

The Bamberg Herald

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Thursday, June 30, 1921.

AN APPRECIATED LETTER.

F. K. Graham, who has been a liberal advertising patron of The Herald, writes us as follows:

"May I as a patron of your valued paper express my appreciation of the valued service rendered me in my business through your advertising space? I often think that your rates are high, and they are, but as long as I get the results which I do, I cannot think but that it's the logical thing that I should advertise. There are many merchants who never spend a cent for advertising and are still successful in business, but without the service of your advertisements I do not see how I could do anything. I invariably get good results from your paper and only wish that more of the merchants and business men would take advantage of your space and then perhaps you could afford to cut your rates. Again thanking you for your services, I remain, etc."

This word comes from Mr. Graham without solicitation from The Herald or without knowledge of his intention of giving this testimonial to the effectiveness of The Herald's advertising columns. The only thing that Mr. Graham is wrong about is the advertising rate being high. The Herald has certain scruples about its advertising rate that not all newspapers have. It charges one price to all advertisers. We do not grant rebates, discounts, or commissions to anybody, either the advertiser or advertising agencies. Its rate is standard, based on the scale of the National Editorial association of the actual cost of advertising space in country weeklies, plus a reasonable profit. The fact that Mr. Graham finds advertising in The Herald profitable is proof of the fact that there are certain elements that go into the making of his newspaper which make its advertising attractive to its readers. Many of these elements could be eliminated, at a considerable saving in the publishing of the paper, but at a considerable loss in both the usefulness of the paper and the value of its advertising columns.

The Herald undertook many years ago the bold policy of publishing a grade of paper that is not found in all towns the size of Bamberg, with the idea of letting the merits of the paper stand for themselves, in the belief that a good newspaper is appreciated anywhere, and that it will receive patronage when it is merited. We do not mean to convey the idea that The Herald is the best paper in the world, or that it cannot be improved on. On the contrary we realize, perhaps considerably more than our readers, the shortcomings of the paper, and it is our constant and earnest endeavor to make it better.

SAYS IT IS SUCCESSFUL.

Dozier Hill, of Gough, Ga., is the originator of the molasses and calcium arsenate method of boll weevil poisoning. In an interview with one of our exchanges Tuesday, Mr. Hill gives a detailed statement of the results he has attained through this method, which he says is the most successful of all methods he has used, and he has used all of them. Last year he made 11 bales to the plow, though his section is the most heavily infested, perhaps, in the south. Lack of space prevents The Herald from publishing this interview this week, and it will be given to our readers in the next issue of the paper. Look for it. Mr. Hill is said to be one of the largest and most successful planters in Georgia, and is a man who is thoroughly responsible. He gave out the formula to the public only after he had tried it out thoroughly on a large scale, and only after he had tested all other methods.

The Aiken Journal and Review had the champion typographical error in a recent issue. In an article on a meeting of the W. C. T. U., reference was made to the men being admitted as honorary members. The linotype man had the word "honorary" twisted into "oh horrors!" The proof-reader failed to get it. At that a lot of men will agree with the printed version.

The Columbia chamber of commerce inaugurated quite an innovation last week by holding a "brickbat" meeting, for the purpose of giving everybody an opportunity to make kicks. It wasn't such a bad idea at that. Public officials and officers of organizations too frequently consider themselves the servants of those who agree with them, forgetting the fact that they represent the other side as well. A conscientious official, public or private, should be desirous of either conforming themselves to the will of the people, or conforming the will of the people to

his way of thinking. This may be accomplished, if both sides are conscientious, by giving the other side a hearing. Perhaps the kickers are right; anyway, those acting in a public capacity ought to be broad-minded enough to listen to complaints. If the complaints are just, they may be remedied; if unjust the error may be pointed out.

ADVERTISING

Come, Therefore, and I Will Advertise These * * *

Numbers, XXIV: 14. And I Thought to Advertise These * * *

Ruth, IV: 4. From the earliest of Biblical days the value of advertising has been more and more clearly seen. In one way or another through all the ages men have realized that without publicity or advertising their efforts would be in vain. The "mighty pomp and circumstance of war," the triumphal processions of the old Romans, the varied means adopted to send information throughout all empires in olden days, down to the tremendous displayed advertising campaign of the British government in stirring a nation's patriotism and raising an army of 5,000,000 volunteers, and similar advertising work by the American government to sell Liberty Bonds, were all merely a broad and ever growing realization of the power of advertising.

Without advertising England could not have raised its mighty volunteer army; without advertising the United States could not have found 20,000,000 bond buyers.

The same power of advertising could now "sell" prosperity to the whole country. There is enough to write about and talk about in advertising to stir the nation to a realization of our country's limitless resources and illimitable development potentialities.

The power of all-pervading, all-compelling advertising work, literally alive with the fire of truth and enthusiasm, would quicken every heart beat, would thrill every American, would stimulate the young to deeds of achievement in the business world to match the achievements and the glory of the battlefield, and would stir afresh the blood of the old. The flag of America's patriotism unfurled in advertising, rightly done, the bugle call to work, the drum beats, "Charge," would lead us onward to commercial power and glory and prosperity as worthy of praise as ever was the work of the battlefield.

Then down with the pessimism of the faint hearted camp followers, and up with the flag of optimism!

Onward with "sound the charge," through every well tested and proven advertising method, and we would soon see a mighty army of a nation of 105,000,000 people putting to disastrous rout every faint heart, every preacher of pessimism in bank, in office and in factory!

Some say we cannot afford to advertise. The answer is, you cannot afford not to advertise.

Why advertise when there is no business to be had? say others. Because the only way to create business is by advertising.

Why advertise when we have no money to loan? say some bankers; and the answer is, no class ever needed to cultivate the public's favor more than bankers now do. Perhaps you may have no money to loan today, as some say; but you are not a good banker if you fail to sell credit to every customer who has the proper security with which to buy it. A banker borrows money from his depositors and sells credit to his borrowers. It is a merchandise transaction.

It would be a poor merchant who could not find ways to provide goods for his customers so long as they could pay. He is a poor banker who cannot find credit to sell to his customers so long as they are able to pay the price and assure the final redemption, and bankers need to win public favor just as much as railroads did 25 years ago. Railroads missed their opportunity to cultivate the public and they are now paying the penalty. Bankers, therefore, cannot afford not to advertise. Nor, for that matter, and any other class of business men.

Newspaper publishers intensify their ways and means of advertising whenever business men lessen theirs. When business is dull many industries shut down, but when business is dull newspapers push out with greater vigor than ever before. They practice what they preach. Let others follow their preaching and their example and soon once more would be heard "the music of progress, the whir of the spindle, the throb of the locomotive, the roar of the furnace." Pessimism would be buried beneath the abounding spirit of optimism. Credit would be restored to the merchant and the manufacturer. The banker would no longer fear to do business.

The spirit of patriotism for business is as vitally important to the nation's welfare as was the spirit of

EHRHARDT BUREAU

Funeral of E. D. Dannelly.

A host of relatives and friends attended the funeral of E. D. Dannelly, which was held in the Lutheran church and conducted by Rev. P. D. Risinger, pastor of the church, Rev. W. B. Harper, presiding elder, and Rev. Edwards, ex-presiding elder, of the Methodist church. Although not a member of the Lutheran church, being a member of the Methodist church, Rev. Risinger, who has known him for a number of years and who appreciated his many good qualities, paid him a very high tribute. The many beautiful flowers further attested the popularity and the esteem in which he was held by his many friends.

He had been a sufferer for several months, much of this time being spent in hospitals in the effort to regain his health. He was brought home from Charleston a few weeks ago, where he lingered until last Wednesday morning, when he passed away.

"Bert" Dannelly, as he was known by all, was a young man, but in the short time given him to live he established a reputation for straight-forwardness, honesty, and business ability. He was a member of the firm of Dannelly Brothers and J. S. & E. D. Dannelly. He was energetic, broad-minded, and public spirited. He meant much to the life of his town and community and he will be sadly missed. He leaves a wife and many friends and relatives to mourn their loss.

Attended School Conference.

Prof. L. E. Kirby, superintendent of the Ehrhardt school, attended the high school conference for superintendents, trustees and teachers, held in Rock Hill during the past week. He reports a very good meeting.

Attending Summer School.

Prof. Clyde Herndon is attending the summer school for teachers being held at Furman university. Prof. Herndon is an A. B. graduate of Furman and taught during the past year in the Ehrhardt high school.

Summer Pastimes.

These are summer months and even in normal times business is dull, but nowadays you seldom ever find an idle merchant or clerk in Ehrhardt. If they are not waiting on a customer, which, in truth must be said, is not as often as it used to be, you will find them busily engaged in playing checkers. In fact the only time checker games are not in progress is when a base-ball game is on hand.

What One Farmer Did.

There are more ways than one—the one way being to plant cotton, as our farmers think—for the farmer to make a good living and prosper, as is evidenced by the testimony of an Ehrhardt farmer, who was talking with the writer a few days ago. Listen to what this farmer said: "I haven't planted a hill of cotton this year. I planted rye, oats, corn, beans, peas, peanuts, potatoes, and sugarcane. I have just finished harvesting my oats and rye and have the crops ready to put on the market at any time. I have plenty of hogs and some cows. I have gone in debt just \$25 to make this crop. I made some money last year this way and I am going to make more this year, the boll-weevil notwithstanding."

A Bargain.

The other day a stranger entered the Indiana National Bank and wanted to borrow \$5. He was told that the bank did not lend such small sums.

"But," he went on, "lending money is your business, isn't it?"

The banker admitted that it was.

"Well, I have good security," said the stranger, "and I want to borrow \$5." Finally, the banker, half from fatigue and half from amused curiosity, agreed to make the loan. When the note was all drawn and the interest of 35 cents paid, the stranger drew from his pocket \$10,000 worth of government bonds, and handed them over as security. Before the banker could express his astonishment the stranger said: "Now, this is something like it. Over at the other bank they wanted me to pay \$10 just for a safety deposit box to keep these things in!"—Houston Post.

"Hope Springs Eternal."

Her Roommate—Why do you always look under the bed to see if a man's hiding there? You'll never find one.

Miss Oldsmith—No, I suppose not. I never was lucky.

patriotism for the war four years ago. The slacker then was a coward. The slacker and the pessimist of today are doing the country infinitely more harm than did the slacker of war times.—Manufacturers Record.

DENTIST RECEIVES SENTENCE.

Dr. M. A. Woods to Pay \$1,000 Fine and Serve 18 Months.

Charleston, June 18.—In federal court today, Judge H. A. M. Smith sentenced Dr. M. A. Woods, dentist of Columbia, convicted of violating the narcotic act, to \$1,000 fine, with costs, and 18 months in the federal prison at Atlanta.

Counsel for the defendant gave notice of appeal, and Dr. Woods was released under bond of \$5,000, pending the outcome of the appeal. Dr. Woods was found guilty several days ago, and a motion for a new trial was refused by Judge Smith, who announced he would impose sentence today. The defendant was charged with selling cocaine to two addicts under four counts. Judge Smith has adjourned the June term.

LIGHTNING KILLS FARMER.

W. P. Gardiner, of Near Timmonsville, is Struck.

Timmonsville, June 19.—This afternoon about 3 o'clock W. P. Gardiner, a farmer, living on McCothran's place near here, was struck and instantly killed by lightning during an electrical storm which visited this section. It is said at the time that Mr. Gardiner was standing on his porch with another man and had just reached up for a dipper of water when a bolt of lightning striking a piazza post near him, hit him. The funeral will take place Monday. Several small children survive. Mrs. Gardiner died a few months ago.

Lightning this afternoon also struck an outbuilding near Carter's planing mill here, setting on fire some cotton stored in it. The fire company was called out immediately and the blaze was soon extinguished.

Spook Stops Stone in Mid-air.

On the Tahiti Island, near Papeete, there is a cave which the natives say is enchanted, being the burial place of a wizard of old. There is nothing unusual about the appearance of this cave, and as one stands at the entrance the opposite wall does not seem to be far away across a body of very cold water. When visitors are told that no one has ever thrown a stone that has reached the wall they look incredulous, and immediately make the endeavor, only to be surprised to see that the stone seems to stop in its flight and fall into the water, after it has gone but a few feet.

NOTICE.

Notice is given that the board of County Commissioners will not meet on the first Monday, the same being a legal holiday, but the regular monthly meeting will be held on the second Monday, in July, the 11th, instead. All persons having business with the board will bear this in mind.

W. B. SMOAK,
F. O. BRABHAM,
Clerk. Supervisor.

CARD OF THANKS.

We wish to thank the good people of Bamberg for their many kindnesses shown us in our sorrow.

H. W. JOHNSON,
MR. and MRS. W. L. STOKES,
MR. and MRS. C. D. C. ADAMS,
Mr. and MRS. J. C. MOYE.

To Cure a Cold in One Day
Take LAXATIVE BROMO QUININE (Tablets.) It stops the Cough and Headache and works off the Cold. E. W. GROVE'S signature on each box. 30c.

1837

1921

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W. D. COLEMAN

SPECIALS

FOR THE CANNING SEASON

Watch the Prices

FRUIT JARS

Pints, 84c dozen; quarts, \$1.08 dozen; half gallons, \$1.33 dozen.
Jar Tops, 30c dozen. Red Jar Rings, 9c, 3 for 25c.

Also a full stock of the following at prices that cannot be obtained elsewhere:

Vinegar, Mixed Pickling Spice, Whole Allspice, Whole Cloves, Tumeric, Black Pepper, Sage, Thyme, Mustard, and any other spices desired.

SPECIAL PRICE ON SUGAR

2 pound package, 15c; 5 pound package, 37c; 10 pound package, 73c; 25 pound bags, \$1.80; 100 pound sacks, \$6.85

SPECIAL ON FLOUR. LOOK THIS OVER.

24 pound sack Self Rising Flour, \$1.10. We also have better grades of Flour at a little higher prices.

ANYTHING IN OUR LINE AT THE RIGHT PRICES. UNLESS YOU GET OUR PRICES YOU WILL CERTAINLY LOSE MONEY.

Cash and Carry

FOLK & McMILLAN.

Bamberg

South Carolina.