

THE GROWTH OF ADVERTISING

Proof That Newspaper is Quickest Working Force for Bringing Buyer and Seller Together.

Politics, European complications which have more or less influence on the trend of American business, strikes, floods, tariff revision and like factors which usually hamper and retard business have had no effect on newspaper advertising in our country. To the contrary this line of advertising has continued to grow and this growth is not confined to certain sections or cities, but was national, which is evidence that our business men have learned that newspaper advertising not only as a force to make all kinds of propositions known, but also to create demands, is the best method to combat adverse influences and to keep goods moving.

Newspaper advertising has in the last few years constantly grown and by many it has been thought that the last year, which has been a record-breaking year in this line, has seen the acme of expansion. Yet, the new year has brought increased activities and there is no sign of a let-up. There is no reason for one. Our population continues to grow, daily wants and desires of the people continue unabated and have to be satisfied. The newspapers themselves have by educational talks on the importance of ad reading influenced their readers to look at their advertising pages as important sources of information on markets and economics as on the news pages that keep them posted on the local, state, national and international happenings.

It is interesting to note that coincident with the fact that in this time, when wide-awake, active and progressive business men and those who have made a profession of advertising are constantly studying advertising and merchandising problems, newspaper advertising alone has phenomenally grown, while other lines of publicity have either contracted or come to a halt. If this admits of a conclusion, it can be no other than that the business world and all who depend on publicity have become imbued with the conviction that newspaper advertising is the best and quickest working force to bring buyers and sellers together, to inspire confidence, and to keep merchandise on the go.—Mail Order Journal.

CHURCH AD BRINGS CONVERT

Announcement in Display Type Lands Young Man Who Had Lived in Neighborhood Six Years.

That church advertising on a large scale and by concerted appeal in display type brings quick and definite results to individual congregations has been made clear by the letters which have come to the publicity committee of the associated churches in Philadelphia.

One well-known Philadelphia pastor, Rev. J. Alvin Orr of the Norris Square United Presbyterian church, wrote that within forty-eight hours after the first of the display advertisements appeared in a newspaper a young man, who had lived in the neighborhood for six years, but had not attended religious services, asked to be admitted into the church membership. As he left the pastor, the young man said, "It was yesterday's advertisement that led me to come tonight."

The publicity committee reports the receipt of letters of various sorts, all in praise of the plan. Two business men were so impressed by the advertisements that they inclosed checks in their letters to further the project of display advertising. It is expected that the work will so commend itself to the Christian public that large gifts will be forthcoming to assure the continuance and expansion of the committee's work.

The religious press continues to comment with uniform praise and enthusiasm upon this modern form of tract distribution.

In a Calcutta Daily.

When the kind of advertisement familiar in the agony column of our newspapers is made use of by orientals for announcements connected with their family affairs, the effect may be of peculiar interest. Witness the following, which appeared recently in a Calcutta daily:

"Sriman Jagadish Chandra Bhattacharjee, we are very sorry and anxious for you. Your absence has stood in the way of your father's Sapindakaran ceremony. Please do come home at once and free us from ashoubh by giving pindas. You are at liberty to go away afterwards if you so desire. "Mohendra N. Bhattacharji."

The meaning is that the father (a Brahman, as the name shows) is dead. The absentee is the eldest son, who is required to offer pindas—oblations to the spirits of the ancestors. This is an essential part of the ceremonies which close the period of mourning, which varies according to the caste of the family. Until it has been completed in due form the household is not free from ashoubh, the ceremonial uncleanness associated with the presence of death.

Flower Beds Used as "Ads."

Now that the large advertising posters that were so great a disfigurement of the country on either side of the French railway lines have been rendered illegal by act of parliament, advertisers on the Orleans railway have begun to plant flower beds of brilliant colors in the fields on either side of the line, with the flowers arranged so as to spell the name of the goods to which they are to call attention.

Master's Sale.

State of South Carolina—County of Edgefield—Court of Common Pleas.

Mrs. Mary K. Barr, et al, Plaintiffs against Jessie Rushton, et al.

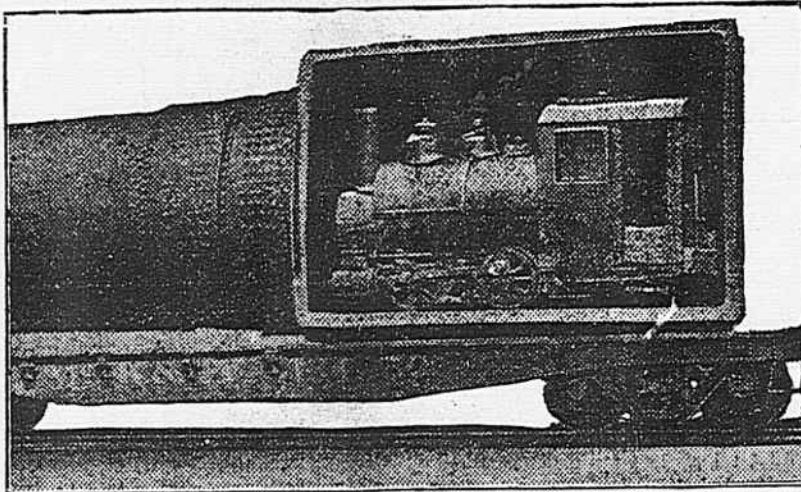
Pursuant to the decree in this cause, I will sell at public outcry to the highest bidder before the court house, town of Edgefield and state of South Carolina, on sales day in December 1913, the same being the first day of said month the following described realty to wit:

"Two tracts of land as follows: One tract containing two hundred and ninety acres more or less, situate and being in Edgefield and Saluda counties in the state of South Carolina and known as the Elsmore and Bush land, and bounded by lands of James Satcher, A M Mitchell and Burrell Nicholson; and the other tract of land contains one hundred and fifty-one acres more or less, situate in Edgefield county, state of South Carolina, and known as the Snipes land and bounded by lands of E L Yonce, Wm. Hare, James Temple and others."

Terms of sale cash. Purchaser to pay for papers. If purchaser does not comply with the terms of sale within one hour after sale, I will resell same at former purchaser's risk, unless satisfactory arrangements can be made with plaintiff's attorney and the Master.

S. M. Smith, Master E. C. S. C.

GIANT OF THE MODERN RAILROAD



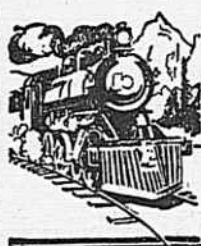
Boiler of Most Powerful Locomotive in the World. The Fire Box is Large Enough to Hold a Donkey Switching Engine. —Popular Mechanics.

MEN TO BE PROUD OF KEEP TAB ON TRACK WALKER

FORTITUDE AND HEROISM SHOWN BY RAILROAD BUILDERS.

Driven to Sea When Houseboat Parted From Her Moorings, Workers on Florida and Key West Line Saved Themselves.

In the Wide World there is a story related in connection with the building of the Florida & Key West railroad. Many of the laborers were housed in huge barges, or "quarter boats," with two-story superstructures, says the writer. These craft were towed from key to key as the work advanced. One of them, "Number Four," was torn from its moorings at Long Key before the 145 men aboard could try to get ashore. Shortly before daylight it drove out across the Hawk channel, in a smother of sea and a roaring wind, and was smashed on the back of the Florida reef. The great barge was pounded to pieces in a twinkling, but there were men in her who showed heroic resolution even in this terrible situation. Bert A. Parlin, one of the resident engineers, and the leader on board, might have saved himself, but he went below to try to put heart into his men, and was killed by a flying beam when the superstructure collapsed. The men who had the grit and courage to use their wits crowded out on the balcony to windward to escape this falling wreckage, and swore that they would pull through. Those who had the will to live were saved under almost incredible circumstances, while the cowards who had crowded into the hold perished to a man.



As the quarter boat floundered toward the reef, with the seas breaking clean over her, and with death for all on board apparently certain, a barge whirled past her in a fog of spray. Two mechanics, Kelly and Kennedy, stood side by side on the deck of the quarter boat. Kelly jumped for the barge as it sped past, and Kennedy was at his heels. A gray sea rose and swallowed them, and their comrades counted them as lost. Almost a week later the barge was picked up with Kelly and Kennedy aboard, crazed and almost dead for want of food and water. They recovered, however, and returned to the keys. As many as 87 of these quarter boat men were picked up out of the sea alive. With remarkable strength and with courage truly indomitable, they had ridden out the hurricane, clinging to bits of wreckage, to trees and to trunks. The Italian steamer Jenny passed them late in the afternoon of the wreck, found 44 of them and took them to Key West. Her boats risked the dangerous seas all night long and it is tragic to record that they heard the voices of others in the darkness, but were unable to locate the calls for help. The British steamer Alton picked up 28 more and landed them at Savannah. For days and weeks news of other castaways came from distant ports—Mobile, Galveston, New York, London, Liverpool and even from Buenos Aires, whither they had been taken by passing ships. Without boats or life preservers, knowing nothing of the sea and undisciplined for such a crisis, these hardy toilers battled for life with a success which makes their story remarkable in the annals of shipwreck.

SAVE MUCH TIME AND LABOR
Electric Baggage and Package Trucks Have Found Favor With the Men Who Handle Freight.

An electric truck designed solely for use in the baggage and freight sheds of railroads, on steamship docks, and in factories, warehouses and like places where much package goods is handled, is finding favor in the motor world. The electric truck has a single motor, receiving current from a storage battery, and all four wheels are both driving and steering wheels. This four-wheeled drive is claimed to give the exceptional traction necessary for climbing the excessive grades encountered in transporting freight up the inclined gangplanks of ships, onto platforms, and the like.—Popular Mechanics.

Clocks Placed Along Line Make It Imperative for Men to Be Always "On the Job."

"Move along! Move along! Move along!" incessantly chirp the little clocks with which the track walkers on sections of a prominent eastern railroad have been equipped.

A track walker is supposed to walk. His title is not honorary, and his job is not a sinecure—unless he transforms it into one, and that is against orders.

On his walking and his watchfulness depend the lives or thousands of travelers, for he is supposed to ascertain that every inch of rail on his "beat" is fit for the safe passage of locomotive and cars.

Until recently, the company relied solely on a card system to keep tab on these employes. This was an excellent incentive to good walking until some track walker, who some day may be president of a railroad, discovered that a friendly station operator, with a few strokes of his pen, could cover miles of ground. The operators were instructed to sign the cards of the track walkers when they appeared at their stations. Collusion between the card bearer and the signer was possible, and the company cast about for a system which would eliminate it.

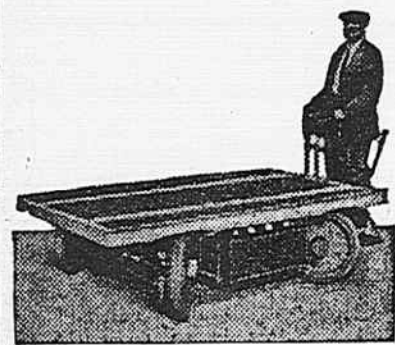
The "move along" clocks were the answer. Patrol stations have been placed along the track walkers' beats. Each station has a different key. Each key registers differently from every other key. To have a clean sheet in his clock the walker must visit each patrol station. There is no possibility of collusion between him and keys, whereby he can sit on a pile of ties and dream away the time that should be spent in walking.

"Move along! Move along!" chirp the clocks.

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Latest Form of Electric Truck.

driving and steering wheels. This four-wheeled drive is claimed to give the exceptional traction necessary for climbing the excessive grades encountered in transporting freight up the inclined gangplanks of ships, onto platforms, and the like.—Popular Mechanics.

Track Made Flower Garden.
The Romney branch of one of the largest railroads of the state is so profusely blooming with flowers for 28 miles that trains are moving along the line with difficulty, says the New York Sun.

The abundance of flowers came about through the breaking of two boards in the floor of a car loaded with nasturtium, sweet pea and morning glory seeds several weeks ago. The seeds were scattered along the track for miles. Then came heavy rains which turned the roadbed into an elongated flower garden.

While the road is more beautiful in appearance than usual, the posies are interfering seriously with the schedule and the section hands are busy trying to kill out the unwelcome blooms.

Accidents on Railroads.
In the last year an investigation has been made of every accident on an eastern railroad, whether it was the case of a woman tripping on station steps or the derailment of a passenger train. The study has brought out the practice which cause every kind of accident on railroad property. Probably 70 per cent. of all the accidents in 1912 could have been prevented if employes had exercised special caution.—Safety Engineering.

Railroaders' Low Wages.
Official German statistic show that the average yearly income of the railway maintenance workers in Baden is \$260; in Wurtemberg, \$250; in Bavaria, \$230; in Saxony, \$235; in Prussia, \$210.

Backache

Miss Myrtle Cothrum, of Russellville, Ala., says: "For nearly a year, I suffered with terrible backache, pains in my limbs, and my head ached nearly all the time. Our family doctor treated me, but only gave me temporary relief. I was certainly in bad health. My school teacher advised me to

TAKE

Cardui

The Woman's Tonic

I took two bottles, in all, and was cured. I shall always praise Cardui to sick and suffering women." If you suffer from pains peculiar to weak women, such as headache, backache, or other symptoms of womanly trouble, or if you merely need a tonic for that tired, nervous, worn-out feeling, try Cardui. E-65

V. A. Hemstreet & Bro.

Guns, Revolvers, Cartridges, etc.

just below

Ga. R. R. Bank

655 Broad St., Augusta, Georgia.

Make the Old Suit Look New

We are better prepared than ever to do first-class work in cleaning and pressing of all kinds. Make your old pants or suit new by letting us clean and press them. Ladies skirts and suits also cleaned and pressed. Satisfaction guaranteed.

Edgefield Pressing Club

WALLACE HARRIS PROP.

To Prevent Blood Poisoning
apply at once the wonderful old reliable DR. PORTER'S ANTISEPTIC HEALING OIL, a surgical dressing that relieves pain and heals at the same time. Not a liniment. 25c, 50c, \$1.00.

Cures Old Sores, Other Remedies Won't Cure.
The worst cases, no matter of how long standing, are cured by the wonderful, old reliable Dr. Porter's Antiseptic Healing Oil. It relieves Pain and Heals at the same time. 25c, 50c, \$1.00.

Fresh Seed For Green Lots and Cover

Crops.

The farmers of Edgefield county have learned the value of winter cover crops and are year by year increasing the acreage of winter crops. The season is approaching for sowing these crops, also for sowing green lots, and we have received large shipments of

Barley, Rye, Vetch, Crimson Clover And Appler Oats.

We ordered these seed from the largest and most reliable house in the South, therefore we know they are dependable and will germinate. Come in and let us supply your needs.

W. W. Adams & Co.

Don't Read

If not interested. But you are obliged to be interested where money is to be saved in the purchase of necessities of life both for yourself and livestock. We are now in our warehouse, corner of Fenwick and Cumming streets, two blocks from the Union Passenger Station where we have the most modern warehouse in Augusta with floor space of 24,800 square feet and it is literally packed with Groceries and feeds from cellar to roof. Our stock must be seen to be appreciated. Our expenses are at least \$450.00 a month less since discontinuing our store at 863 Broad street, and as goods are unloaded from cars to warehouse, we are in a position to name very close prices. If you really want the worth of your money see or write us

ARRINGTON BROS. & CO.

Augusta, Ga.

Farm Land Bargains

50,000 acres of improved and unimproved lands at prices that will sell them. These lands are situated in "Wire-Grass Georgia" the best farming section in the state. No terracing and no irrigation.

202 1/2 acres, 65 under cultivation, 85 acres fenced, mostly wire, 55 cleared, not broke. Near three churches, good school; on one public road and nearing another. Good 4-room frame house, two fire places, good barn and good well. 10 miles to two good markets. Rents for \$300 cash per year. Will sell for \$15 per acre cash.

175 acres, one and one half miles from Lumber City, Ga.; 90 acres cleared, stumped and under cultivation; extra good 4-room house, two fire places; good barn; good well also spring on place. 130 pecan trees three years old and all under good wire fence. For quick sale will take \$25 per acre.

These lands have good clay sub-soil and we have a number of others which we can not describe in this space. If these do not suit you let us hear from you and we will give you further information. If not as represented will pay your railroad fare.

A. J. Wismer & Co.

Lumber City, Georgia.

FIRE INSURANCE

E. J. NORRIS, Agent
Edgefield, South Carolina

Representing the HOME INSURANCE COMPANY, of New York, and the old HARTFORD, of Hartford, Connecticut.

The HOME has a greater Capital and Surplus combined than any other company.

The HARTFORD is the leading company of the World, doing a greater Fire business than any other Co.

See Insurance Reports

PRUDENTIAL

LIFE

"HAS THE STRENGTH OF GIBRALTAR."

E. J. Norris,

FIRE AND LIFE INSURANCE.