



Store of E. M. Lane & Co.

E. M. LANE & COMPANY.
Staple and Fancy Groceries.

It can be accepted as a self-evident proposition that the character of the equipment of any business defines the nature and volume of its operations, and judged by this infallible guide, E. M. Lane & Co.'s grocery establishment possesses the distinction of being one of the stores doing the largest business in its line in Newberry. This statement is backed up by an equipment which consists of store-quarters 20x100 feet in dimension, every inch of the two thousand feet thus provided being crowded with the purest of pure foods and sundry articles for household use which comes properly within the province of the grocery business. The very presence of such facilities means that the demands of the business make them imperative for its satisfactory management, for no good business man adds a dollar of expense until conditions demand it.

E. M. Lane & Co.'s store had its inception in 1907, being operated for two years under the firm name of Boyd & Lane. In 1909 Mr. Boyd's interest was taken over by Dr. E. H. Kibler and the firm name changed to E. M. Lane & Co. During the intervening years they have succeeded admirably in building up a leading and representative business and patronage by close attention and by the employment of alert and reliable methods in supplying the needs of the public for foods and groceries generally. These methods are of a strictly progressive character, which extend even to what some might designate as a mere detail, but which emphasize all the more the disposition of a wide-awake management to overlook no device or suggestion that will in any manner improve the service or promote better trade relations with patrons. This spirit of alertness is seen in the absolute cleanliness of the store, in the modern meat slicing machine, and in other features which could be mentioned of a strictly progressive character. The stock carried constantly possess the features of magnitude, purity and freshness, because the buying is done from the wholesalers and jobbers on a large scale, and move rapidly through this establishment from the warehouse of the producers to the consumer. These stocks comprise high-grade and standard productions in canned and bottled goods, extracts and spices, teas and coffees, bakers' light goods, soaps and laundry supplies, candies and confections, flour, cigars and tobacco, fruits in season, country produce and staple articles generally in the grocery line. No article of doubtful merit can find a place on the shelves, a policy which is never for a moment relaxed, and which, too, explains the presence of such superior productions as the "Vesta" and Henry Clay flour, the "Royal Scarlet" brand of canned goods, Chase & Sanborn's coffees, the H. R. Hall Co.'s coffees, teas and spices, the Bunte Bros.' and the Littlefield-Steers candies, fresh Norfolk oysters and fish, and Primrose butter and the Greenville Baking Co.'s bread and cakes.

Another feature which has contributed greatly to the development of this business is found in the accuracy and promptness of filling orders, every effort being made to supply the particular article called for and make deliveries exactly as promised, always consulting the convenience of patrons. Thus it is found that the splendid career of E. M. Lane & Co.'s grocery

establishment has been achieved by alert and reliable methods, resulting in magnitude of facilities and patronage which is a credit to the community in which it flourishes. As is natural to be expected, the distinctive characteristics of the business reflect the personal qualities of its manager, E. M. Lane, who is among the representative business men of the community and belongs to that group of men who have "made good" by "doing things."

PEPSI-COLA BOTTLING COMPANY.

Bottlers of Pepsi-Cola and Cascade Ginger Ale.

For years many minds have been concentrated on the question of producing a beverage which would possess tonic properties for the general nervous system, be at the same time stimulating and refreshing, pleasing to the taste, and yet free from any injurious or harmful effects. One formula was discarded after another because of failure to win popular recognition, until the solution of the problem was effected by the inventors of the celebrated Pepsi-Cola beverage, which emphasizes daily its already world-wide popularity, because combining all the properties above enumerated. This famous beverage is supplied in the territory for miles around Newberry by the Pepsi-Cola Bottling Company, which has, since it began business five years ago, built up a large and daily increasing business in the bottling of Pepsi-Cola and all the popular carbonated drinks today on the market. This enterprise possesses the very latest mechanical equipment for the requirements of the business, having installed in their plant two Crown bottling machines, the most advanced process now in use, having a capacity of six hundred dozen bottles daily, besides a bottle-washing machine and other time and labor saving appliances. Great care is exercised to preserve the feature of purity in all preparations, the water used being of crystal purity, secured from deep driven artesian wells, and the plant is kept constantly in the very neatest condition, being thoroughly washed out daily, under the supervision of Mrs. Lula G. Pittard, wife of H. A. Pittard, the manager, who came here seven years ago from Athens, Ga. Besides manufacturing all the leading popular soft drinks, the Pepsi-Cola Bottling Co. produce the Cascade ginger ale, a drink noted for its fine flavor. Mr. Pittard operates two double and one single wagon, supplying the trade throughout Newberry and Saluda counties. Under his management the enterprise has grown daily in trade territory and patronage, requiring from five to six persons constantly in the bottling works and delivery department. Mr. Pittard is both popular and progressive and has met with pronounced success as a trade builder because he leaves nothing undone to please and satisfy patrons, rendering always a courteous, attentive and reliable service. He is never so well pleased as when patrons visit his establishment to make an inspection.

R. M. TIDMARSH.

General Agent Southeastern Life Insurance Company.

To those seeking the protection and substantial indemnity of life insurance, and in our day what prudent man does not, the Southeastern Life Insurance Company offers the very

best features of modern policies backed by an organization strong in its financial resources, prompt and faithful in the fulfillment of its obligations and whose record in this respect places it among the popular and prosperous institutions of the country, being regarded as thoroughly representative in every particular. The Southeastern Life Insurance Co., therefore, in the very nature of things must reflect the characteristics of its component parts, financial strength, promptness and fidelity in the settlement of death claims, and the most approved and reliable insurance methods generally.

The Southeastern Life Insurance Company was organized a little over six years ago, and a little over a year ago a general agency was established in Newberry, with Mr. R. M. Tidmarsh



R. M. Tidmarsh.

in charge. This general agency covers the counties of Newberry, Saluda and Fairfield, in which territory there are over \$300,000 in life policies in force through this general agency. In this list of policy holders in the Southeastern are many Newberry business men and citizens, who feel secure under its protecting influences and who know from their own experience and the experience of their neighbors and friends that death claims will be settled promptly, without quibbling and without recourse to litigation and the law's delays.

The Southeastern Insurance Company operates only in the State of South Carolina and for that reason can truthfully be called a home company. All of its funds are loaned in the State, thus lending its efforts to building up our own section of country instead of enriching some distant State or foreign country. And another advantage to the company is the fact that a better rate of interest can be secured in the State, because the demand for money in South Carolina is greater than the supply. W. L. Ruff is district agent for the company for Fairfield county. He is located at Winnsboro.

R. M. Tidmarsh is a native of Newberry county, and moved here four years ago, filling the position of district agent until promoted to his present position. During the intervening years he has built up a representative patronage through an alertness and fidelity in all relations. The general agency conducted by him, and located in the old county court house, covers the counties mentioned above, with eight sub-agents reporting to him. The large business built up at home defines in the most forcible manner his standing and popularity among his home people and the confidence and esteem he fully possesses as a citizen and business man.

STATE OF SOUTH CAROLINA,
COUNTY OF NEWBERRY.
By Frank M. Schumpert, Esquire,
Probate Judge.

WHEREAS, Mrs. Jane C. Whitman and Mrs. Sallie Eargle made suit to me to grant them letters of administration of the estate of and effects of E. P. Whitman,

THESE ARE THEREFORE to cite and admonish all and singular the kindred and creditors of the said E. P. Whitman, deceased, that they be and appear before me, in the Court of Probate, to be held at Newberry, S. C., on the 30th day of March, next after publication thereof, at 11 o'clock in the forenoon, to show cause, if any

they have, why the said administration should not be granted.

GIVEN under my hand, this 14th day of March, Anno Domini, 1912.
Frank M. Schumpert,
J. P. N. C.

SALE OF PERSONAL PROPERTY.

We will sell on Wednesday, April 17, 1912, at the late residence of E. P. Whitman, deceased, one horse, one buggy, one wagon, two cows and other personal property.

Mrs. Jane C. Whitman,
Mrs. Sallie E. Eargle,
Administratrix.

MEETING OF CREDITORS.

Notice is hereby given that E. L. Bailes, of Newberry, S. C., has executed a deed of assignment to me for the

benefit of his creditors, and that a meeting of the said creditors will be held at my offices at Newberry, S. C., on Tuesday, the 16th day of April, 1912, at 11 o'clock a. m., for the purpose of electing an agent of the creditors, and for the transaction of any other business properly before the said meeting.

EUGENE S. BLEASE,
Assignee.
Newberry, S. C., April 8, 1912.

NOTICE OF FINAL SETTLEMENT.

Notice is hereby given that the undersigned will make a final settlement of the estate of M. T. Epps, deceased, in the Probate Court of Newberry County, on May 15, 1912, at 11 o'clock a. m., and will thereafter apply for letters dismissory. All persons indebted to the said estate will make immediate payment, and all persons hold-

ing claims against said estate will file the same, proved according to law, with the undersigned or his attorney, Eugene S. Blease, Newberry, S. C.

T. L. B. Epps,
Surviving Executor of the Last Will and Testament of M. T. Epps, deceased.

Notice is hereby given that the undersigned will make a final settlement of the guardianship estate of James Bernard Shackelford, minor, in the office of the Probate Court for Newberry county at 11 o'clock a. m., the 20th day of April, 1912, and immediately thereafter apply for a discharge as such guardian.

Ordessa Shackelford,
Guardian of James Bernard Shackelford, minor.
March 19, 1912.

The Newberry Savings Bank

Capital Stock, \$50,000.00

No Matter What You DO put some of your Money in the Bank



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You may be a Farmer, or a Miller, or a Carpenter, or it matters not what your trade or profession, put some of your money in the bank. It will help you to save for a rainy day or a day when you may not be able to earn as much as now. . . .

"The Bank That Always Has The Money"

Four Per Cent Interest Paid on Savings Deposits

JAS. MCINTOSH, President

J. E. NORWOOD, Cashier

ROYSTER FERTILIZER

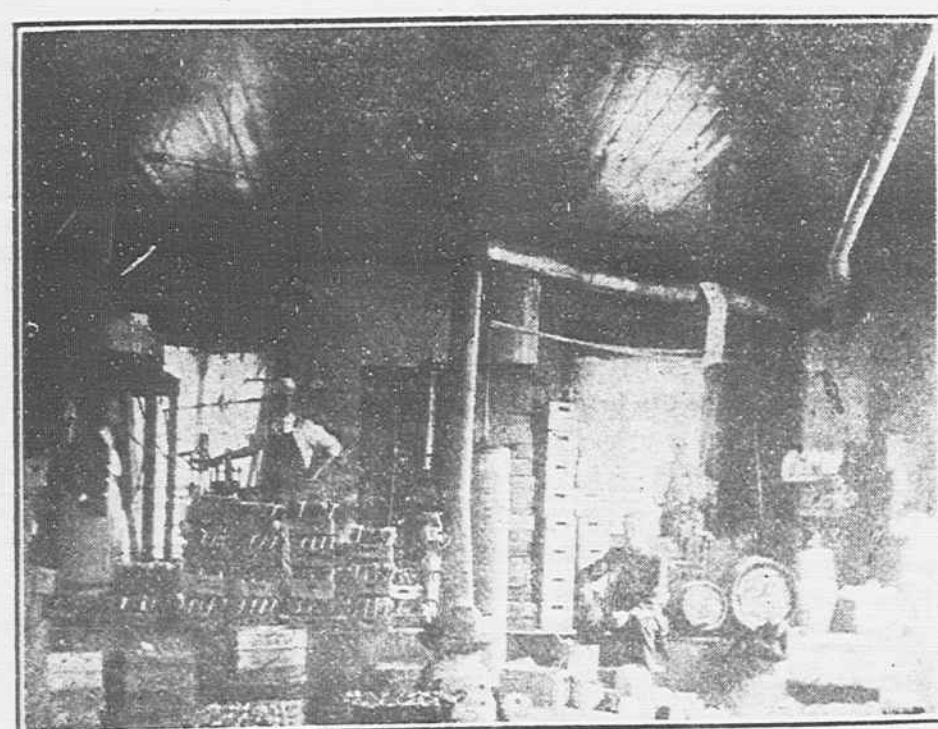
HITS THE SPOT EVERY TIME



The explanation is simple; they are made with the greatest care and every ingredient has to pass the test of our own laboratories; there's no "hit or miss" about Royster Fertilizers.

Sold By Reliable Dealers Everywhere
F.S. ROYSTER GUANO CO.

Sales Offices
Norfolk Va. Tarboro N.C. Columbia S.C.
Baltimore Md. Montgomery Ala. Spartanburg S.C.
Macon Ga. Columbus Ga.



Interior of the Pepsi-Cola Bottling Co.'s Plant.