STORY OF CAPT. ROSTRON.

Carpathia's Captain Describes Boyat Sea

Henry Rostron, in his cabin on the the wheel and the rest of us put Carpathia this morning, remarked new sails on the yards. It was bitthat this was the third medal he ha | terly cold, and I will never forget received in connection with the Ti- those gray days and nights. tanic rescue. The first medal came mane society, and the third, which moil of wind and sea. It was five he received on Saturday, from the weeks altogether for us off the Hor Life Savers' Benevolent association, that time and one of the worst ex-Wall street, this city.

ing," said Capt. Rostron, in a mod- most five months from the time we est and matter-of-fact tone, "the sailed to the day we reached San congressional medal and the decora- Francisco. The captain was very tion known as the American Cross glad when a tug came alongside to of Honor. And, by the way, would take us through the Golden Gate. you like to see a nice loving cup I He was a fine man, I remember, got the other day?"

about five inches high. This was I think." presented to him on the Carpathia's arrival by Mr. and Mrs. Compton, inquisitive visitor if he had ever survivors of the wreck.

The skipper of the rescue ship laid himself down on the couch in You have those shaves, you know, his snug cabin under the shelter of and get over them; forget about a red and black bath robe. He is them." congratulating himself these, days on the fact that he was able to spend quite a little time with his family recently because he had to return to England to give his testimony before the Titanic board of inquiry. Usually the captains and a second time just before she sailed to offer. We must, through the officers of English passenger ships from New York for Batavia with judicious use of printer's ink, conin the New York-Mediterranean case oil. She was never heard from vince the people that our wares are goes to her hailing port for the annual overhaul.

Capt. Rostron is the proud father of three boys who make things II- sition among shipping men that ally depicted in a little incident vely for Mrs. Rostron at their home Rostron is slated for a big ship credited to Mark Twain. During near Liverpool.

"Are your boys going to follow in your footsteps and go to sea?" the captain's visitor asked.

grin; "you never can tell what boys a good sea boat. I never worry ing over the columns of the paper will do. I wouldn't want them to fol low anything for which they did ing to serve the Cunard line in tisers so that he could weave his not seem to have a natural inclination. When I was a kiddle I was It is not always the big ships that bound to go to sea-couldn't keep do things, as the Titanic business does not advertise the people of me away from it. My father was proved." a bleacher at Bolton, Lancashire. That is not a seapoart, but I seemed to smell the sait from afar and acted very well .when honors came excellent values. They read the it lured me. My father decided that to him in insisting that his crew announcements of the large city he couldn't do anything else with be given a large share of the credit merchants; they are attracted to me, so when I was 14 years old he for the rescue. packed me off to Liverpool, where I went aboard the training ship Con- myself if I hadn't given them cred- erature of the mail order houses. small town merchant, is to exploit way.

up and went to the table for a robe to get a wink of sleeep before lack of publicity. For this reason with consistent price as a minor

could not. Everything was swamp- A Country Merchant's ed. We were in a deuce of a plight for six hours. Sallors said she was going sure. But she didn't.

Somehow they got some canvass As he busied himself polishing on her and we lay to for forty-eight

"Two" weeks longer the gales lastthe Liverpool Shipwreck and Hu- and beating against the endless turwhich has its headquarters at 51 periences sailors ever had. And when we finally got into the Pacific "There are two more medals com- we had light winds, and it was al-Capt. Haines, the son of the Capt. Out of a soft blue bag he fished Haines who was then commodore of a handsome silver cup standing the Cunard fleet. That was inº '87,

Capt. Rostron was asked by his been wrecked at sea.

"No, never wrecked," he replied,

"What became of your first ship? "That was rather queer," he said, ages as first mate. It was very buy. If we would be successful we much like home. Then I left her burned at sea."

now?" was asked. It is the suppo- tising retailer is very propheticbecause of the Titanic affair.

any ship 'they see fit to give me.

"I should have been ashamed of they fall victim to the alluring lit-The Carpathia's, commander got again under the red and black bath them is leaving solely because of and desirability of his merchandise

Viewra of Advertising.

An unusual feature of the meeting of the Western Iowa Editorial association at Council Bluffs recently was an address on the subject up a large gold disk, Capt. Arthur hours while the carpenter fixed up of advertising from the viewpoint of the retail merchant by David Oransky, a well known merchant and advertiser of Atlantic, Ia. Mr. Oransky spoke on "Refail Advertising From the Viewpoint of the from the survivors, the second from ed, day after day of wearing ship Merchant," and he declared that the merchant should advertise the quality and adaptability of his goods. He spoke in part as follows:

> "It is a sad but too true fact thatcountry merchants, as a rule, are not extensive advertisers, I am convinced that they should advertise regularly and persistently.

"In this great period of advancement and progress mere storekeepers can no longer succeed. It takes live, wide-awake, aggressive merchants to succeed today. The successful merchant of today, whether in the large city or the small town, must deal with modern conditions. One of the most important of these is the fact that this is a great age of publicity. Printer's ink is towas suffering from a cold and soon "but there were many close calls. day selling more goods than ever before in the world's history, and from present indications its usefulness in this respect is only beginning.

"People depend upon their news-"I remained in her a year or two papers and magazines for informaand then went back for several voy- tion on what to buy and where to must tell the public what we have trade get home only when the ship again. The theory was that she was desirable and that our values are consistent with the prices asked. What ship are you going to have The ultimate end of the nonadver-

Mark Twain's newspaper days one

"I'm very well satisfied where I of his readers found a spider in am," he replied. "The Carpathia is his copy of the paper and wrote not what we call a swagger 'ship, Mark asking what it meant. The "I don't know," he replied with a but she's a comfortable vessel and reply was that the spider was lookabout promotion. I am quite will- to ascertain who were the nonadver web over their doors.

"So if the small town merchant

his community are not advised of It was suggested that the gener- the fact that he has reliable and al public thought Capt. Rostron had desirable goods or that he offers the cities or, in too many instances,



IN THE PRODUCTION OF THE KIMBALL PLANO an active progressiveness is joined with over fifty years of experience concentrated on the effort to produce piano quality of the highest type. Piano customers WHO KNOW appreciate this fact, which ex-

plains why so many of them say that the Kimball piano is the best.

> THEN in the market for piano or organ, see the Kimball before you buy. Write for catalogue and price list. State whether piano or organ is wanted. :-:

J. W. MELTON, Factory Distributor for Kimball Pianos and Organs CAMDEN, SOUTH CAROLINA

it," he said. Then he lay down Trade which rightfully belongs to the quality, stlye, newness, worth

consideration. But can you imag-

ine the country merchant with so



cigarette, which he smoked despite the cough. His mind seemed to hav taken a reminiscent turn, for he smiled as he smoked thoughtfully for a time.

"The events of my first voyage come back to me with as much vividness as those of the night the Titanic foundered," he .continued. "When I was 16 years old I went as an apprentice aboard a ship called Cedric the Saxon. To me she embodied all the romance and likelihood of adventure that I had ever dreamed of.

sailed from Hull bound for San 1,200 tons, built in 1875, I think. on a scaffold or trellis, the former She was a very smart ship and had so I was very proud-chesty I guess gives the vines more fruit-bearing you call it-to go in her. 1 can surface. remember her fine lines and tower-ing masts and the black hull with three to five inches in diameter, painted ports.

during the first part of the voyage. purpose, as it may easily be replace Routine work, light winds and an red, convenience may again be re- advertising pays, but that doesn' intimate acquaintance with the car- garded in the selection of posts, as penter and sailmaker are what I on account of their small size it is remember. I was fascinated by the life, learning navigation and sailormanship. The carpenter and pernong vine did not need pruning, makes it all the more difficult to advertise frequently and regularly; sailmaker berthed in the deckhouse but the recent investigations of Prof. forward, where we apprentices lived, so they came to be very important er careful observers show that the being printed daily. The country factors in our daily life.

things took a sudden change and winds and tremendous seas from of cherries. the westward beat us back continually and all hands were almost exhausted shortening sail and setting running vines the grapes are shaken storm. We were always wet and spread underneath the vine. cold and it seemed we would never be dry again. A week passed, two cording to the American Wine Press weeks, and it seemed we could not the scuppernong grape has a pecugain a mile in the face of those terrific winds.

"The gales seemed to increase in fury rather than diminish. One morning just as I went into the deckhouse for a cup of coffee a tremendous wave swept over the stern and carried away the wheel. The vessel broached to and lay almost on her beam ends while the sails andth part of a penny. went off the yards, booming like cannon. I tried to go on deck but speak louder than words.

going ashore.--New York Sun.

SCUPPERNONG VINES

This Grape Retains Characteristics houses. Of Uncultivated Species.

The scuppernong is the popular grape with the people of the Southof the vine. But the scuppernong extensive means of combating the phrases and expressions which will ern States, and they are also fond vine is in a class by itself, says The mighty mail order establishments suggest the desirability of his wares New York Sun. It is the near descen dent of a wild species, and retains many characteristics of the uncultivated vine, which loves to run when and where it will.

established vine by pulling or digging up the overhanging and rooted progressive; they believe what was Francisco with railroad iron. The branches. These should be set out in true ten or twenty years ago is true Cedric was an iron ship of about the fall, and may betrained either today; they forget that this is an selling goods for cost and less. requiring less attention, while the latter affords easier access for prun- stand the mighty power of adver- as great as his advertisements tell a reputation for speedy passages, ing and gathering the fruit and tising. Inshort, they are what we about he will find himself conduct-

stripped of their bark; yet any sort "Nothing very much happened of pole or rail maybe used for this when rotten. If trellising is prefernot difficult to replace them when needed.

Husmann of the United States Department of Agriculture and of othscuppernong vines, whether grown merchant's printed announcement "When we reached Cape Horn on arbor or trellis, do better if properly pruned. The grapes grow do better if

> When ripe the fruit is not picked by hand as you find in other vine yards, but on account of the high The growers sell their crops not by the ton, but at so much a bushel. Ac liar flavor and odor which are such that they are not easy to handle in a dry wine, and somostof the scuppernong is made into sweet wine.

The smallest coins in the world are used in South Russie, where difficult work mapped out for him. there is a coin worth one four thous He must first determine what to ands part of an English penny; and advertise, and then comes the des in the Malay States, where a wafer circulated worth one ten-thous-

In the language of lovers, kisse

It is obvious that extensive advertising is one of the strongest weapons that the country merchant pos-

vertisees so little?

"There apears to be two reas-

ons, he first applies to, I hope, would term, 'old fogiees.' But, gen

er's ink as back numbers.

"Advertising is a difficult propo sition, and it is especially difficult fectiveness. for the small town merchant. I say

must compete with those of the

city merchants' and mail order we ran into terriffic gales. Heavy dozen berries or less, like bunches houses which, by the way, are carefully prepared by advertising spec ialists. The advertiser imust therefore, make his advertisements at tractive. He must study, first of the canvass during the lulls in the into large sheets of burlap or cloth all, the layout; he must carefully plan an arrangement so that he may obtain aneffective appearance. "But, although the arrangement and layout should be first consideration of the advertiser, it is evident from the appearance of most country merchants' ads, that their "of Marjorie." first consideration is the text. Here again the merchant has some

cription and argument. "The most profitable and most

difficult method of advertising and which method is seldom used by the

many different lines of goods on sesses against the glant mail order his shelves attempting to determine the logical items to advertise, at-"But if it is true that it pays the tempting to describe the features small town merchant to advertise of his merchandise which will apextensively, it is true that adver- peal to the public, attempting to tising is one of the merchant's most choose or, rather, find the words, then you ask. Why is it that he ad- Does not this suggest to your mind some of the problems of the country advertiser?

"Or. if he chooses the less diffi-"There were three other Conway The vines are propagated from but a very small per cent of the cult but more frequently used meth-boys as apprentices on that trip. We runners which may be had from any evisting dealers. There are not of appeal, he will talk price in existing dealers. They are not od of appeal, he will talk price in his announcements. He will continually be holding "special sales," age of publicity; they do not under- And if he gives values even half ing business at a loss, or if, after tlemen, do not class all merchants leading his customers to expect wonwho are not liberal users of print- derful bargains, he attempts to obtain regular prices he will soon discover that his ads. have lost all ef-

> "So the successful advertiser in city or village must choose for his mean that if I buy Barge quantities subjects, goods in which the pubof space and fill i tfull of type lic is interested; he must describe that I get results. The very fact the goods in an interesting, truth-The old theory was that the scup- that this is an age of publicity ful and forceful manner; he imust prepare winning advertisements but, most important and difficult of Hundreds of advertisements are all he must make his ads. attractive, appealing and easily read."

> > Still Thinking of Her.

The young undergraduate The haled before his tutor, says Pittsburgh Chronicle-Telegraph. He had exceeded his leave by no less than two days. "Well," said the profsseor,"what

have you to say for yourself? "I'm awfully sorry," replied replied the undergrad. "I really couldn't get back before. I was detained by most important business.

The professor looked at him sternly. "So you wanted two more days of grace, did you?" he asked. 'No, sir," answered the young

J. T. Burdell

Camden, S. C.

ror Jale

Store on Broad Street recently occupied by J. W. Smith as garage. For prices and terms apply to

C. P. DuBose & Co.



THAT piece of jewelry you broke can be made good as new at a nominal cost. Bring it in here today and let us give you a price on it. We can mend anything in reason-"stones reset and jewelry altered to suit your fancy.

