

THE CAMDEN CHRONICLE

Published Every Friday

W. L. McDowell, Proprietor
H. D. Niles and E. N. McDowell, Publishers

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1109 N. Broad St. Phone 29
Camden, S. C., Sept. 8, 1911.

If Beattie isn't convicted it will be no fault of the daily and weekly press.

The months with the "r's" are with us. The festive oyster is again on sale.

The Chronicle comes to its readers this week with eight pages all home-print. We are striving to make the paper worthy of the patronage received.

Sumter Joy-riders got in bad in that city last week. Two young white men charged with smashing up an auto were jailed and later released on condition that they leave town.

We desire to again thank those of our subscribers who have sent in their subscription accounts to The Chronicle. Many new subscribers are coming in which makes us feel that the public appreciates our efforts to turn out a good paper.

One hundred thousand lives have been lost by the floods in China, caused by the waters flowing over the banks of the Yang-Tse-Kiang river. The sympathy of the world goes out to this stricken district and speedy relief will be given it.

Would you consider it important? If your chief competitor doubted his advertising appropriation for space in this newspaper? Wouldn't you consider it wise, as well as audacious, in him? And if such a policy would be good for him, could it be bad for you?

Every business man knows that advertising pays, but there are the fewest of them who advertise all the time in season and out of season. If a little advertising pays—more will pay better, and the most advertising will pay best. In other words not a dime is ever lost in advertising of the right kind.

A small boy was reciting in a geography class. The teacher was trying to teach him the points of the compass. She explained: "On your right is the south, on your left is the north, and in front of you is the east. Now, what is behind you?" The boy studied for a minute, then puckered up his face and bawled: "I know it; I told mother you'd see that patch!"

We are publishing this week a strong article on "The Evolution of Retail Advertising" by Dundas Henderson, the greatest ad writer of this age. Recently we had had parties to tell us that their reason for not advertising is on account of their inability to write an advertisement. Mr. Henderson solves this problem. He furnishes the copy and we will furnish the space—both at a remarkably low rate.

GAME AND FISH LAWS.

A representative of a Richmond paper making a trip down the Wateree river by canoe, from the mountains to the sea, made note of the workings of the game laws in North and South Carolina, in the territory through which he passed and in speaking of this made the following comparisons while in Camden this week to a Chronicle man:

"It was a blunder of destiny that killed Isaac Walton before he lived to see the working of the laws in South Carolina for the preservation of game fish in the waters of her rivers. Had he been born in North Carolina he would in all probability have moved across the South Carolina line as soon as he was big enough to dig his own bait, for the wise fish never goes north of the line.

"In the protection of her fish, the Palmetto State is far and way ahead of many of her sister states. One of the first questions a fisherman coming down the Catawba river across the Carolina line asks the farmer living along the banks is the why and wherefore of the better fishing as he progresses in South Carolina and he is informed that it is not because the season is better, but because the state does not allow anything so un-sportsmanlike as a fishtrap in her river falls, but the fisherman must be a sportsman whether he will or no and stick to his rod and line, a trot line being the ultimate limit of his ardor for spoils. As a result the increase in sport is noticeable, nor is the farmer outtailed in his dish of Sun-

FOR "CHEAP" MERCHANTS.

Here is the straight-from-the-shoulder way in which a Lincoln, Neb., printing firm in its house organ puts it up to those merchants of its town who have their printing done in distant cities to save a few dollars:

"During the past eighteen months several of the largest printing concerns of the country have gone to the wall, leaving creditors in sums ranging from several millions down to one hundred thousand and less. An eastern concern just numbered among the failures was found, upon the installation of a cost system by the receiver, to have sold a job for \$1.75 that cost \$5.00. And yet it is this kind of competition that some of our ambitious western cities with their local printing concerns to compete with. These cheap concerns, run on other people's money, are scouring the country for printing to keep their wheels turning, and right here in Lincoln, Neb., they are persuading some of the buyers of printing that they are being robbed by the home concerns. A Lincoln printer, who is well acquainted with the field, recently made a computation showing that the printing sent out of the city to these bargain counter concerns would, if left at home, mean the employment in Lincoln of from thirty to fifty additional men in the printing trade. In other words, would equal the establishment of a factory employing from thirty to fifty hands. In the face of such conditions the Commercial club, of which most of these shoppers for cheap printing are members, is seeking factories that will give employment to no more labor, and are offering local capital to the amount of one-half the necessary stock. Competition in the printing lines in Lincoln is sufficient to warrant every purchaser getting a fair price—often one that is below the cost of production—and the buyer who shops out of town is taking from local labor money that would benefit the city if expended here. Expending good money for the establishment of new enterprises while denying patronage or demanding ruinous competition of those we already have will build up a city much the same way the fellow lifted himself over the fence by pulling on his boot straps."

THE GOOD ROADS TRAIN.

Citizens of Camden and Kershaw county will be given a splendid opportunity on Monday, September 18th, to acquaint themselves with modern and approved methods of road building, road repairing and maintenance. On that date the Southern Railway's good roads train will be here, coming in at 3:00 p. m. and from that hour during the afternoon lectures will be made and demonstrations given, these covering all phases of road work, from the modern methods of building permanent highways on down the line through the most approved methods of practical repair and maintenance in general.

This train is nearing the end of a long tour, covering the Southern States traversed by the Southern Railway and allied lines, and it has met with great success so far as being able to disseminate valuable information to large crowds is concerned and from the published reports of the meetings all over the South, the ground work for great good has been laid.

This meeting should particularly interest county officials and the road overseers, as well as citizens in all walks of life, for there is not one who is not, indirectly at least, deeply interested in the question of good roads. Their great importance is but beginning to be recognized by the South to-day, and those communities that are taking hold of this work are the ones that are laying the foundation for rapid material development in the near future. Every citizen who can possibly spare a little time will find that he can put that spare time to good account by coming to Camden on the date above mentioned to see and hear what the road building experts will have to show and to say. The question of good roads is one of the biggest problems that the South is today called upon to solve.

day carp.

"Other states will follow this example and do well. The Palmetto State, on the other hand might do worse than to follow the example of her sister state, North Carolina, where laws in certain localities call for a closed season, partridges for instance, for a whole year, which has worked with excellent results in that state."

YOUNG'S REASONS.

Cy Young, who has the greatest record ever made by a pitcher, who asked how he has managed to keep in the game, pitching winning ball about twice as long as the best of them usually last, gave a very clear and lucid statement of his ideas of what causes contributed to his success. His rules of conduct, if followed in many other lines of endeavor would ensure success therein. He says: "I just mind my own business, behave myself and refuse to worry." That's a good rule for minister, lawyer, doctor, business man, clerk or anybody else.

His next statement of a reason for his success is worth attention, especially from those who are paid salaries or wages. He says: "Then I work hard. That counts for a lot. I always remember, when I am cut in the lot, that I am working for some men who are paying me a salary, and it's up to me to earn it, and not to try to teach the umpires their business, or to do anything except pitch as good ball as I can."

What a lesson there is in that for the employe, who keeps so busy worrying over the bosses mistakes or trying to teach his fellow employes their duties, that he has not sufficient time in which to do the work for which he is paid.

Some of Young's other maxims, according to which he has lived, so that he has not only been a success as a baseball player, but has accumulated a fortune estimated in excess of one hundred thousand dollars, are well worth following by others than ball players: Among them are these:

- "Be earnest."
- "Cut out dissipation. Form regular habits."
- "Keep in condition all the year round. Remember that your mind has got to be on your work, if you are to succeed."
- "Never let the important fact escape you that you are in the game to play ball, not to help with the umpiring. Let the umpires earn their salaries, and you earn yours."
- "Bear in mind that you will prob-

ably live some years after you quit playing ball, and save your money."

No wonder Young has been a success for he lives up to his rules and when he does get through playing ball, he will retire to a big, well-kept farm at Peoli, Tuscawawas county, Ohio, to enjoy life for many years more. He will go into retirement in perfect physical health, and without leaving an enemy among ball players, umpires or fans—Greenville Piedmont.

Business Building

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



The Evolution of Retail Advertising.

Recently, before the Rochester, N. Y., Advertising Club, Julius Schneider, for some time advertising manager of "The Fair," of Chicago, and one of the best known retail advertising men in the country, gave a lecture on "The Next Evolution in Advertising." He stated that, in his opinion, this was the awakening of local advertisers to the absolute necessity for high grade advertising service such as had made fortunes for the large stores in the big cities. He advised the merchants in each locality to join forces and engage the advertising talent on a co-operative basis, and pointed out that this really must happen in a very short period as a natural advance of the times.

Mr. Schneider and others, evidently do not know that this evolution towards high grade special service has been taking place for some time. It began with what are called "Cut Services." That is, an engraving house in one of the bigger cities would get out a number of more or less comic advertising cuts, wretchedly drawn by a tenth-rate artist, which it sold to a retailer, sometimes with a little advertising mat-

SUPERVISOR'S MONTHLY REPORT.

The following is a list of claims approved and ordered paid at the regular monthly meeting held Monday, September 4th, 1911:

Name	Amount
The Camden News, adv. printing	9.50
C. W. Birchmore, sta'y.	32.25
Walker, Evans & Cogal Co.	68.60
The State Co., sta'y.	24.00
A. W. Burnet, M. D., ex lun'y	10.00
S. F. Brasington, med serv.	49.00
G. W. Dabney, sup. p. h.	17.50
I. J. McKenzie, sal. sta.	101.50
D. M. McCaskill, Ct. Exp.	
Sal. and postage	34.73
W. B. DeLoache, sal.	21.00
W. L. McDowell, sal. fees	27.50
G. L. Dixon, sal.	12.50
J. S. Trantham, salary and fees	160.36
John Collins, sal.	25.00
W. F. Russell, sal. pos.	52.70
M. C. West, sal. pos.	100.25
Stevens Mer. Co., sup.	3.00
Lewis & Christmas, sup.	24.25
A. D. Kennedy, sup.	21.50
J. D. & H. L. Smith, sup.	50.85
Burns & Barrett, sup.	122.79
Springs & Shannon, sup.	121.20
J. E. Rhame, sup.	35.55
H. L. Schlosburg, sup.	78.74
W. E. McPherson, rep. brdg.	6.19
Maxey Butler, bldg brdg.	45.00
T. M. Maddox, wk on rd.	11.25
J. M. Grigsby, rd wk.	1.25
A. A. West, lumber	44.28
W. L. Kinard, rd wk.	44.00
H. E. Munn, supt gang	117.78
Total	\$1,454.60

M. C. WEST,
Supervisor, Kershaw Co.

CITATION.

State of South Carolina,
County of Kershaw.
By W. L. McDowell, Esquire, Probate Judge.

Whereas, Thomas Antrum Boykin made suit to me to grant him Letters of Administration de bonis non, cum testamento annexo, of the Estate of and effects of Charlotte A. Cantey.

These are therefore to cite and admonish all and singular the kindred and creditors of the said Charlotte A. Cantey, deceased that they be and appear before me, in the Court of Probate, to be held at Camden, S. C., on Sept. 9, 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.

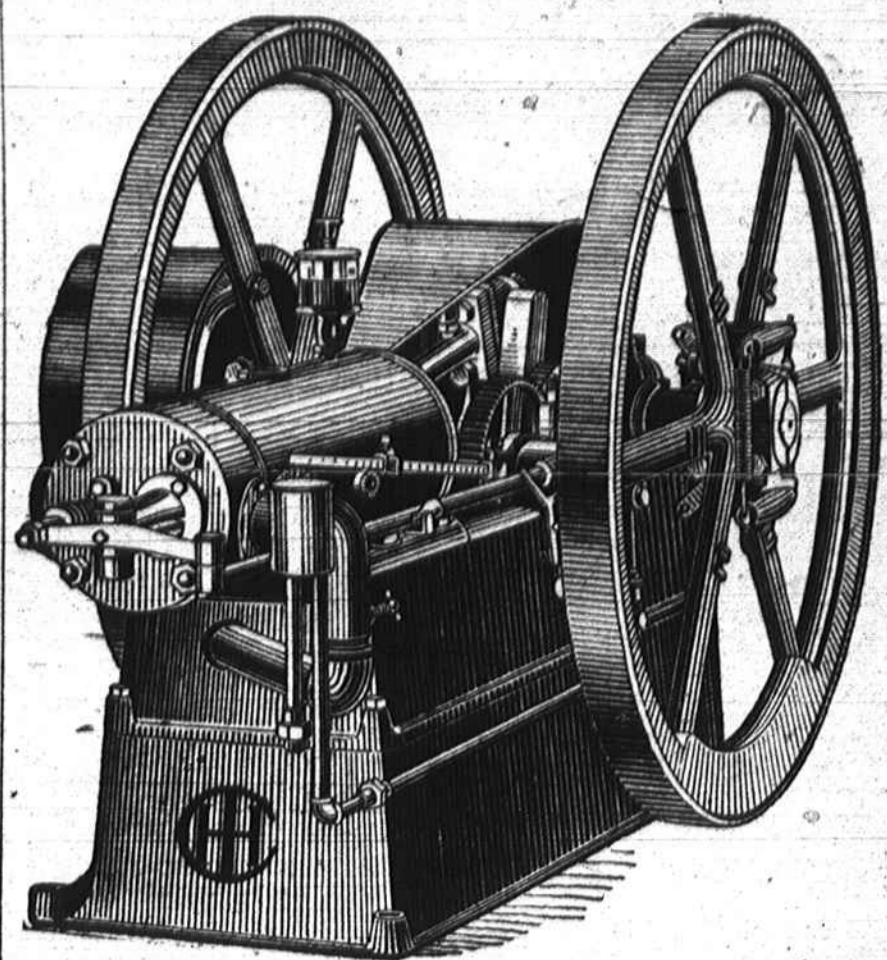
Given under my hand, this 26th day of August, A. D., 1911.
W. L. McDowell,
Judge of Probate for Kershaw Co.
Published in the Camden Chronicle on the 1st day of Sept., 1911

Fifty Young Men Wanted.

Fifty more young men are wanted to learn Telegraphy and accept positions as telegraph operators on the L. & N. Railroad. Address E. H. Roy, Supervisor, Nashville, Tenn.

Our Job Printing Pleases.

READY TO GO



When You Say So

That is why I. H. C. engines are so popular with the farmer, the shop man, the mill man, the EVERYBODY.

Wherever power is used I. H. C. engines are found. In the shops, on the roads, in the fields, on the farms—EVERYWHERE.

Go over to Mr. Smith's cotton gin. If he is using gasoline engine power, AND DOING GOOD WORK, he has an I. H. C. Engine.

Stop at Mr. Jones' shop. If he is using gasoline power, and getting the Business, he has an I. H. C. Engine.

Visit Mr. Brown's farm. See those electric lights, the water tower and the Power House, where the churn, the feed mill, the washing machine, the pump, and the grindstone are all READY TO GO when Mr. Brown Says So. All he has to do is to give one turn of the wheel of his I. H. C. Engine and SOMETHING MOVES. It always MOVES with an I. H. C. There's POWER.

MR. MAN: If you are looking for POWER, STEADY, REGULAR, EVERREADY POWER, you will find what you are looking for in the I. H. C. line of GASOLINE ENGINES.

We have a handsome catalogue ready to mail you, which gives a thorough and complete description of these engines. I. H. C. Gasoline Engines range in size from 1-HP to 45-HP—Portable, Stationary and Tractors. Drop us a card and the Catalogue will reach you in the NEXT MAIL.

International Harvester Co., of America

(Incorporated.)
SOUTH CAROLINA GENERAL AGENCY, — COLUMBIA, S. C.

was one that bid fair to solve all difficulties. About a year or two ago a famous artist, who had made a reputation for a comic series of newspapers pictures, was induced to draw his comics into advertisements. These were syndicated in electrotype form all through the United States and Canada to all classes of retailers, the large quantity sold of each electrotype making it possible to quote extremely low prices to the local merchants. That was the next rise in grade from the old comic cuts, of the local engravers, because these drawings were well done by a first class artist of acknowledged standing.

We have now advanced one step further. The idea that it is necessary to have a comic drawing to attract attention is exploded. As a matter of fact, a comic cut does more harm to the advertisement than good, for it makes the whole advertisement laughable and when people laugh at a thing they seldom buy it. It is unfortunate that many merchants do not realize this even now. A good joke in picture form still appears to many of them to be the acme of successful publicity. But they are learning.

There are now one or two concerns who, with strong financial backing, supply retail merchants with advertisements, illustrated by the best artists and written by advertisement experts who've specially dedicated themselves to the work and who are paid large salaries for their services. The advertisements supplied by those firms are of the same grade as those used by the large department stores and national advertisers; they are scientifically correct and are guaranteed to bring the retailer the maximum of returns. They are supplied to the local merchant with the sole right of use in his own locality.

Owing to the enormous number sold of each advertisement, they can be purchased at a nominal cost, even as low as one dollar per week. If the merchant wanted to have the same ads written for his own individual use, they would cost him \$200 each. The sale of this new style of up-to-date advertising is growing enormously. It is being used in thousands of towns through out the country and there are about 150 high grade salesmen selling it daily.

The nature of this new up-to-date advertising service will be seen by the reduced fac similes of advertisements shown at the top of this column.

This new style of advertising is called Syndicated Advertising Service, and its development is the latest evolution of retail publicity.

The local retailer has seldom the ability to write salesmanship for his newspaper space. It requires special training to write advertisements that sell goods, just as it necessitates training to practice law or medicine.

When your body is sick you do not try to cure yourself, you take medical advice and apply the treatment that is given you by the trained physician. If you are wise, you apply the same principle to your sick business, you use the medicine—successful salesmanship in your local paper—prescribed for you by the advertising expert.

The highest grade of expert publicity service in this country today is embodied in this new syndicated advertising service. High priced men with national reputation in the retail advertising field are constructing these advertisements, and the merchants who uses them persistently and constantly in his local newspaper, is a long way on the road to financial independence.

Full particulars of this new syndicated advertising will be supplied by the editor of this paper. Get them today. Their application will materially increase your business, and give you newspaper space 100 per cent value as a business pulper.

An Even Break.
Comedian Boarder—I have named this coffee November, my dear madam.
Stern Landlady—Indeed, sir. And why?
Comedian Boarder—Because it is so cold and cloudy.
Stern Landlady—What a brilliant young man! I thought of naming it after you.
Comedian Boarder—And why?
Stern Landlady—Because it is so long before it settles.