out of these safety vaults, the cotton warehouses.

Commence now preparing for more oats and wheat crops. This resolution well car-ried out will place the seain pon your resolu-tions and deterministions to name your own protes for your cotton and maintain your position in this matter against the onslaught of all the cotton is and enterministic carn, crops ever growing with good prospects for maturing. This fine corp erop-backed up ty a fair oat crop places the farmers of this state in a fine position for demanding a profitable price for their cotton crops and getting their price. Fortified with more than a thousand ware-houses, owned and operated by the large mejority of the business men in other occupations it matters ittile what the size of the present crop may be, the producers of cotton crops and get their own prices. No matter how favorable the seasons may be from now on, it is impossible for this cropt to supply the enormous demand for cotton.

No matter now involution to exactly a start of the supply the enormous demand for cotton. Steady yourselves in the saddle, boys, but don't get giddy-headed or lean too far on either side.

In our extensive travels over the state within a lew farmers that have sold their cotton find a lew farmers that have sold their cotton grops before it is made for from 12 to 12 to 22 to 20 to 12 to 20 to 20 to 12 to 20 to

It paled then with an agony Of effort to express me aught That would, I think, bring peace to me Could I but guess, and I cannot.

And when the wind rose at my door It clamored with a plaintive din, Like some poor creature begging sore To be let in. I let it in.

It blew my light out. Round my head It whirled and swiftly in my ear Had whispered something ere it fied. It had her voice, so low, so dear.

The looking glass this livelong day Has worn that curious, meaning sir. I feel it when I look away Reflecting things that are not there.

For hours no breath of wind has stirred, Yet bends the lamp's fisme as if fanned The clock says o'er and o'er a word, But I-O God!-can's understand. --Gertrude Hall in Independent.

He Writ & Book. Yonder, sir, where you see them high weed grow

An briers wrapt about the slab that's broke, They buried a man there l-o-n-g time ago That writ a book.

Don't seem to me I ever heard his name, But pap, who is the sexton here, he spoke To me one day about him. All the same,

He writ a book. What was the book about? I never knew. Pap never tole me that an never took Interest in him further'n I've told you-

He writ a book. Pap says, says he, "After the man was deed Strangers would come from miles away to

At that grave an lay flowers above his head Who writ a book."

The years went on, an then, no more forlorn, They come with flowers an with mournful look

To talk about the "genius that was gone" Who writ a book.

An then pap seen that 'twan't no use to have The sweetes' roses in that lonesome nock When folks had long stop'd visitin his grave Who writ a book.

doubted advantage over everything of the kind on the market. In this case the situation is simply that you have to wait a longer time for your adver-Among the many gravestones here to look For his, to plant the roses jest because He writ a book? tising investment to begin to pay divi-dends and that the dividends are

slower in the beginning than they would be if it were not for the compet ition you are obliged to meet. Persistence in the right kind of ad-

is that they would be willing to invest in advertising all of the the profits made upon their goods for the first six months or year. That is all very well. It is a liberal thought. But in advertising it is the same as in estabblishing a manufacturing business. Before you can begin to make goods you have to have a plant. This means an investment of anywhere from one dollar to one million or more dollars before the first article can be turned

out for the market. If the conditions are right the output of the plant begins to pay off the investment in small installments at nce and to pay interest on the invest

ment in the way of dividends to the stockholders. But the investment in the plant is a necessary fore runner to the profiits. The same with advertising. An in-vestment must be made before a profit can be realized. The amount of the investment and the time that is re-

quired must necessarily vary with the conditions. In advertising strictly legitimate lines it is possible in some cases to make the advertising begin to show a profit inside of three months. In other cases it will take six months or a year and sometimes longer.

The element of time is always regulated by the amount and kind of advertising done, the desirability of the goods advertised, and the magnitude of the advertising competition in that particular line. If you were going to market by gener al advertising an article that already had two or more advertising compet-

capital and a very uncertain length

of time. You would have to start in as a tailender and fight for everything you wanted. This would be true even

though the your article possessed un-

vertising will, if your article is wha-it should be, in time overcome the ob-

stacle presented by competion and bring sufficient profit to make the investment a profitable one. There

is no question about this, as it is being

done every day. In order to market a new product

in lines which seem to be pretty thor-

itors, for instance, rolled oats, soap baking powder, etc., you would be up against a very hard proposition. One that would take a large amount of

For what's the use, sir, if folks never pause

oughly covered by those who are ahead of you in the field you must necessarily have considerable capital before making a beginning of any sort. Your food product, for instance, enters

a field already well filled with good foods well advertised. The public has become used to these foods and it may be presumed to be well pleased with them. Their merits are known. The quality of your goods is unknown. When people become thoroughly familiar with a certain article they are not very strongly inclined towards making experiments and you with your new food must expect considerable difficulty in inducing any

considerable number of people to try it without the expenditure of considerable money and persistent advertising. one of those feather weight suit cases at Ro-senberg's. The very thing for a lady.

# New Building

Work is being pushed as rapidly as possible on our New Building and when completed will be one of the most modern as well as one of the most attractive in the State. We shall carry every line of merchandise heretofore carried by uswith additions. We will specialize on Clothing, Shoes, Hats and Men's Furnishings, and will be able all the time to furnish the buying public the newest and latest styles in these lines.

Our long experience will serve us well in making selections, and buying only from the very best houses insures to us the full value qualities.

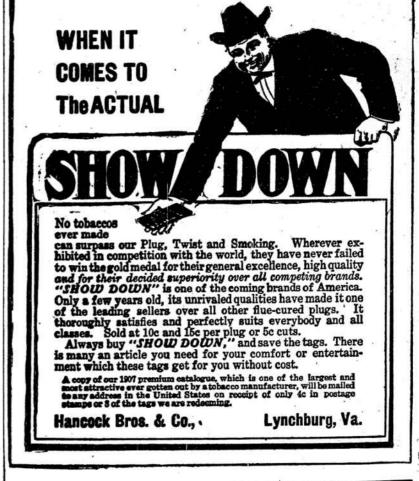
We have already secured the Cuppenheim and Hackett Carhart lines of Clothing-any one at all familiar with the best Clothing makers of the country needs to be told nothing by us of these people.

We shall continue to handle only the best Shoes. Krippendof's for the ladies and Hanan's for men have few equals and no superiors.

We expect to keep a large stock of Farm Implements than ever before, and hope to be able to furnish to the farmers everything used on the fram. We want your Business. We will be prepared to serve you. Good credit customers appreciated as well as the cash buyer. We will look carefully after the interests of all.

P. Rosenberg & Co.

And and a second and a second and a second and a second a



# BILLY BUCKSKIN.

Hustler had opened up a retail establishment some six years previosu to The Man Who Knows a Thing or Two

The Man Who Knows a Thing or Twe
Office: Cor. Truth Ave. and Golden Rule St. Everywhere, U. S. A.
Everywhere, U. S. A., August 5, 1907.
Dear Sir: Everybody in the good old State of South Carolina deserves the best of every-thing, and in Boots and Shoes, Slippers and stock of the ABEVILLE SHOB CO., or ABBE VILLE, S. C., is in the writer's humble opin-tion, the best assorted and consists of the best wearing shoes ever put on the American mar-ket. There is only one thing to do to be con-vinced, and that is to give Mr. Bradley a call. He is anxious to do business with you and will treat you right in every particular.
Special attention is called to the line of 'Witt's 500 Shoes," "Americus Shoes," "Jeff fersonian Shoes," "Southern King," "Dixie Girl," "Roxie Ward" and 'Ligh Point." Do yourself justice and look over his line of shoes, before yon buy your next pair. There is money in it for yoo... Yours very truly, Billy Buckskin. Advice is cheesp, but Billy Buckskin.

Advice is cheap, but Billy Buckskin is a philosopher in the economical school. There is a reason for listening and a better reason for acting on his judgment. ABBEVILLE SHOE CO., J. F. Bradley, Mgr.

# Lot for Sale. I offer for sale one very desirable lot on Main street. 80 feet front, 357 feet deep. This week \$900. Fred Cason.

Cauthen Bros. & Oglesby will be at women can do anything that men can. Hill's stable Saturday, August 24, to buy mules weighing from 1,000 and upwards from 5 to 7 years old. eer's business is one a woman cannot

Teacher Wanted. Teacher wanted for the Cold Spring school Good community, healthy locality. W. B. Uldrick, Chairman. W. R. Eilis, J. D. Winn.

# Mr. Gazzam-Just imagine an unmarried woman getting up before a crowd and exclaimidg: "Now, gent-lemen, all I want is an offer!"-London Tit-Bits.

air.

THE DOINGS OF HUSTLER

Hustler & Co.'s advertisement in the

daily newspapers were the talk of the

town, inasmuch as they were seeming-

ly different from their competitors, and yet they contained nothing but absolutely truthful statements. They

had a ring of consistency to them, They had a business-like tone, a busy

Good Job for Old Maids.

Miss Elder-Well, I maintain that

Mr. Gazzam -Oh, no. The auction-

& CO.

To Buy Mules.

go into. Miss Elder-Nonsense. She'd make every bit as good an auctioneer as a man

Views of the city of Abbeville on, posts cards on sale at Milford's Drug Store.