

**ASSESSOR'S NOTICE**

The County Auditor's office at Laurens will be open from the 1st day of January to the 20th day of February, 1925, for the purpose of taking Tax returns for the ensuing year. For the convenience of Tax payers returns can be made at the following places throughout the County on the day specified.

- Please take advantage of this and make your returns and save a trip to Laurens through the cold and rain.
  - Youngs Township—Miss Nan A. Jones—Monday, Feb. 2, 1925.
  - Youngs Township—Lanfords—Monday, Feb. 2, 1925.
  - Waterloo Township—Jerry C. Martin store—Monday, Feb. 2, 1925.
  - Waterloo Township—Dr. W. C. Thompson's store—Monday, Feb. 2, 1925.
  - Jacks Township—S. W. Dean's—Monday, Feb. 2, 1925.
  - Jacks Township—Renno—Monday—Feb. 2, 1925.
  - Youngs Township—Jno. B. Cook's—Tuesday, Feb. 3, 1925.
  - Youngs Township—Youngs Store—Tuesday, Feb. 3, 1925.
  - Dials Township—W. H. Bolt's Store—Tuesday, Feb. 3, 1925.
  - Sullivan Township—T. T. Wood—Tuesday, Feb. 3, 1925.
  - Waterloo Township—Waterloo Town—Tuesday, Feb. 3, 1925.
  - Youngs Township—Pleasant Mound—Wednesday, Feb. 4, 1925.
  - Dials Township—Gray Court—Wednesday, Feb. 4, 1925.
  - Sullivan Township—Princeton—Wednesday, Feb. 4, 1925.
  - Dials Township—Owings—Thursday, Feb. 5, 1925.
  - Sullivan Township—Hickory Tavern—Thursday, Feb. 5, 1925.
  - Dials Township—Thompson's Store—Friday, Feb. 6, 1925.
  - Cross Hill Township—Cross Hill Town, Saturday, Feb. 7, 1925.
  - Hunter Township—Mountville—Monday, Feb. 9, 1925.
  - Hunter Township—Clinton—Tuesday, Feb. 10, 1925.
  - Hunter Township—Clinton Cotton Mill—Wednesday, Feb. 11, 1925.
  - Hunter Township—Lydia Cotton Mill—Thursday, Feb. 12, 1925.
  - Hunter Township—Goldville Cotton Mill—Friday, Feb. 12, 1925.
- All personal property, poll and road taxes must be returned on or by the 20th day of February, 1925. So please get busy and make your returns in January and avoid the rush as it will be impossible to take all the returns during the week. Do not wait to the last day but make return early in January.
- J. WADDY THOMPSON,  
County Auditor.

12-12-1f

**NOTICE OF ANNUAL MEETING**

The annual meeting of the County Board of Commissioners of Laurens County, S. C., will be held at the Court House in the Supervisor's office, on Thursday after the first Monday of January, 1925, being the 8th day of the month at the hour of ten o'clock in the forenoon.

All persons holding claims or demands of any kind against the county, not previously presented, are hereby notified and required to file the same with the clerk of the board on or before the first day of January so that they may be ordered to be paid at the annual meeting as provided by law.

No claims against the County shall be valid and payable unless the same be presented to and filed with the County Board of Commissioners of Laurens County during the fiscal year in which it is contracted or the next thereafter and all claims not so presented and filed shall be barred.

Done at Laurens Court House, S. C., this 3rd day of December, 1924.

J. D. MOCK,  
Clerk.

**NOTICE OF FINAL DISCHARGE**

State of South Carolina,  
County of Laurens.

Re: Estate of Charles McCauley Hoy, deceased.

Notice is hereby given that I will on the 23 day of January, 1925, render my final return to O. G. Thompson, Judge of Probate of Laurens County, giving statement of my acts and doings as administrator of the estate of Charles McCauley Hoy, deceased; and will on the 23 day of January, 1925, apply to said Court for final discharge.

WM. E. HOY, JR.,  
Administrator.

1-22-6tc

**WHOOPIING COUGH PROBLEM SOLVED**

BY TAKING  
"WHOO-P-NOT"  
DR. TURNER'S WHOOPIING COUGH REMEDY.

"WHOO-P-NOT" is a prescription that was used successfully for years by a noted English Physician. It contains no Alcohol, Narcotics nor injurious drugs. Very pleasant to take and sold on a positive guarantee to give relief or your money cheerfully refunded.

FOR SALE BY YOUR DRUGGIST—PRICE \$1.00

**AUTO LIVERY**  
CARS FOR HIRE  
Drive Yourself  
TOURING CARS BY THE MILE OR HOUR  
ELLIS MOTOR CO.

**WHAT DO**  
P. S. JEANS  
DO?

**THE SMALL TOWN COMES TO BAT**

What Happened to Gridley Before It Woke Up Is Happening Now To Ten Thousand Small Towns the Country Over. A Lesson For Small Communities Everywhere.

By W. L. BUTLER

(From Forbes Magazine—issue of December 1, 1924. Reprinted here by special permission of Mr. E. C. Forbes, Editor.)

Gridley admits that it has 1,700 people—men, women and children—and that 4,000 more live within a 10-mile radius; and that it is located right in the heart of a very rich country in Northern California; and that the buying power per capita is unusually high. But there was a fly in the ointment.

Most of the store buildings in town were erected thirty or forty years ago when wheat fields covered the landscape in every direction and dirt roads, impassable in winter, were the main arteries of transportation. Times changed. Wheat fields were turned into peach orchards, vineyards, rice fields, dairy ranches, alfalfa fields—all abundantly watered by ample irrigation.

The automobile came. Trunk line, paved highways took the place of dirt roads. Most every family, since it could afford the price, bought an automobile and took "little journeys" to the larger cities twenty, thirty, and sixty miles away. A new world opened up to the residents of this district. They discovered in the larger cities, new and modern stores, with beautiful show windows and well displayed merchandise, very obliging sales people, and some good buys in merchandise.

**Keeping Trade At Home**

They had never before journeyed more than a few miles from home, but now the frequent trips to the big towns compelled them to compare the modern stores with the general country stores that had been so common in Gridley for so these many years.

They felt that the little country stores didn't measure up—not that they couldn't, but the simple fact was, they didn't.

These "little journeys" increased from once a month to once a week, and oftener. The Gridley storekeepers lamented that there was no town loyalty in their fellow citizens. They tried, without much success, to foster a Trade-at-Home movement, but the procession to the larger cities increased in size and frequency.

Just what happened to the country storekeepers of Gridley has already happened, or is happening to the storekeepers in ten thousand small towns all over the country.

A long, rangy, brainy man, Jim Ownby, president of the Chamber of Commerce and an ex-banker, who had invested a goodly portion of his fortune in real estate and buildings a dozen years back in the town of Gridley and in farming land round about, saw the handwriting on the wall—that either Gridley must wake up and meet this new competition or ultimately go out of business, and in that case his buildings would serve as "bell-fries for the bats" and the grass would grow green in the streets of Gridley.

He told the plight of Gridley to Richard Neustadt, manager of the Retail Merchants' Association of San Francisco, and asked him for a solution. The answer was quick, sharp and decisive.

"Your merchants must either do a better job of merchandising or go out of business. They can no longer keep general country stores and get by. Get a merchandising engineer on the job and carry out his recommendations."

**The First Move**

Jim Ownby can both think and act. The merchandising engineer made a thorough examination of the trading territory; estimated the buying power of the district and the business that should be done; determined the amount that was being spent outside of Gridley every month by the citizens of the district (\$30,000 per month); investigated every retail business in town; secured a complete statement of assets, liabilities, business done, etc., from every merchant; made a thorough survey of stocks, buying and selling methods, sales people, finance, show windows, merchandise display, marking rates, expense budgets, turnovers, advertising—in fact, everything that could have any bearing upon the subject.

A complete balance sheet of the town was made up. The facts of merchandising, or lack of it, were studied, and it was found that the merchants had spent for the preceding year, 3-5 of 1 per cent for advertising when they should have spent 3 per cent. Many slow turnovers were discovered, due to bad buying and poor methods of selling—some stocks turning only one and one-half times per year when they should have turned over four times.

With the facts before him the engineer analyzed and made recommendations; first, to this merchant on buying, to another on marking rates, and to another on model stocks. He made plans for co-operative advertising, and suggested improvements or betterments in almost every store in town.

Beautiful show windows, however, are of little permanent value unless the man back of them understands the principles of merchandising; so he set up a merchandising school, and had all the merchants meet him one night per week for thirteen weeks, when they discussed finance, buying, model

stock, turnovers, marking rates, predetermined net-profit, expense budgets, advertising, selling and sales people, merchandise displays, etc.

Another school of selling and service was conducted for the sales people, and many merchants joined.

Stores were remodeled, many buildings were repainted, show windows were modernized, repainted and re-lighted, the old-fashioned porches were abolished by mutual consent, and down-to-the-minute accounting and merchandising records were set up for those who needed them. Sales quotas, buying quotas, model stocks, and price lines were established. A general housecleaning of "dead lines" took place. Schedules of net profit, expense, sales, and buying were set up, and the definite responsibility placed upon ever store owner or manager to keep up to schedule—for this was to be a community effort in better merchandising.

Gridley has two newspapers—one a daily with 300 circulation, the other a semi-weekly with about 700—but neither covered the 1,600 families of the trading territory. The next step, therefore, was to print and mail a "Shopping News" to every family twice each month. This would give the merchants of Gridley an opportunity to get their message across to their buying public.

Right here let it be said that Gridley's two newspapers are run by men of the right spirit. They took turns in printing the "Shopping News," paid for, of course, by the merchants; they didn't take the small and narrow view that the merchants should advertise only in their newspapers. Anything that would help Gridley, they were broad enough to see, would also help them.

The "Shopping News" was never intended to take the place of the merchants' regular advertising with the local newspapers, but to supplement it, and also give the merchants an opportunity to reach all of the buying community.

This "Shopping News"—four pages, 12 by 19—carried announcement of a special bargain offered by each merchant for sale on the following Friday and Saturday. This was passed by a censor committee. The people came and bought. "Shopping News" gave the merchants an opportunity, through the news and editorial columns, to tell their customers the news of the shops of Gridley and the advantages of shopping in Gridley.

**An Appeal of Merit**

Never once have these merchants appealed for patronage upon any basis except that of merit. Here is a characteristic statement:

"The merchants of Gridley are making a sincere effort to give you good service, and the right merchandise at the right price. They expect to enjoy your trade on MERIT ONLY. They will do their best to make your visit a pleasant one, whenever you may come."

And five months later, Gridley had a well knit merchants association engaged in promoting effectively the interests of the retail merchants. Every member of the entire group was making money—and with a better volume and a better net profit than last year.

These Gridley merchants realize that the first round in the battle for success is not final victory. They are determined, however, that their little city shall not be beaten by the indifference and lack of merchandising ability of its own merchants. They are studying merchandising as never before, buying books on retailing, making frequent trips to the larger cities to study methods, show windows and merchandise display, buying, etc. Every week sees change and improvement in their own stores.

Business history is filled with many illustrations of a big business located in a small town, of some man with a vision of the right merchandise and service and price in the little village, and who undertook to give them all, and whose business, like Jack's bean stalk, grew and grew and grew, and finally landed the owner into the lap of wealth and fame.

There is no place, however small, that does not hold an opportunity for some one who has a real desire and the ability to SERVE—and real service is so rare that it always pays very large returns.

From a sleepy-eyed village of country storekeepers, Gridley is rapidly turning into one of the modern small towns of the country. And no big town can win its trade.

**NOTICE OF FINAL DISCHARGE**

State of South Carolina,  
County of Laurens.

Re: Estate of W. H. Stone, deceased.

Notice is hereby given that I will on the 23 day of January, 1925, make a final report to O. G. Thompson, Judge of Probate, for Laurens County, and render an account of my acts and doings as executor of the Last Will and Testament of W. H. Stone, deceased; and will on the said 23 day of January, 1925, apply to said Court for final discharge as executor of the Last Will and Testament of W. H. Stone, deceased.

B. H. BOYD,  
Executor.

1-22-6tc

**Equip Your Office**  
**FOR**  
**The New Year**

A well equipped office is essential in the conduct of every business—it saves time and worry and makes for efficiency. Here you will find everything you need in Office Supplies for the New Year:

- Ledgers (all kinds)
- Cash Books
- Journals
- Day Books
- Time Books
- Loose Leaf Books
- Order Books
- Paper Clips
- Carter's Ink (Pints and Quarts)
- Carter's Ciclo Paste
- Ink Stands
- Pen Points
- Pen Staffs
- Pencils
- Fountain Pens
- Carbon Paper
- Parcel Post Scales
- Stenographer's Note Books
- Letter Files
- Letter Trays
- Waste Baskets
- Bill Files
- Rubber Bands
- Erasers
- Stamp Pads
- Daters
- Rubber Stamps
- Typewriter Ribbons
- Scratch Pads
- Cash Boxes
- Office Desks
- Remington Typewriters
- Second-Hand Typewriters
- Metal Filing Cabinets
- Wood Filing Cabinets
- Typewriter Tables
- Office Chairs
- Perforators
- Dusters
- Receipt Pads
- Pencil Sharpeners
- Pin Tickets
- Marking Tags
- Gum Labels
- Typewriter Paper
- Collection Files
- Bill Books
- Desk Calendars

We will be pleased to serve your needs for the New Year. Prompt attention to all mail orders.

**PRINTING**

"ALL KINDS EXCEPT BAD"

We print anything from a visiting card to a book. All work delivered promptly and guaranteed.

We ask the pleasure and privilege of serving you again in 1925 in your Advertising, Printing, and Office Supplies, promising a continuation of earnest efforts to please.

**Chronicle Pub. Co.**

PUBLISHERS—PRINTERS—STATIONERS  
CLINTON, S. C.