

THE CAMDEN CHRONICLE

Published Every Friday

W. L. McDOWELL, Proprietor
H. D. NILES and E. N. McDOWELL, Publishers

Entered as second class mail matter at the Postoffice at Camden, South Carolina.

1109 N. Broad St. Phone 29

Camden, S. C., Aug. 11, 1911.

The people read The Chronicle. Judge them by yourself. Don't you read and enjoy it? Then come around with that ad contract.

There was a cloudburst near Shop pond last Friday. Bridges on Pine Tree Creek were washed away and great damage was done to crops in that section.

The Greenwood Journal seems to think that respectable men, and others, too, ought to pay their debts. Someone's been beaten; this printer man out of something.

We must win our way, by struggle, to all noble achievements. The tree that grows where worms sweep, is stronger and grander than the one that grows in the quiet vale.

New subscribers to The Chronicle continue to come in at a gratifying rate. Join the big majority of readers in Kershaw county and add your name to the list if you are not already a subscriber.

The great evil being done the Church by an unconverted member, was forcibly portrayed in a sermon by Rev. Jesse C. Rowan last Sunday morning. We publish the sermon in full today. Everybody should read it.

Lee county sold its first bale of new cotton on Wednesday. It belonged to W. W. Wheeler. The bale weighed 490 pounds, and was classed as strict middling and sold for 12 1/2c. Who will be the first to sell a bale in Kershaw county?

Gov. Blease has designated Captain W. D. Starling of Columbia, formerly Commandant of the Soldiers' Home, as disbursing officer of the Confederate Reunion August 22 and 23, at Columbia, to handle the \$1,500 appropriation by the Legislature.

The Chronicle comes to its readers this week with eight pages full of good reading matter and a goodly bunch of all home advertising. The Chronicle is a home paper for home people and is increasing in popularity with each issue. If you are not among our satisfied readers enroll your name at once.

We are publishing again this week another of Dundas Henderson's excellent articles on "Business Building." The syndicate he represents is one of the best in the country, and any information regarding the best modes of advertising in any line will be cheerfully furnished by addressing him at The Chronicle office.

Says an exchange: "Miss Laurel G. Smith, of Republican City, Neb., and Alfred W. Adson, a senior in the medical school at the University of Nebraska, whose home is at Lincoln, Nebraska, were married last week on Castle Rock, 350 feet above the ground in Boulder canyon, at Boulder, Col. They had chosen the pinnacle as the place of their wedding after many trips into the mountains. There were 12 witnesses to the ceremony, three automobiles carrying the party to the base of the rock."

That's what we call "high tied." The next style will be in an aeroplane or a submarine.

Quite without our suspecting it, we show the stuff that is in us when we turn our backs upon our friends and take the road. Our reactions are entirely unconscious. We display our familiarity with social usages of the reverse, but that is a lesser matter. A novice or a globe trotter alike lets down the mask which hides the inner self, when fretting over delays, careless of others comfort, and selfishly monopolizing conveniences intended for the many rather than the one. The same thing often applies to people in public gatherings. Not long since in a crowded theatre in Camden was witnessed an illustration of this kind. There were three vacant seats on one row. Three men entered and asked one of the occupants to kindly let them in. She obstinately refused giving as her reason that she did not care to move. It was in a darkened motion picture show and neither one recognized the others' face. You can bet the fellow who was so rudely turned down had his thoughts—and his thoughts would not look well in print.

Business Building

By DUNDAS HENDERSON

Advertising Manager of the C. E. Zimmerman Co., Chicago



Salesmanship in Your Advertisements.

The most pertinent questions a retailer must think about when he starts to consider the question of filling the advertising space he has bought in the local newspaper is, how can I sell my goods successfully through this newspaper? The best answer to the question is undoubtedly another question. He must ask himself: If I had to sell these goods in my store, how would I approach my customer? How could I interest her and in what way should I convince her? Last of all he must ask himself whether he is as capable of doing all this in the newspaper space as well as in his store.

When a merchant has answered these questions satisfactorily he may commence compiling his advertisement. But until he realizes that salesmanship is just as necessary in the newspaper space as in his store when selling goods, he can never hope to get the value he has every right to expect from the space.

Successful newspaper publicity has been called salesmanship on paper. When a retailer can distinguish that kind of salesmanship and appreciate its value, he is a long way on the road to advertising success.

If a retailer employed inexperienced or amateur help in his store to sell his best goods he would be "labeled" as a fool. Why should he not also be put in that category if he employs amateur salesmanship in his newspaper space? He pays good money for both and should get the same degree of satisfaction for his expenditure.

Four main points enter into all salesmanship whether personal or on paper. First, the attention of the possible customer must be obtained; second, interest must be created in the goods you are going to sell; third, the customer must be convinced that she wants the goods; and last, but by no means less, she must be induced to make a purchase.

In planning his advertising, the merchant has to apply these principles in such a way that, from his announcements, results are obtained as a matter of course. But he must remember always that salesmanship on paper is more difficult than salesmanship in person, because he cannot make his selling arguments felt in the same degree as when he meets his customers face to face.

Unless a merchant can apply these four principles successfully to his salesmanship through advertising, his publicity will get no more returns than had salesmen in his store. And let me state here that no ordinary merchant can get the highest grade of salesmanship in his newspaper space without outside help. There are many reasons for this. It has been found, for instance, that the best way to secure attention is to use a good illustration. Nothing has a surer human interest effect or gets quicker action than a well selected picture.

The Man Who Pays.

I stuff my hat and things like that—my heart with rapture thrills, whenever I meet, upon the street, the man who pays his bills. His pants may be bagged at the knee, and patched up, like as not; but unlike you, when bills are due, he's Johnny-on-the-spot. He may be poor, but he is sure! His credit's good all right. His employers and creditors don't lay awake at night. Society it seems to me, and automobile rides, and pink silk hose and sporty clothes and Panama besides. Even fancy feed we do not need, and soft drinks by the score—should wait until that other bill is paid up at the store.—Fountain Inn Tribune.

A Good Salesman.

Mr. S. A. McCaskill has taken a position with the Baruch - Nettles Co., where he will be glad to have his friends call and see him. For nine years Mr. McCaskill was with the firm of Mathis & Lewis and rendered most valuable service.

No young man in the community is better or more favorably known than "Sam" and the firm is fortunate in securing his services. He will have charge of the clothing and gent's furnishings department of which Baruch-Nettles Company tell you in their ad to-day.

Many Evade Tax.

The chances are that Comptroller General Jones will repeat the recommendation that he made last year with reference to the income tax law. Last year Mr. Jones reported: "Unless provision is made to secure impartial enforcement of the law in common justice to those who are now making true returns, the whole law should be repealed." The law appears to operate in spurts. While there can be no doubt that the incomes in this state are larger than they have been, the record shows that during the year 1910 the income tax received by the State was less than in previous years. The whole fact of the matter is that there is a disposition to ignore the law. Practically half of the entire amount paid now comes from Richland and Charleston counties. In Greenville county the total amount paid on account of the income tax is less than \$400, while in 1906 it was almost twice this amount.

Win Scholarships.

In the recent competitive examination for scholarships to Clemson College recently held in this county, Messrs. A. M. Trotter, of Camden, and W. E. Bowers, of Kershaw, were the successful applicants. Our heartiest congratulations are extended these young men.

SHOOTING A HORSE.

The Way to Instantly End His Misery Should He Break a Leg.

When a horse falls to the harness his natural inclination is to get up again. The shock of the fall has excited him more or less, and in his efforts to arise he may further injure himself as well as the harness.

The first action should be to sit on his head, pointing his nose upward with one hand, to keep him from struggling until the traces and all other attachments to the vehicle can be unfastened. If two persons are present this can be done without difficulty.

If a horse breaks his leg the most humane as well as the most sensible action is to shoot him on the spot. It is true that cases are on record where broken legs have been successfully treated by means of suspending the horse in a sling and pulleys, but the experiments in this direction have almost invariably met with failure.

To shoot a suffering animal and kill him instantly is not so simple a matter as it at first appears, says Country Life in America. Many shots are sometimes fired before death results. How and where should a horse be shot?

In the center of every horse's forehead a little above the line of the eyes is a little swirl something like a cowlick. Three inches above this swirl is the exact spot to lodge the bullet to insure its piercing the brain. The bullet should not be of less than 28 caliber.

For sprains hot or cold bandages are recommended. Fomentations promptly applied sometimes prevent permanent lameness. Spraying of the back sinews is only too common and unless promptly and properly treated results in knocking and other complications. Blistering, firing and even nerving are resorted to, but it should be borne in mind that these drastic measures are often unnecessarily taken. Rest, turning out where practicable under favorable conditions, and massage often effect a cure.

Not infrequently a horse will pick up a nail. It is unnecessary to say that the first aid is to remove the nail. If suppuration ensue poultice the wound and give the animal rest until well. It may be well to remove the shoe for a time. Great care should be taken that the nail be not broken off flush with the sole and left there to fester. Horses are peculiarly susceptible to tetanus, or lockjaw, and a nail often causes it.

Hypnotizing Lobsters.

"Hypnotize lobsters? Sure thing you can," said the man in South street. "See here," he said, picking up an active one by the body behind the claws. He stroked it down the tail three or four times, and the lobster became very stiff and still. He set it on the floor against the wall, standing it up. He took four or five more lobsters and treated them the same way. "Now watch 'em for a minute," he said, looking at the row of prospective chafing dish fillers. The first lobster gradually became limp and fell on the floor with a crash. This woke the third lobster in the row, for it, too, fell forward. Then two more fell. They all started to make off, but he caught them as they tried to scuttle away. "Sure thing," said the South street man; "it's as easy to hypnotize 'em here as on Broadway."—New York Sun.

Falling Up Out of a Balloon.

If a man falls out of a rising aeroplane or balloon he will not go toward the earth, but will continue rising into the air for an appreciable time. If the air machine were stopped in its ascent at the time it could catch the man as he came down. If the airship were ascending at the rate of thirty-two feet a second the man would rise sixteen feet before beginning to fall toward the earth. Thus, by reducing the speed of its ascent, the vessel might keep by the side of the man and rescue him. The reason why the man rises is the same as the reason for a bullet's rising when shot from a gun into the air—both the man and the bullet are given a velocity upward, and it takes some time for gravity to negative that velocity.—Harper's Weekly.

Side Issues.

"Brother Hardesty, how much are you going to give for the support of the gospel this year?" "Why, Brother Askum, if I ain't helpin' to support it when I give \$15 to the organ fund, \$6 to the chandler fund, \$5 to the carpet fund, donate two tons of coal, chip in for the janitor fund and furnish most of the groceries when we have a church supper of course I'll put down somethin'. How much do you want?"—Chicago Tribune.

Pa Was Right.

"Pa says you keep almost everything here," said the small son of the village editor. "I guess your pa's about right," replied the owner of the general store. "And pa says," continued the little chap, "the reason you keep so many things is because you don't advertise."—Chicago News.

Souless Contributors.

"The congregation numbered thirty-two souls this morning," remarked the parson. "Thirty souls," corrected the deacon. "We got two plugged nickels in the collection box."—Kansas City Journal.

A Household Jewel.

"Is your new maid competent?" "Yes. She can even fool agents and peddlers into believing that she's mistress of the house."—Detroit Free Press.

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrup. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhoea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

The Kind You Have Always Bought

In Use For Over 30 Years.

THE CENTAUR COMPANY, 77 MURRAY STREET, NEW YORK CITY.



THE BLACKSTONE SCHOOL FOR GIRLS

Has since 1894 given "Thorough instruction under positively Christian influences at the lowest possible cost."

RESULT: It is to-day with its faculty of 32, a boarding patronage of 328, its student body of 400, and its plant worth \$140,000.

THE LEADING TRAINING SCHOOL FOR GIRLS IN VIRGINIA

\$150 pays all charges for the year, including table board, room, lights, steam heat, laundry, medical attention, physical culture, and tuition in all subjects except music and elocution. For catalogue and application blank address,

REV. THOS. ROSSER REEVES, B. A., Principal. BLACKSTONE, VA.

Annual Mountain and Seashore Excursion

VIA

Seaboard Air Line

AUG. 16, 1911

The Seaboard announces their annual Mountain and Seashore excursion, August 16th, with the following attractive round trip rates from CAMDEN, S. C.

Washington, D. C.	\$9.00
Norfolk, Va.	\$8.00
Richmond, Va.	\$8.00
Wilmington, N. C.	\$6.00

Tickets will be sold for all trains Aug. 16th and will be limited for return to reach original starting point not later than midnight, Sept. 2nd, 1911.

Proportionately low rates from other points on the Seaboard to Mountain and Seashore resorts in the territory. All trains consist of steel sleepers and coaches with electric lights and fans, dining cars, etc.

For detailed information and Pullman reservations, call on nearest Seaboard agent or write R. H. STANSELL, A. G. P. A., Savannah, Ga.

EXECUTOR'S NOTICE.

All parties indebted to the Estate of the late Thomas J. Smyrl, Sr., are hereby notified to make immediate payment to me, and all parties, if any, having claims against the said Estate will present the same duly attested. THOMAS J. SMYRL, Executor. July 27, 1911—1 mo.

ADMINISTRATOR'S NOTICE.

Notice is hereby given to all creditors of the Estate of the late M. K. Yarborough, deceased, to present claims to the said administrator, who is notified to make payment to me. F. F. YARBOROUGH, Admr. Estate of W. K. Yarborough. Published in the Camden Chronicle, Camden, S. C., Aug. 4, 1911.