

The Duty of Conservative Constituents and Conservative Representatives.

We find something of liberality and not a little of good sense, as applied to the Conservatives of South Carolina, in some views expressed by our Radical contemporary of this place, a few days ago, upon the subject of "majorities and minorities." They are none the less true, that they take somewhat the shape of accusations. The thought which lies below is, that minorities in a State have their duties no less than majorities, and that the duties devolving upon the minority in this State have not been faithfully discharged. When this thought comes back to us in this way, it is time to heed it, and to make the best possible practical use of it. Our contemporary justly says that many of the misfortunes of the Conservatives are due to a want of sagacity, a lack of unity and a neglect of the political weapons which lie ready to their hands. With a clear, overwhelming and almost immovable majority against us, officered by a class of men whose native proneness to mischief and corruption was brought into full bloom and vigor by the feeling of power and the sense of immunity for crimes, it was not to be expected that we could successfully contest the political control or fill any of the great offices of power.

But we could have gone to the sources of power, and beginning at the bottom, have patiently built up our structures of opinions and policy. Turning from those who could not be reasoned with, who can only be influenced by broad facts, and those facts such as inhere in ascendancy and give assurance of protection, we might have faced the mass of our people, the white race particularly, and almost exclusively, into a determined organization, ready to act as an unit in securing such present advantages as were possible to it, and to be kept compact and united to avail itself of future opportunities. From the start, we ought to have placed, wherever we could do it, true men in position, to act as the advance guard, and contend for every point where justice and right were involved. In the Legislature, we ought to have had strong men and more of them, to break the force of the destructive measures that have there been forged. There is invincible power in right, in truth, in duty; and a man who represents them and has the true energies of a man, is a power anywhere and everywhere that cannot be wholly resisted. Had we put our best men in the General Assembly, and the fullest number that we could have sent, charged with the important task of always protesting where they could not resist, of working in season and out of season, in vindication of a people temporarily down-trodden, and who meant at all hazards to rise from their prostration, they would have commanded the admiration of the country at large, and secured the devotion of the people of the State whom they so faithfully served. We are very far from saying that we have not had good, faithful and able men there. But they have lacked system, and their individuality has been measurably lost. They should now repair whatever errors may have been committed, and stand together against fraud and corruption, against ignorance and incompetency, doing all the positive and direct good they can, and preventing all the evil possible to their best endeavors. Wherever a true and capable man can be introduced into the Legislature, it ought to be done. The Counties with decided Conservative majorities ought not to forego a single item of their local advantages, and where they are nearly balanced, they should strive by every fair means to make the balance lean to their side. We are satisfied that they can increase the Conservative representation and improve its quality. This is the duty of the people. They cannot escape it, and they ought not to try to escape it. Not until they have done their best will they stand acquitted before the country. When they have done it, they will become relieved of responsibility, and their representatives become charged with it. It is likely to be grave. We trust that no man will assume it inconsiderately. The highest motives should operate here. Cyphers are not wanted; men who are not alive to the situation are not wanted. The exigencies likely to arise will demand qualifications of statesmanship and manhood. We are approaching a great change, and possibly the solution of our vexed and vexing political problem. We shall re-

quite capacity, experience, vigor, character, patriotism and courage. Let those who have them get, either stand or be dashed out of the way.

Gen. W. Williams, of Charleston.

Honor and fame from no condition rise, Not well your part, there all the honor lies. The pages of history teem with accounts of men who have risen from the lowly vale of poverty to the most exalted stations. The humble student boy has risen by degrees and becomes the learned and scientific professor; the apprentice from his serving to the elevated dignity of a statesman; the private soldier to wear the insignia of royalty; the rustic youth from the country to the distinguished lawyer and the merchant millionaire; the plowman of the field, by the splendor of his talents, becomes the object of universal admiration. These live a'long the aisles of history, but we shall not seek in the past or in distant lands for one worthy of our notice. He can be found nearer home, a citizen of our own beloved State, and as deserving of a mark of respect for his course in life as those who have preceded him to more exalted positions.

A few days ago, we received a pamphlet, entitled "The Thirty-second Anniversary of the House of Gen. W. Williams & Co. and the Inauguration of the Carolina Savings Bank, of Charleston, S. C., May 2, 1874." The head and front of this house is George W. Williams. At this celebration were present the business men of the city, divines, judges, editors and the talent of the bar, who, in appropriate speeches, marked by modesty, paid merited compliments to the successful merchant and banker, G. W. Williams. We have but slight acquaintance with Mr. Williams, but presume him to be between fifty and sixty years of age. Suffice it to say, that he started out in life when seventeen years of age, with ten dollars in his pocket, earned by the sweat of his brow. From his father's home, in Nacoochee Valley, Ga., walked to Augusta, Ga., with a budget on his back, distant 150 miles. There we find him obtaining a situation, prompt in action, attentive to his business, industrious, honest, economical and moral in his habits. Step by step, he rose, until we find him doing business on his own responsibility. Next a wholesale merchant and banker in the city of Charleston and a banker in New York, and now the inaugurator and President of the Carolina Savings Bank, chartered by the last Legislature—an institution which, if properly conducted, (which we have every assurance of from his being the President,) will be of incalculable benefit to all classes of society.

Mr. Williams is a wealthy man—not so wealthy as Astor or Vanderbilt or Stewart, but wealth far beyond the most of our Southern merchants. He is liberal in his views, charitable in his disposition and generous in his donations. He steered his concern safely through stormy panics and monetary convulsions, when hundreds went down all around him; passed unscathed through the trying ordeal of the war, and launched out with renewed vigor at its close on the commercial ocean again. He stands to-day at the head of the mercantile department in South Carolina.

The pictures drawn by Plutarch have influenced, it is said, the minds of many to great and heroic actions. While Mr. Williams would be no prototype for glory-seeking men at the cannon's mouth on the bloody field of battle, yet it may well be said that he stands forth to-day as a living model for the young men of the State, who have to go forth on the battle-field of life and desire to achieve a successful and respectable name. We wish that every young man in the State had one of these pamphlets to read. His letter and speech possess not the classic style of Balwer, the descriptive power of Cooper, the mellowed softness and chastity of Irving, the besauteous imagery of Bryant, the pleasing and attractive manner of Scott, the humor, glow and sparkle of the brilliant Hall-ock, but they abound in maxims of wisdom and experience, inculcating industry, perseverance, energy, honesty, morality, punctuality—becoming qualities that will fit one to stand before princes. They are far superior to the yellow-backed novels of the day, which teach unreal notions of life, exaggerated views and pander to the morbid appetites of society. The lessons of his career are calculated to plant rich seeds in the bosom of every young man, to blossom in manhood and bear fruit when they are old. His advice, in a few words, is "Be up and doing, With a heart for every fate; Still achieving, still pursuing, Learn to labor and to wait."

Both Mill River and Pittsburg furnished baby heroes, of whose triumph over the raging waters the papers have made due note. The Pittsburg innocent floated in its crib thirty-two miles, and having sense enough to stay aboard, was finally saved. Now, in view of the old proverb about persons who can't be drowned, the future of these two young ones will be worth watching. Let us see if they are to be hanged.

Upon a ranch in Nevada, on the Carson River, there is a herd of twenty-six camels, all but two of which were bred and raised in Nevada. Some years ago, nine or ten camels were imported into that State, but of these only two lived to become acclimated, and from this pair have been raised twenty-four animals. The men who now have them are Frenchmen, who had formerly some experience with camels in Europe.

Correspondence of the Phoenix.

SPARTANBURG, August 12, 1874. The extra train from Alston arrived in excellent time at this place yesterday, bringing a good delegation of members to both the Agricultural and Mechanical Society and the Railroad Convention. The society met to-day, and was well attended. President Woodward read an interesting address, in the course of which he gave an account of the financial condition of the society, and urged the importance of promptly and properly sustaining it. Prof. Holmes, of Charleston, Mr. Rose, of the same place, Messrs. Meaus and Farley, of Spartanburg, read instructive essays on several subjects of interest to the agriculturist. These were discussed at some length. The society will continue its sessions this evening and to-morrow. To-night, Prof. Holmes is to deliver a lecture on the periods of geology. It is awfully hot here to-day. But the hospitality and kindness of the Spartanburgers would compensate worse evils. This place is growing and is quite lively. I go hence to GLENN'S.

THE RIOT AT SOMERVILLE, TENNESSEE.—The election of the 6th had been hotly contested, and many negroes had attended the polls during the day heavily armed, and some had openly threatened to burn the town. During the day, a prominent negro politician, named Cash Warren, had cursed and abused a young brother of Mayor Hendon, and on yesterday, encountering Mayor Hendon on the street, began to abuse him, and finally snatched a pistol in the Mayor's face, who then drew a pistol and shot him dead. Almost simultaneously two or three shots were fired at the negro by the friends of the Mayor, who had collected there, among whom was Oscar Burton, who was charged with firing at Warren when he met his death, by the negroes, who had become very much incensed at the death of Warren and threatened to kill Burton, who, about 11 o'clock, appeared on the streets, armed with a double-barrelled shot-gun and pistols. Judge J. G. Reeves, Albert Reeves, the Sheriff elect, and another brother named Paul, attempted to arrest and disarm Burton, and, owing to a report that a body of negroes were marching into town, Burton refused to be arrested, and they opened fire on him, wounding him severely in four different places. He returned the fire with a shot-gun, mortally wounding Paul and Albert and then fell himself, but raising himself on his elbows, drew his pistol and shot J. G. Reeves in the shoulder, inflicting a dangerous but not fatal wound. The party of negroes who had congregated then opened fire on Burton, shooting him in a number of places, and one rushing up put a pistol to his back. In all, he received thirteen wounds, and if any prove fatal, which the doctors doubt, it will be the one last mentioned. The excitement that followed was intense. Reports spread that negro minors had been sent to the country to stir up the various colored societies, and Memphis was telegraphed to for aid. Many negroes left town as was supposed to procure reinforcements, among whom was Williamson, who, in a speech during the canvass, said if the Civil Rights bill was not passed he would ride in blood up to his bridle bits, was captured last night, but escaped afterwards. On the arrival of the military from Memphis, they found the citizens in arms and the town under strict patrol. Their arrival was hailed with great joy by the whites.

DISTRESSING CASUALTY.—As a carriage containing several young persons was crossing the Philadelphia and Baltimore Railroad at Newark, on the 9th, it was struck by a train, demolishing the carriage, killing the horse and throwing out the occupants. Mr. Norris had his left leg broken and otherwise injured; Willie Hawkins, collarbone fractured; Sallie Simon, limbs severed above the knee, causing death; Miss Keeley, both limbs amputated; Daniel Keeley, badly out.

While the national bank note currency is running through the renovating process at Washington at the rate of \$250,000 a day, at which rate it would, without stopping to think, be supposed the whole would soon be renewed, some one who has calculated says at even this large rate it will take over four years to pass the \$350,000,000 of this currency through the renovating process.

A NEGRO'S HEAD AS HARD AS ROCK. A negro boy jumped from the window of the Tyree House, in Lynchburg, to avoid being captured. He was discovered trying to pifer one of the rooms. He jumped forty feet, his head striking a rock, but not seriously hurting him. At last accounts he was seen crossing James River.

James M. Hightower plead guilty to the charge of illicit distilling, and was sentenced by Judge Bryan to be imprisoned six months, and pay \$1,000 fine. Diedrich Bieman charged with fraudulent removal and concealment of spirits, but the jury of the United States Supreme Court brought in a verdict of not guilty.

New York city wants to secede from the State. The motive is in the fact that her citizens suffer from unjust representation, one citizen of the inland Counties being politically equal to two New Yorkers, and because the State taxes are proportionately heavier on the New Yorkers.

NARROW ESCAPE.—Mrs. Jane Martin, of Donaldsvalle, while coming down stairs at her home, last week, stepped upon a snake which coiled around her ankle and struck at her. She ran out in the yard and shook it off, when it was killed by a bystander. A narrow escape.—Abbeville Medium.

A letter published in the Times from Wm. Forrester, a convict in the Illinois penitentiary, declares that he has been used as a shield for the real criminals in the Nathan murder investigation, and that the murderers are still at large, whom he threatens to deliver up to justice when he regains his liberty.

Around our town and in several sections of our County, a very serious drought is prevailing. In these neighborhoods, late corn is being terribly out off, while cotton looks badly, and is beginning to shed its younger fruit. The beautiful cotton fields about our town are assuming a really woe-begone appearance.—Edgefield Advertiser.

Jeter Awtry, of Johnson's Depot, who shot an unoffending man, named John G. Heath, while attempting to kill another, at Langley, on the 10th, is said to be a desperate character—having killed a man in Alabama, and dangerously wounded another at Johnson's. The murderer fled.

A Pennsylvania boy got so home-sick that he walked seventy-eight miles, without eating, in order to sit down once more at the family hearth-stone. He was received with such warmth by his male parent that it was several days before he could sit down anywhere.

While a prominent East Side preacher was making a pastoral visit recently, the lady brought out a number of engravings she had just purchased. The cautious pastor flew through the front door, and sent his boy around for his hat afterward.—Milwaukee Sentinel.

A clergyman settled over a Congregational Church in Boylston, Mass., is accused of having forged a certificate of his ordination by the Methodists, and of preaching other men's sermons as his own. These little things are making trouble in the church.

An interesting little boy, timid when left alone in a dark room, was overheard to say in his loneliness, "Oh, Lord, don't let anybody hurt me; and I'll go to church next Sunday, and give you some money."

The Waverly, N. Y., Board of Excise have refused to grant any licenses, and the Elmira Advertiser says that "disastrous effects are feared to the business and prospects of the once prosperous village."

FATAL ACCIDENT.—Mr. Thomas Mattox, of Anderson, was caught in the gearing of Mr. W. J. Harbin's saw mill, on the 11th, and killed. The circular saw split his head and took off one of his arms.

SOLITARY.—The Radicals of North Carolina elected one Congressman, a mulatto, named Hyman, who is said to be a corrupt rascal, and a specimen brick of the Republican temple in the old North State.

The Independents of "bloody Kansas" have shown their spirit by nominating a man named Cusey for Governor. They are also running a Parrott for Congress, which seems a thing entirely appropriate.

Cumulative voting was successfully tried at the municipal election in Anderson on the 10th. The following was the result: Intendant—John R. Cochran. Wardens—S. M. Pegg, S. Blackley, B. F. Crayton, Benj. Guyton.

President Grant has sent short congratulatory telegraphic replies to the Presidents of Uruguay and the Argentine Republic, on the completion of the line between those States and the United States.

A drunken white man, lying with his head on the track of the Georgia Railroad, was struck by the locomotive and somewhat gashed, but not seriously injured. It was a wonderful escape.

Steam canal boats are said to be driving horses from the canals of New York State, and although freights as a rule are dull, "the canal steamers are embarrassed with freights offered."

W. H. Denton, convicted of the murder of J. H. Albritton in Horry County, in May last, was sentenced by Judge Townsend to be hung on the 9th of October.

Congressman Wallace will carry Fairfield, but Dr. Latimer, who is said to be a modest Republican, claims the Western Counties and Kershaw, and believes he will beat Wallace.

EXTRAORDINARY TIME.—It is estimated that 20,000 people witnessed the races in Rochester, N. Y., on the 12th. Goldsmith Maid beat her own best time, making a mile in 2.14 1/2.

It is asserted that two pounds of arsenic dissolved in eighty gallons of water, and sprinkled over an acre of cotton, will destroy the cotton worm effectually.

A family named White, husband and wife and six children, were found in a shanty near Pope's Park recently, with a piece of old carpet for clothing and nothing to eat.—New York World.

The customs receipts for the week ending August 8, were: New York, \$2,767,396; Philadelphia, \$134,523; Baltimore, \$105,143.

A young man, named Wm. Parks, committed suicide recently, in Yarkin County, N. C., by stabbing himself to the heart.

Pore Hyacinths will never be quite satisfied with his religion. He has now, it appears, seceded from the Old Catholics.

Thomas Feeny was shot and killed in Griffin, Ga., on the 7th, by Bill Hartnett.

A little child in Florence, S. C., fell from a thirty-foot high piazza to the ground and was uninjured.

A man named Gus. Moore, shot and killed two men at Fairburn, Ga., last Saturday.

Edwin Malloy, Esq., of the law firm of McIver & Malloy, Cheraw, S. C., died last week.

CITY MATTERS.—Subscribe for the PHOENIX.

The storm, yesterday morning, tangled the telegraph wires considerably. The Tax Union fever is contagious. New Unions are formed every day. Messrs. R. & W. O. Swaffield offer extraordinary inducements to cash buyers. See the advertisement.

Transient advertisements and notices must be paid for in advance. This rule will be adhered to hereafter. Job printing of every kind, from a miniature visiting card to a four-sheet poster, turned out, at short notice, from PHOENIX office. Try us.

The newly-fledged Charleston Sun pitches into the News and Courier, and charges that paper with working in the interest of Gov. Moses.

Old type metal—superior to Babbitt for some purposes—can be obtained at PHOENIX office at low figures—25 cents a pound for fifty pounds or less; 20 cents for larger quantities.

Major J. M. Morgan is endeavoring to organize a gymnasium in this city. He has secured the necessary building, and thirty days after sixty subscribers are obtained, (at \$2 a month,) it will go into operation.

Charges of carelessness are made against Immigration Agent Tilman R. Gaines, in not paying attention to money orders. He has been hauled over the coals in Greenville, and other Counties yet to hear from.

Complaint is made by persons from the country of the terrible condition of the roads in the vicinity of Columbia; also, that a plank is missing from the bridge on the Mcnicello road—a trap for animals.

Star-gazers will have something interesting to look at this month, as astronomers tell us that the earth is now nearing the margin of the great August meteor stream, which exceed in number and splendor those of the November period.

The Aiken Tribune says Congressman Elliott, who it seems wishes to descend from Congress to the lower House of the South Carolina Legislature, will be elected, and that he designs wresting the speakership from Sam. Lee.

The Governor has appointed Laurence Cain, John H. McDevitt and F. A. Belanger, as Commissioners of Election for Edgefield; R. M. Thompson, Trial Justice for Clarendon, vice W. R. Burgess, resigned; and has accepted the resignation of James A. Henderson, as Coroner of Newberry.

Mr. Symmers appears before the readers of the PHOENIX, this morning, in one of his characteristic advertisements. He knows what the people require either to eat, drink or burn, and keeps just the right kind of stuff.

As Treasurer Cardozo has appealed to the Supreme Court of the United States, in the matter of the certificates of indebtedness, and a great many months will elapse before it can be reached, it will, doubtless, devolve upon the Legislature to settle the matter.

Rev. E. A. Bolles is supplying the passenger cars throughout the State with Bibles. A so-called reverend gentleman, traveling over the Charlotte, Columbia and Augusta Railroad, a short time ago, attempted to purloin one of them, and looked sheepish when detected.

The rifle clubs are exciting the ire of suspicious colored men. The new sign of the Schuetzen-Verein, which displays a bull's-eye target, attracted the curiosity of some of these idlers, yesterday, and they went off growling: "The white folks been getting up rifle clubs, and now de Dutch got one dey call shoot-em-fast." A shake of the head and a muttered "make it mighty hot for 'em" followed.

TERRIBLE HURRICANE.—Columbia and vicinity was visited, yesterday morning, about 3 o'clock, with a terrible gale of wind, accompanied by awful peals of thunder and vivid flashes of lightning, with but little rain. Loosely-fastened shutters were torn off, fences demolished, trees stripped of limbs and sign-boards sent to visit neighbors. Quantities of martins, which quartered in the cornices of the Columbia Hotel and in buildings about the University grounds were killed. The gale lasted more than an hour, and then ceased as suddenly as it began.

THE NEW POSTAL LAW.—Under the new postal law, which allows four pounds of merchandise to go through the mails for thirty-two cents, the forwarding of samples, instruments, &c., by mail has been largely increased. The highest postal rate for four pounds is about as low as that of the express companies to near points, and much lower than express rates to more distant parts of the country.

MAIL ARRANGEMENTS.—Northern mail opens 6.30 A. M., 3 P. M.; closes 11 A. M., 6 P. M.

Charleston opens 8 A. M., 6.30 P. M.; closes 8 A. M., 6 P. M. Western opens 6 A. M., 1 P. M.; closes 6, 1.30 P. M. Greenville opens 6.45 P. M.; closes 6 A. M. Wilmington opens 4 P. M.; closes 10.30 A. M. On Sunday open from 2.30 to 3.30 P. M.

LIST OF NEW ADVERTISEMENTS. Geo. Symmers—Kerosene, &c. Meeting R. V. R. C. R. & W. O. Swaffield—Clothing. John Agnew & Son—Flour.

HOTEL ARRIVALS, August 13, 1874.—National Hotel—P M Baker, G & CR R; J S Richardson, Miss K Richardson, Mrs J McDowell, daughter and servant, Clarendon; L A Frampton, S L Simons, Sr, L O Rice, Charleston A Taylor, Walthalla; J H Bowden, N C; J W J Arthur, Ga; J E Headman, S C.

Wheeler House—R W Carwile, Jos Jenkins, W H Hall, Ga; J A Turrentine, A H Van Bokkellin, Miss Kate Moore and servant, N C; A G Tunstall, N Y; M A Michel, Miss Marie Michel, C A Pojnad, Wm Dudley, Charleston; E S J Hayes, Lexington; Y J P Owens, Laurens; J M Nathan, Pa; B G Yocum, Chester; A Pope, N C; J B Jenkins, Groveswood; Mrs C B Fuller and children, S C; W A Bradley, Charleston; T W Bush, Pa; W H Parker and wife, Abbeville; A N Talley, city; B E Fripp, Chester.

Columbia Hotel—T J Clarkson, Wm Sprinkle, N C; Mrs A J Rowe, child and servant, F L Arnold, W W Mars, J W O'Brien, P A Wiggin, J D Strong, Rev A M Felder, W J Harp, A D Frederick, S C; H Jungle, J S Carter, Md; T W Bush, D J Brown, Pa; L E LeConte, city; H V M Miller, G E Reab, Ga.

Hendrix House.—Thos T Sigourney, Md; J T Heady, Ga; W J Orner, W S Bowman, Miss Ella Owens, Jas K Jones and lady, C O Montgomery, Miss Maggie Montgomery, S C.

Many who are suffering from the effects of the warm weather and are debilitated, are advised by physicians to take moderate amounts of whiskey two or three times during the day. In a little while, those who adopt this advice frequently increase the number of "drinks," and in time become confirmed inebriates. A beverage which will not create thirst for intoxicating liquors, and which is intended especially for the benefit of debilitated persons, whether at home or abroad, is Dr. Schenck's Sea Weed Tonic. Containing the juices of many medicinal herbs, this preparation does not create an appetite for the intoxicating cup. The nourishing and life-supporting properties of many valuable natural productions contained in it and well known to medical men have a most strengthening influence. A single bottle of the Tonic will demonstrate its valuable qualities. For debility arising from sickness, over-exertion or from any cause whatever, a wine-glassful of Sea Weed Tonic, taken after meals, will strengthen the stomach and create an appetite for wholesome food. To all who are about leaving their homes, we desire to say that the excellent effects of Dr. Schenck's seasonable remedies, Sea Weed Tonic and Mandrake Pills, are particularly evident when taken by those who are injuriously affected by a change of water and diet. No person should leave home without taking a supply of these safeguards along. For sale by all druggists. A913

SIGNALS OF DISTRESS.—When the eyes have become dull and heavy, the nervous system morbidly sensitive, the muscles flaccid, the complexion sallow, the body languid, the mind listless, and the fire and energy which should characterize health have wholly or measurably disappeared, the individual exhibiting these symptoms may take it for granted that his stomach is diseased, his liver disordered, his blood impure or impoverished, and his constitutional stamina and vitality impaired. What his case requires is immediate and judicious medical treatment. He need not, however, put himself to the expense of consulting a physician. It is as clear as the sun in a cloudless sky that he is dyspeptic, and it is as certain as any demonstrated fact can be that Hostetter's Stomach Bitters will cure dyspepsia and all the brood of bodily and mental ills of which it is the parent. Let him commence a course of the remedy at once, and, following the directions faithfully, continue to take it until every disagreeable symptom shall have disappeared. If it be a case of long standing, the cure will not be sudden and immediate. The great tonic and corrective, potent as it is, does not work miracles; but surely, though gradually, it will restore the sufferer to perfect health. From day to day his eyes will become brighter, his nerves firmer, his muscles more elastic, his complexion fresher and clearer, his spirits brisker. In due time he will be once more in a fit condition to fight the battle of life vigorously and effectively, and will admit that, if dyspepsia is our national disease, we have in Hostetter's Bitters a national specific equal to the emergency. Aug 9 1874

Zion Holly, living in the upper part of Greenville County, was called from his house a few nights ago, by an unknown party, fired upon and severely wounded.

SUBSCRIBERS.—Obtain the latest news by mail and by telegraph in the DAILY PHOENIX. There is but one way to obtain business—publicity; but one way of gaining publicity—advertising.