

Have Made Large Purchases.

In anticipation of the large harvest for the Fall of 1913 we made heavy purchases for every department, especially every department on our second floor, and to our second floor we extend the ladies a cordial invitation. In house furnishings our stock is strong.

RUGS—We are showing a larger assortment of attractive patterns in rugs and art squares of all kinds that we have ever shown. The prices are lower than these goods are usually sold for.

FURNITURE—In furniture we are showing everything that is needed in the home. Complete bed-room suits, chiffoniers, wardrobes, tables, etc. See our large assortment of dining chairs and rockers. We have bought THREE cars of furniture direct from the leading factories which enables us to make attractive prices. We also have a large stock of mattresses and bed springs. Try our "Blue Ribbon" springs.

TRUNKS—We are showing a more complete assortment of trunks and suit cases than we have ever shown. Any size trunk from the smallest to the largest, and from the cheapest to the best grade.

STOVES AND RANGES—Now is the season when people discard the old burned-out stove and replace it with a new one. See our stock of stoves and ranges before buying a new one. You could not make a purchase for the home that would please your wife more than to buy a new stove.

Saddles And Harness

In our harness department nothing has been overlooked, having purchased all grades and sizes of single and double buggy and carriage harness and also heavy wagon harness. All are direct from the best harness makers and are thoroughly dependable. We ask you to come and inspect them.

Buggies And Wagons

In this department we have always shown the best the leading factories have made. Our MITCHELL and CHASE wagons have made a reputation in Edgefield county for strength and durability, capable of withstanding the worst roads. Doubtless we can save you money if you need a wagon. We also invite our friends and the public generally to see our buggies before making a selection of a new one. We have scores and scores of customers who are using our MOYER and OXFORD buggies and are entirely satisfied. Try one of them.

Undertaking Department.

We never let our stock of coffins and caskets run low, consequently we can always supply any size or grade of coffin or casket. We solicit a share of your patronage in this department. Our hearses, for both white and colored people, answer all calls promptly.

Edgefield Mer. Comp'y.



There's Dollars in It for YOU

Planters Fertilizers

Make Greater Yields and Profits for Farmers

Produces larger crops—enriches the soil—makes it more productive for future crops.

Farmers cannot be too careful in selecting their fertilizers. They should insist that Phosphoric Acid, Ammonia, and Potash are in such form that it is soluble and available at all times. Upon these three ingredients depend the life and size of your crops.

Planters "Cotton and Truck Fertilizer".....	7-5-5
Planters "Soluble Guano".....	8-3-3
Planters "Standard Fertilizer".....	9-2-2
Planters "Special Cotton Fertilizer".....	8-4-4

Your soil needs—Planters Fertilizers. Ask our agent or write us for information and prices. See that our trade-mark is on every bag—it's our guarantee—refuse inferior brands.

PLANTERS FERTILIZER & PHOSPHATE CO., Charleston, S. C.
Manufacturers

We use only the best S. C. Phosphate, Fish Scrap, Blood Tankage, German Potash, etc.

SEE

The J. Willie Levy Co.,

For XMAS GIFTS FOR MEN,
Women and Boys.

A store full of beautiful and useful gifts for father, brother, doctor or friend—for mother or sister or sweetheart.

Mail Orders Are Promptly Filled.

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.

5 oak, 2 mahogany and 1 walnut bed room suits to go at cost for cash. These are fine suits and are too high priced for this market is our reason for selling at cost. They can't be bought to-day from the factory at what you pay.

Hamsey & Jones.

PROFESSIONAL.

J. H. Cantelou,
Attorney-at-Law
EDGEFIELD, S. C.
Next door to Catholic church.

DR. J. S. BYRD,
Dental Surgeon
OFFICE OVER POSTOFFICE.
Residence Phone 17-R. Office 3.

James A. Dobe,
Dental Surgeon
Johnston, S. C.
OFFICE OVER JOHNSTON DRUG CO.

A. H. Corley,
Surgeon Dentist
Appointments at Trenton
On Wednesdays.

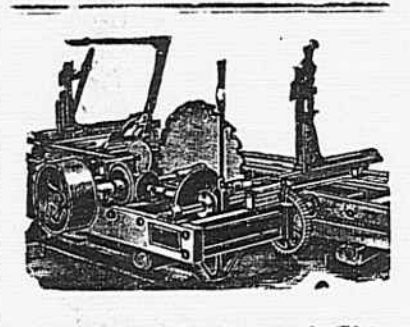
FIRE INSURANCE

Go to see
Harling & Byrd

Before insuring elsewhere. We represent the best old line companies.

Harling & Byrd

At the Farmers Bank, Edgefield



Light Saw, Lathe and Shingle Mills, Engines, Boilers Supplies and repairs, Portable Steam and Gasoline Engines, Saw Teeth, Files, Belts and Pipes, WOOD SAW and SPLITTERS
Gins and Press Repairs.
Try LOMBARD,
AUGUSTA, GA.

Lumber For Sale.
My saw mill is located five miles north of Edgefield in a fine body of native forest pine. Bills for sawing solicited. Will deliver lumber in Edgefield. Price reasonable.

R. T. Hill.

Real Estate

—FOR SALE—

- 125 acres land near Hibernia in Saluda county.
- 120 acres near Monetta, Saluda county.
- 330 acres in Aiken county, near Eureka.
- 100 acres near Ropers.
- 300 acres near Celestia or Davis' mills in Greenwood and Saluda counties.
- 50 acres near Edgefield C. H.
- 250 acres near Trenton, S. C.

Several tracts near meeting Street, and other tracts near Monetta and Batesburg.

—Apply to—
A. S. TOMPKINS,
Edgefield, S. C.

GEO. F. MIMS
OPTOMETRIST

Eyes examined and glasses fitted only when necessary. Optical work of all kinds.

EDGEFIELD, S. C.

To Cure a Cold in One Day
Take LAXATIVE BROMO Quinine. It stops the Cough and Headache and works off the Cold. Druggists refund money if it fails to cure.
E. W. GROVE'S signature on each box. 25c.

MUCH ADVERTISING WASTED

Many Benefits and Advantages in Good Ads—Actual Art in Clever Ways of Publicity.

The advantages of right advertising is emphasized by an article in a current magazine, which discusses the extravagance of wrong advertising. A small family, living in a modest way, received in one day for example, circular letters, done on expensive paper and with gold or silver stamping, announcing such things as a new hotel in a distant city, a mark down on some Paquin gowns worth hundreds of dollars, a tailor's card with colored cuts showing "refined garments for gentlemen" at a high figure, cards for a society vaudeville entertainment, samples of laundry wax, tickets for a fair somewhere for an institution they had never heard of, and other things. The contention is that all this advertising was waste so far as that family was concerned, and doubtless with regard to a large proportion of the families who received the circulars. Then there is another wasteful form of advertising whereby handbills are crammed into mail boxes, sometimes half a dozen duplicates. These are rarely glanced at by the house owner. They serve as a lesson in patience, but nothing more.

Advertising then has its art, and suitability and the fitness of time and place are both to be considered. Advertising rightly done brings to busy people information of articles they might otherwise have to shop for at loss of much time. Advertising that gives the price and quality of things likely to come within the scope of the average family is of great advantage. Purchasers are enabled to compare prices, to find out standard values, in things they know they really need; and they learn in this way of new things which make the round of every day easier or pleasanter.

It has lately been said in defense of the custom of advertising in a newspaper that people often buy the newspaper for the sake of the advertisements, especially when they know that the paper discriminates in its acceptance of advertisements. The newspaper in this way brings the shops to the door of the purchaser. One's favorite purveyor for the table of the house or the wardrobe may thus communicate every day if he will just what he has to offer. Every sensible shopper knows that to go down town with a handful of slips cut from the newspaper as a shopping guide for that day or week saves an enormous outlay of time. Is not this the real use of advertising? If all purchasers availed themselves of this method the expenses of the shops might be considerably reduced.

FIRST ASTOR AN ADVERTISER

One of His Announcements Appeared in the New York Gazette 100 Years Ago.

That the first John Jacob Astor was an advertiser is not generally known. An advertisement of his appeared in the New York Gazette 100 years ago. It read as follows:

"To let, for one or more years, a pleasant situation and an excellent stand for dry goods store, the corner house of Vesey street and Broadway. Inquire for particulars of John Jacob Astor, corner of Pearl and Pine streets."

The house advertised by Mr. Astor was one of five which occupied the Broadway front now covered by the Astor house, built in 1835. Before the Revolution it was the home of John Rutherford.

Advertising Without Waste.

An advertiser who has been making daily use of newspaper space for a great many years says in an article in an advertisers' magazine that only one or two per cent. of the readers of the papers he uses can possibly be interested in the commodity he sells. And yet he finds that the advertising pays. There are comparatively few lines of business in which so small a proportion of newspaper readers can be interested. The retailer of articles of clothing and everyday use, for instance, can count upon interesting 99 per cent. of all the readers of the newspaper. If an advertiser to whom newspaper advertising is 98 per cent. waste can still make it pay, there is hardly a chance for failure in the case of the advertiser the character of whose business reduces the element of waste to an absolutely negligible quantity. The larger the number of possible consumers of a given product, the greater the necessity for exploiting it vigorously in the newspapers, which are read by everybody.

Diverts Minds of People.

To advertise in to advert or turn towards, and advertising is essentially the great force for turning the minds of men and women toward a given object. That it may be put to trivial or unworthy purposes does not reflect upon its merits any more than the transportation of harmful products reflects upon the railroad, or than the fraudulent use of the mails discredits our indispensable postal convenience. —Emerson P. Harris.

Advertising a Duty.

If you have a good thing, no matter what it is, religion or business, a sermon or a practical invention that is serviceable or good, it is your duty to advertise it, to let your fellowman know it and advise him where he can get the best returns for his money; the most complete satisfaction for his minds and heart. The world would be a dreary place in many ways if it were not for the advertiser.—H. E. Groffman.

RECALLS OLD TRAGEDY

NAME PLATE OF RIVER STEAMER LOST IN 1859 FOUND.

Interesting Relic Now in the Possession of the Sole Survivor of the Crew of Missouri River Freighter of the Long Ago.

A thrilling story of life on the Missouri river when Omaha was a young city and a river of much significance was retold the other day by Capt. Roger J. Teters, first mate of the river steamer Stephen A. Bell, which caught on fire and was burned on a sand bar just across from Omaha in the summer of 1859. The name plate of the boat, a valuable relic of silver, was found by workmen grading up a boulevard on the low land just east of Omaha, in Council Bluffs. Captain Teters came from his home at Marshall, Mo., to get the relic.

"I was a young man then," said the captain, "but I had lived on the river all my life. I was born at Miami, Mo., on the banks of the river. That was my first trip up the river. We came from St. Louis with a boatload of knock-down houses for Sioux City. They were houses built at the yards and put together on the frontier much like a puzzle.

"We got as far as Omaha without trouble, making a fast trip of it. We stopped several hours there. Omaha was a lively, growing city then. Our captain, a man named Sullivan, met a friend of his in charge of another boat, and we decided to race to Sioux City, a trip of a little more than a day for us. We had just started when there was a muffled explosion in the engine room and the crew rushed out with a cry of 'Fire!'

"We beached the boat on the bar across the river and a little above Omaha. By that time the boat was a mass of flames and we had to escape the best we could. The boiler exploded and killed two of the heavers. The explosion had been caused by too hot fires, prepared to get up steam for the race. Before we caught a down-river boat the captain disappeared and we never heard what became of him. He was to blame for the loss, as freight boats were never to be raced, that amusement being left to the passenger crafts. The boat was beached in seven feet of water and we never recovered a thing."

Teters, who later became a captain and was for years on the river, is the only living survivor of the wreck, he said. When he heard of the charred remains of a boat being found by the graders he immediately came to Omaha to obtain the name plate if possible. The plate was found, the workmen gazing at it with interest for a few minutes and then throwing it aside as a worthless piece of rusted metal. Captain Teters, who is now retired, took the plate back home with him.—Omaha Correspondence New York Sun.

Strenuous Business Demands.

If a man's heart isn't in his business like the butcher, if he isn't hammering his business like a carpenter, or jawing about it like a dentist, or blowing it up like a blaster, or firing it like a blacksmith, or putting it down like a paver, or kicking it like a job printer, or throttling it like an engineer, or raising cane about it like a sugar planter, or puffing it like a cigar maker, or punching it like a prizefighter, or spreading it like a painter, or testing it like a chemist, or measuring it like a tailor, or hitting it like a ball player, or boring it like a driller, or talking it like an auctioneer, or laying it out like an undertaker, or weighing it like a grocer, or dosing it like a doctor, or trying it like a lawyer, or lambasting it like a cook, or nosing it like a perfumer, or fighting it like a soldier he might as well call it a failure and make a noise like a bankrupt.

Air Pressure Slows Tunnel Train.

The effects of air resistance are well shown in the 12½-mile Simplon tunnel through the Alps, where an exceptionally large amount of energy is required to run the electric trains. The tunnel, which is 15 feet wide and 18 high, with a sectional area of 250 square feet, has a ventilating current of 3,530 cubic feet per second, maintained by two large blast fans at the Brugue end and two exhaust fans at Iselle.

B. Kilchenmann, a Swiss engineer, finds that trains going with current encounter less resistance than in open air up to 15½ miles an hour, but at higher speeds or in the opposite direction the resistance is much greater than outside. Coasting by gravity down the 7 per 1,000 maximum gradient, a train, even though going with the current, cannot exceed 35 miles an hour on account of the braking by the air.

Her Interpretation.

At a certain school the mistress, feeling well disposed toward her class during a hot afternoon, sent one of her pupils to buy a pound of plums from a fruit vender.

"And be sure, Nellie," she remarked, "as she handed a dime to the little girl, 'to pinch one or two of the plums before buying any to see if they are ripe.'"

Presently Nellie returned to the classroom, her face wreathed in smiles and presented the mistress not only with a large bag of plums but also with the dime.

For some time she could do nothing but talk incoherently. Then:

"Instead of pinching only one or two as you suggested," she said, laughing, "I waited till the man wasn't looking, and pinched a whole bagful!"