

BUSINESS BUILDING.

By DUNDAS HENDERSON,
Advertising Manager of the
C. E. Zimmerman Co., Chicago.



Specimens of Syndicated Advertising Service

Supplied by the C. E. ZIMMERMAN CO. Chicago

AN ADVERTISEMENT IS YOUR CHEAPEST SALESMAN.

The chances are that if you go into almost any store in a country town, at the present time, and tell the store-keeper that his cheapest salesman is his advertisement in the local newspaper he will laugh at you. He will laugh because he does not know what salesmanship means. It is the mere showing of his goods to any customer that has the good luck to come into his store, according to his lights. He does not realize that it is possible for customers to be enticed to his store to actually demand goods that they never thought they wanted before.

It is a comparatively easy matter to sell a woman or man goods when you have them in your store and can lay the wares right in front of them. In such a case much more than nine-tenths of the selling act has already been accomplished by the coming of your customer to the store. Even then a salesman who can get big results in the store is classed as high-grade, and his salary, no matter how large, is considered a reasonable expenditure, and, in many cases, cheaply spent.

To cause a customer to have a desire to come to your store, where no desire existed before, requires salesmanship of a high order. Such salesmanship makes new customers—builds your business and lays, in short, the foundation of your fortune. No retail business of modern times can make a great success without such salesmanship—without, in other words, the proper utilization of space in your local newspaper. Considering the results this kind of salesmanship obtains, it is the best and cheapest you can buy.

This efficient use of space in your local newspaper has been called salesmanship on paper. If you fill the space with forceful matter that will create attention, cause conviction and bring results, you have an addition to your sales force that may surely be called the best promoter on your staff. The results that are obtained from this salesmanship depend on the selling ability used. But no matter what results are obtained, the quality of salesmanship necessary is much greater than that required inside the store.

The big mail-order houses reckon that they must pay so much money for every inquiry they get. The amount of this sum is ascertained by dividing all the money spent on advertising and selling literature by the number of letters received in answer to the same. This refers to inquiries only. Not every inquirer becomes a customer. The securing of actual customers costs more. The money that has to be spent to get one new customer by those concerns would astonish the local retailer. It is usually not less than the amount spent on several weeks' advertising by the average local store-keeper. The salesmanship on paper that is necessary to do all this is the finest that can be got for money and it is considered cheap at the enormous price paid for it because it is engaged in building up a big mail order business with new material.

The local retailer can apply a lesson from this to himself. If those mail order houses spend so much money to get one new customer, why should a retailer not make an effort in the same direction? Why should he not adopt the same means of attractive salesmanship on paper? If he can bring even one new customer a week to his store with an expenditure that is many times below what a mail order house has to pay for getting the same results, it is worth while paying closer attention to this successful method of selling. If he can influence more than one customer, and it would be poor local newspaper advertising indeed that could not do that, he would be accomplishing far more than the mail order houses with their highly paid selling experts. And, as a business man, he could congratulate himself on a good investment. He could say to himself that he had in his advertisement, the cheapest salesman on his force.

It is, of course, not always possible to readily get this strong, con-

vincing selling matter in your newspaper space. You may not be able yourself to write it and you may not have any local person to whom you can turn. But that need not deter you. There are now on the market one or two syndicated advertising services that are designed especially to suit cases like yours. These services are supplied in a series of fifty-two advertisements with accompanying copper-plate engravings, one for each week in the year, at prices ranging from one dollar per week up. Many of the advertisements have been classed by authorities as equal to the best that have made successes for the big city department stores and national advertisers. Reduced facsimiles of several of these advertisements will be seen at the top of this column.

The advertisements shown above have received many testimonials from experts. For instance, Wm. K. Ukers, president of the Grocery and Allied Trades Press Association of America (a combination of the entire American Grocery Trade Press) and editor of the Tea and Coffee Trade Journal, New York, writes:

"I consider your advertisements the best I have seen in a long time." The Retailers' Journal, Chicago, writes:

"We believe the samples of your advertisements sent us are the best we have ever seen."

After expressions like these from men who have spent long lives amongst the kind of advertising that has built fortunes for the shrewd users, the local merchant who neglects the opportunity now offered him to obtain some of these success making announcements is missing the chance of his life-time.

The editor of The Keowee Courier will be glad to supply further particulars of the syndicate whose specimen ads down the top of this column and I advise early application as only one of these services will be supplied to each store-keeper in his own town.

Too Much for Him.

One day a teacher of mathematics went shopping with his wife, says The Washington Star. He tagged along listlessly from counter to counter until they came to the dress trimmings department, and there he found something in his line. Said his wife to the saleswoman:

"How wide is that gold-spangled black crepe?"

"Three-eighths of a yard," said the girl.

"How much is it a yard?"

"Three dollars."

"Well," said the professor's wife, "how much of three-eighths wide material will it take to put four six-inch stripes around a two and three-quarter-yard skirt that is seven inches narrower at the knees than it is at the bottom, and how much will it cost?"

At the first mention of those figures the professor's head began to reel, and it reeled still more when his wife and the girl got out pencils and paper and began to do their sum. Presently his wife said:

"Here, dear, you know all about mathematics. Help us solve this problem, won't you?"

But the professor said: "Excuse me, I feel faint. I must get a little fresh air," and ignominiously fled.

His wife came home with exactly the amount of material required, and the professor took her word for it that she didn't pay a cent too much.

158 MURDERED; NO HANGINGS.

Chicago's Crime List for 1911 Also Shows 523 Cases of Suicide.

Chicago, Dec. 30.—One hundred and eighty-five murders have been committed in Chicago in 1911, to date, and there have been no hangings. Highwaymen and black hand agents were responsible for an alarming percentage of these crimes. There have been 523 cases of suicide. Here is a list showing the methods of self-destruction employed by those committing suicide: Asphyxiation 115, cutting 20, drowning 19, hanging 60, jumping from windows 133, jumping from buildings 2, jumping from trains 3, poisoning 150, starvation 3, shooting 138.

Ninety-five of those taking poison used carbolic acid.

REPUBLIC COMES; QUEUES GO.

Chinese Are Shearing Their Tail-Like Appendages.

Shanghai, Dec. 30.—Dr. Sun Yat Sen, the newly-elected President of the Chinese republic, left Shanghai to-day for Nanking to confer with the provincial delegation assembled there. That historic city is preparing for an impressive inaugural ceremony to mark its restoration as China's capital.

During the last week wholesale queue-shearing has been proceeding about Nanking. Coolies and merchants indiscriminately have been relieved of their hair plethora by soldiers. All seem to take it in a good-natured spirit.

Plans for a military government have been completed, but will not be put into effect pending provision by the cabinet.

A strong central government is to be organized with a popular parliament and each province will name its own Governor.

Army, navy and finances will be controlled by the parliament.

My Own Shall Come to Me.

Editor Keowee Courier: Please publish this little poem in this week's paper for me.

Mrs. L. F. Cantrell.
Tamassee, Dec. 28, 1911.

Though angry billows 'round me roll,
A calm serene sustains my soul—
A peace which passeth understanding,
A power divine, all else commanding—
For I shall reap as I have sown;
Naught shall withhold from me my own.

Though time and space may intervene
Between the unseen and the seen,
Before I know the good God's sending,
Yet I shall know as I am known,
And shall receive what'er's my own.

Secure I rest beneath His wings,
The while my spirit soars and sings;
Oh, wondrous bliss, oh, joy unending,
In one harmonious whole now blending.

If this is the seed I have sown
Naught shall withhold—it is my own.
The golden harvest I shall reap,
Though oft in sowing I do weep,
The falling tears as dew refreshing:
'Twill all be gathered for the threshing—
If wisdom, love and truth I've sown,
Naught can withhold me from my own.

SAID EXECUTION WAS MURDER.

"Jury, Court and Governor Will Answer," Said Sandlin.

Raleigh, N. C., Dec. 29.—"The jury, the court and the Governor of North Carolina will be held accountable by God for my murder."

With this expression on his lips L. M. Sandlin, of Wilmington, convicted of wife murder, paid the death penalty in the electric chair here to-day. He was the second white man to be electrocuted in this State.

Last June Sandlin went to the home of his wife, whom he had abandoned, and pleaded with her to live with him again. When she refused he shot her three times. Efforts to prove him insane failed.

CAUSED DEATH MOTHER-IN-LAW

Greased Steps So that She Would Fall to Death.

Danzig, Dec. 30.—Sentence of death has been passed on Johann Gaffke, a man of 45, for the murder in peculiar circumstances of Frau von Laszewska, his prospective mother-in-law.

It was stated in court that Gaffke left the little bathing town of Zoppot, near Danzig, when he was 13 years of age, and nothing more was heard of him for 30 years. When he came back he said that he was of independent means and that he had amassed a fortune in the course of his travels. He took lodgings at the house of Frau von Laszewska, a woman of good birth, but reduced circumstances. Soon it became evident that he was on friendly terms with her daughter, Stephanie, a beautiful woman of 28, known in the town as "The Marble Bride," by reason of her pale complexion.

Frau von Laszewska was found dead at the foot of the stairs in her home in July last, and she was duly buried. Although Gaffke became engaged to her daughter shortly after the funeral, some neighbors communicated their suspicions to the police and he was arrested.

The prisoner admitted that he got rid of Frau von Laszewska in order to obtain possession of her savings. He stated that he had greased the stairs so that she should fall, and that he then attacked her with a life-preserver.

During the trial the prisoner said that Frau von Laszewska had insulted him by calling him an orang-outang. The court passed a typical German sentence in condemning the prisoner to death, loss of civil rights, and payment of all costs.

Christ and the Cities.

Henry Drummond says: "To make cities—that is what we are here for. To make good cities—that is for the present hour the main work of Christianity. For the city is strategic. It makes the towns; the towns make the villages; the villages make the country. He who makes the city makes the world."

Dr. George Matheson writes: "Thou art descending, O city of God; I see thee coming nearer and nearer. Tongues are dead; prophecies are dying; but charity is born. Our castles rise into the air and vanish; but love is bending lower every day. Man says, 'Let us make a tower on earth which shall reach unto heaven,' but God says, 'Let us make a tower in heaven which shall reach unto the earth.' O descending city, O humanitarian city, O city for the outcast and forlorn, we hail thee, we greet thee, we meet thee! All the isles wait for thee—the lives riven from the mainland—the isolated, shunted, stranded lives. They sing a new song at thy coming, and the burden of its music is this, 'He hath prepared for me a city.'"

And Phillips Brooks spoke thus: "The Christian city is not all a dream. Already we have a city which has enough of Christ in it feebly to turn away from its gates some vices which once came freely into the old cities. Very far off, but still in the same direction, we can see the city so completely filled with Christ that no sin can come in, nothing that defileth, neither whatsoever worketh abomination nor maketh a lie."

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Ninety-five of those taking poison used carbolic acid.

Relief from Rheumatism

Try Sloan's Liniment for your rheumatism—don't rub—just lay it on lightly. It goes straight to the sore spot, quickens the blood, limbers up the muscles and joints and stops the pain.

Here's Proof

Mrs. JULIA THOMAS of Jackson, Cal., writes: "I have used your Liniment for rheumatism with much success."

MARTIN J. TUNIS, 160 10th Ave., Paterson, N. J., writes:—"I was a cripple with rheumatism for two years and I could not move at all; had to be carried from place to place. I tried remedies and could not get better, until I tried Sloan's Liniment. One bottle fixed me up in good shape and now I always have a bottle in the house for my wife and children."

SLOAN'S LINIMENT

Kills any kind of pain. Good for Neuralgia, Toothache, Lumbago and Chest Pains. Sold by all dealers. Price 25c., 50c. and \$1.00.

Sloan's book on Horses, Cattle, Hogs and Poultry sent free. Address
DR. EARL S. SLOAN - - - Boston, Mass.

CIDER A DEADLY DRINK.

Easy to Get Drunk on the Famous Apple Beverage.

Cider, which has been singled out for special condemnation at the annual conference of the Western Temperance League, was eulogized in 1657 by Dr. John Beale, of the Royal Society, as "the richest, strongest, the most pleasing and lasting wine that England yet yields or is ever likely to yield." He made no attempt to palm it off as a "temperance drink." "According as it is managed," he wrote, "it proves strong Rhenish, Barrack, yea pleasant Canary, sugared of itself, or as rough as the fiercest Greek wine, holding one, two or three years, so that no mortal can say at what age it is past the best. This we can say, that we have kept it until it burns as quickly as sack, draws the flame like naphtha, and fires the stomach like aqua vitae."

Those of us who have seen harvest laborers of the West country plodding their way homeward in the dusk, with miniature barrels—empty—in their hands, says the London Chronicle, may be disposed to credit the existence of the cider drunkards now making sore the hearts of Somerset abstainers. For the best man in some villages is the man who can empty his barrel oftenest. The very word "cider" suggests drunkenness, even in the Hebrew, where it means strong drink. Its sound and spelling are very much alike in many tongues, and it may have drifted down to its present narrow orchard meaning of getting drunk. It also offers temptation to another vice—that of deception—for cider, bottled before fermentation by cunning hands, can be made to resemble champagne in quality—and price.

HUSBAND'S BLOOD SAVES WIFE.

Transfusion of Vital Fluid is Attended by Success.

Columbus, Ohio, Jan. 5.—For the second time in the surgical history of Central Ohio the operation of blood transfusion has been performed successfully here and the life of a woman has been saved by the giving up of blood by her husband.

Mrs. Harry L. Brown, whose life yesterday was despaired of as a result of abdominal hemorrhages, today is recovering because of transfusion of her husband's blood into her body. Mr. Brown, a contractor here, suffered a vein in his arm to be opened and a tube inserted, connecting a vein in the arm of his wife. Within ten minutes after blood was pumped from her husband's body into hers Mrs. Brown showed signs of reviving.

MAKE YOUR TAX RETURNS.

The Auditor's office will be open to receive returns of personal property for taxation from the 1st day of January, 1912, to the 20th day of February following, inclusive.

The Township Assessors are required by law to list for all those who fail to make their own returns within the time prescribed. Hence the difficulty of delinquents escaping the 50 per cent penalty, as well as the frequency of errors resulting from this practice.

All able-bodied men, 21 to 60 years of age, are taxable. Please don't neglect returning your dogs.

Note all transfers of real estate since making your last return; from whom acquired or to whom sold. Return your new buildings that were erected during the year 1911.

For the convenience of tax-payers the Auditor or his deputies will receive returns at the following times and places:

Friendship, Friday, Jan. 12.
Tokeena (Cross Roads), Saturday, Jan. 13.
Westminster, Monday and Tuesday, Jan. 15 and 16.
Adams' Crossing, Wednesday, Jan. 17, 8 to 9.30 a. m.
Clemson College, Wednesday, Jan. 17, 10.30 to 12 m.
Seneca, Thursday and Friday, Jan. 18 and 19.
Richland, Monday, Jan. 22.
Newry, Tuesday, Jan. 23.
Clark's Store, Wednesday, Jan. 24.
Salem, Thursday, Jan. 25.
Little River, Friday, Jan. 26.
Tamassee, Saturday, Jan. 27.
Mt. Rest, Monday, Jan. 29.
Henry's Store, Tuesday, Jan. 30.
Cannon's Store, Wednesday, Jan. 31.

Tugalo Academy, Thursday, February 1.
Madison, Friday, Feb. 2.
Returns will be taken at all places from 10 o'clock in the morning until 3 o'clock in the afternoon, except the two places mentioned on the 17th of January. R. W. GRUBBS, Auditor Oconee County, S. C. December 20, 1911. 51-6

No Reason for Candidacy.

Tampa, Fla., Jan. 4.—"I cannot conceive any condition that would make it possible for me to consider the question of my becoming the candidate for the Presidential nomination of the Democratic party this year."

This was the declaration of Col. William Jennings Bryan shortly after his arrival here late Thursday from Havana, in company with Mrs. Bryan.

Mr. Bryan declined to comment on the action of the progressive Democrats of Ohio yesterday, in pushing his name to the front as a candidate and the utterance of Congressman Lantz, who has said Bryan was the natural candidate of the progressive Democrats.

No More Cold Hands

PERFECTION SMOKELESS OIL HEATER

A woman often does not notice what a cold day it is so long as she is bustling around the house. But when she sits down to her sewing and mending, she soon feels chilly.

It is then she needs a Perfection Smokeless Oil Heater. Its quick, glowing heat warms up a room in next to no time.

That is the beauty of a Perfection Smokeless Oil Heater. It is always ready for use; you can carry it wherever you please; and you light it only when you want it.

The Perfection Oil Heater is smokeless and odorless—a patented automatic device insures that. It is reliable, safe and economical—burns nine hours on one filling. Handsome, too—drums finished either in blue enamel or plain steel, with nickel trimmings.

Dealers everywhere; or write for descriptive circular to any agency of
Standard Oil Company
(Incorporated)

Foley's Kidney Pills

What They Will Do for You

They will cure your backache, strengthen your kidneys, correct urinary irregularities, build up the worn out tissues, and eliminate the excess uric acid that causes rheumatism. Prevent Bright's Disease and Diabates, and restore health and strength. Refuse substitutes.

J. W. BELL, WASHINGTON