

THE KEELEY INSTITUTE

Is the only place in the State Where the Celebrated Keeley Remedies for Liquor and Drug Addiction, Neurasthenia (or Nerve Exhaustion) and Tobacco Habit are Administered.

The unparalleled success of the World Famous Keeley Cure has induced many imitators who claim to give a treatment identical with ours, or "just as good", etc.

Remember we are the PIONEERS, and others unconsciously acknowledge that we are the STANDARD by comparing their treatment with The Keeley Cure.

Our institution, which is situated in the best residential section of the city, has recently been thoroughly renovated and refurnished, and many additional improvements added that will insure convenience and comforts to our patrons

An attractive dining room is among the additions and the best of meals are furnished in the Institute. Rooms are large and airy and well furnished, making the surroundings comfortable and home-like. A full corps of trained assistants and the physician in charge are in constant attendance, which insures the best care and attention to each and every case. For a period of thirty years the celebrated Keeley Cure has been administered in this and foreign countries, and today has the unqualified endorsement of the medical fraternity, the Church and the entire world. We need no published certificate to establish our cure. Hundreds of thousands belonging to every class and calling have been treated; and in every city or hamlet in the land can be found living witnesses ready and willing at all times to testify to the efficiency of The Keeley Cure.

Persons contemplating taking treatment for these maladies or sending friends or relatives for treatment should be sure that they are getting the genuine Keeley Cure.

We Cure Whiskey, Tobacco and all Drug Habits, also Neurasthenia (or Nerve Exhaustion.) Treatment Without Publicity. Consultation and Correspondence Confidential.

The Keeley Institute of South Carolina,

1329 Lady Street,

Phone 353

P. O. Box 75

Columbia, S. C.

Buy your Clothes from us
If you want the best Quality,
Newest Styles and Latest Shades for the spring and
summer of 1910, we are in position to save you
money on all purchases,
Cooner Bros.

Batesburg, S. C.

Exclusive dealers in clothing, shoes and furnishings for men and boys.

Mens' and Women Suits made to Measure.

SUCCESS IN ADVERTISING.

Manley M. Gilliam's Interesting Talk to Canvassers.

Manley M. Gilliam, the man who made the Wanamaker advertising famous and who revolutionized newspaper advertising in this county, delivered a lecture to the employees of the Brooklyn Eagle's advertising department, in the Information Bureau. Mr. Gilliam is now the business adviser of the New York Herald, and is conceded to be a man whose knowledge and judgment pertaining to advertising matters places him in the front rank of American advertising men. The lecture was the third of a series of talks to Eagle people by prominent newspaper men. Mr. Gilliam's subject was "Some of the First Principles and Necessary Qualifications in a Young Man to Make a Successful Canvasser—Style, Appearance, Habits, etc."

"Take John Wanamaker. He worked in a brick yard at the hardest kind of work. He was but a boy. He carried the bricks and stacked them up and I don't believe there was a boy with less outlook, less promise, or less ability than John Wanamaker. He had no education, no schooling of any amount. There he was. He was simply a boy who did his work well. He didn't study between meals, either. No human being can have a higher regard for education than I have, and I believe that no man or woman can know too much, but you can know in the

wrong way. John Wanamaker was a boy who had no schooling facilities, but was a sturdy, earnest and energetic boy who was willing to work. You know what he came to. He is the man who has revolutionized merchandise in this country by his energy, his originality, his earnestness. Earnestness is a tremendous thing. When he went to Philadelphia he was a boy, and there were probably 50,000 with the same outlook, the same promise and a great many with more reasons for success than he."

Mr. Gilliam said he was a country boy with no schooling facilities whatever, except three months each winter until he was 11 years old. Some time later, he said, it occurred to him that there was such a thing as shorthand and the very idea that anybody could make a mere mark that meant a word was fascinating to him. In 1890 he sent to Ben Pitman, in Cincinnati, for a manual of phonography. Without ever having even seen a man who could write shorthand or knew anything about it, Mr. Gilliam said, he took up the study and became a very swift stenographer. Then he outlined a series of rapid strides which he made in shorthand writing, telling his engagement by the Pinkerton National Detective Agency in Philadelphia and then his identification with the big Philadelphia dailies. Then he went to Boston, covering the state legislature for the Globe. From here he drifted in the advertising business in

Philadelphia, through a variety of interests held by the owner of the Record. One was a very fine herd of Holstein cows, from which butter was produced to sell at a dollar a pound. Mr. Gilliam was given the task to place the product before the public and he got up a series of advertisements which resulted in selling the entire output to people who were willing to pay \$1. "In writing advertisements," said Mr. Gilliam, "think of what you have to offer, who will be interested and how you will interest them. I thought of something that would catch the eye, that would catch my eye and catch me and then I asked myself, 'Do I really understand what I know?' I knew the cattle were from Holland and when I began reading up, I found that the oldest breed of cattle in the world was the Holstein. I said to myself there is an advertising point. I wrote four advertisements, had them set in Wanamaker type, for that was the most conspicuous in that day. I presented a history of the cows and cuts of four different Holsteins. Under my little story of the antiquity of the cattle, I wrote: 'Butter from a herd of Holsteins will be on sale at the market after 10 o'clock this morning.' An hour later not a pound of butter was left. John Wanamaker came down to the office the next morning and wanted the man who wrote the advertisement's name about a new friend's name. He took the name and the day from the file."

A Butcher's Presence of Mind.

At a dinner party where there were twelve covers one of the courses consisted of scalloped oysters in silver shells. The set of shells was broken—there were only eleven. The mistress, therefore, told the butler that she would not eat any oysters.

When the oysters came, he placed before his mistress one of the shells. To his horror she did not decline it. She took up the fork and was about to plunge into it, when the man flew to her side. "Pardon me, madam," he murmured, "but you said I was to remind you that the doctor forbade your eating oysters on any account."—Exchange.

Stam's King a Searcher.

The King of Stam is an ardent automobilist, and his searching has worried the ministers, who are anxious about the safety of the royal neck. They presented to their august master the following petition: "At the service of your majesty there are bearers, and when these presser carriages. We therefore beseech you to give up the use of motor cars, or at least to go at a more moderate pace. This is expected by the dynasty and your people. We have been too much alarmed to remain silent." To which his majesty sententiously replied in a marginal note: "Danger lies not in the motors, but in the hearts of men."



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Paint your home with material selected as carefully as the lumber, hardware or furnishings. To insure the greatest durability and beauty and to best resist rain and shine, ask your painter to use

ACME QUALITY
 HOUSE PAINT (New Era)

It costs less because it takes less and lasts longer. Let us show you the latest fashionable color combinations for house painting.

If it's a surface to be painted, enameled, stained, varnished or finished in any way, there's an Acme Quality kind to fit the purpose.

Rudolph C. Calough Company,
 Batesburg, S. C.

