

THE CAREER AND HISTORY OF THE LAURENS ADVERTISER

(By W. W. Ball.)

To the Editor of The Advertiser:

Since the controlling interest in The Advertiser Printing company was sold by M. L. Copeland and myself to the Messrs. Lee more than a month ago, I have had it in mind to write something about the newspaper and its history, inasmuch as the whole 20 years of my newspaper work has had intimate association with it and it is due the new controlling interests that the Laurens people know that they have the good will of the sellers. What I shall say will be in more of a personal vein than I like to write, but that cannot well be avoided and I must risk the exhibition of some vanity in speaking of my long connection with the property.

The Advertiser was established by the late John Conway Garlington and its first issue appeared August, 5, 1885—a date almost coincident with that of Capt. B. R. Tillman's Bennettsville speech which began his public career. Politics, so far as I know, had nothing to do with the beginning of the paper. A few years before Capt. J. D. McLucas, of Marion county, had begun the publication of the Laurens "Merchant and Farmer" but its plant was burned, I think and was not replaced. The Laurensville Herald, established in 1848 I believe, was the one other newspaper and job office in the county, unless "Our Monthly" at Clinton be mentioned, and Mr. Garlington thought the field was big enough for another. He made the mistake of fixing the subscription price too low—the time was not ripe, then for one dollar weekly newspapers and I doubt if it be ripe for them now. The people of a county ought to have a better newspaper than one dollar a year will justify.

The Advertiser under Mr. Garlington's management opposed the Tillman doctrines from the start and it was a bold and outspoken newspaper. At times Mr. Garlington's experiences were stormy but he was never a man to shirk or waver.

In 1890, a few days after I was admitted to the practice of the law, Mr. Garlington told me that he was going to Spartanburg to establish a daily newspaper and offered to sell me The Advertiser for \$1,500. He promised me the refusal. For ten days or two weeks before that time, during a vacation of Mr. Garlington, I had written the editorial articles for him—the first I had written for any newspaper though the first thing of mine that appeared in print was in The Herald—about a trip to Washington that Judge Watts invited me to join in with the State Press association in 1886, when he was part owner of The Herald. One of these first editorial articles in The Advertiser—before I was the editor—combated the argument of Capt. Tillman that a boy at the proposed Clemson college could earn his own living on the farm of the college. I think subsequent events have proved that at the age of 19 or 20 I knew as much on that point as Capt. Tillman knew.

Immediately after Mr. Garlington's offer to sell I went to the University of Virginia for a summer law course and in August received a letter from Mr. Garlington saying he was ready to sell. I accepted his offer, came home, borrowed the money on the endorsement of my father and uncle and took charge late in August. My purpose was to practice law and run the paper as a "side line" but in a few weeks law was the side line and I was mighty busy trying to get money to pay the printers at the end of the week.

When I began to conduct the paper, it was under the shadow of a "Farmers' Alliance boycott" but that didn't hurt it. The friends of the newspaper everywhere in the county were working for it and the boycott indirectly helped it. I learned then that political opposition is not to be feared by a newspaper if the paper have reasonable honesty and some intelligence behind it. I don't think the notion of writing for policy's sake entered my head at all in those days. I wrote what I chose and I made some blunders which I regret, I said things that I should not have said—as I do now sometimes—but, on the whole, it was, I think, a newspaper of average conscience and respectability. I had no trouble in earning a good living out of it although the plant was anything but first class. The press though was good—an old "railroad Hoe"—but nobody could run it except "Jim" Crews. The success of The Advertiser is largely due to "Jim" Crews because a good, clean typographical impression is an essential and Mr. Crews knows more about a country newspaper press than anybody in the Up-country.

I edited The Advertiser until February, 1894, when I took up daily newspaper work in Columbia, having at times before that worked for The State during the meeting of the legislature and for the Spartanburg Herald.

After that my father, Col. B. W. Ball, and Miss Sara Ball (now Mrs. Copeland) edited and managed the paper until January, 1899, when for 21 months I again managed the business. Col. Ball continued to do the writing until his death in March, 1902. Returning to Laurens from Florida in March 1902 I conducted the paper until March, 1904, though I was absent from Laurens much of the time.

From March 1904 to April, 1908, to April, 1910, Mr. S. E. Boney, now of the Charleston News and Courier, was the editor, at a salary. Since I left the paper in 1904 it has been greatly enlarged and a new mechanical outfit has been installed. It includes a Mergenthaler linotype machine and a new press. The Advertiser of the last five years is a much bigger concern, incomparably bigger, than it was in the nineties or during my active connection with it and this expansion is due to the sagacious and attentive management of Mr. M. L. Copeland. Of course he had the valuable assistance of Mr. Blackwell and also of Mr. W. L. Taylor and Mr. Boney but the firm business direction and good credit of Mr. Copeland have been the principal factors in the prosperity of the concern.

The Advertiser has never had a majority of the people, in a political sense, in sympathy with it in Laurens county. It always opposed Tillman and Tillmanism. In 1892 or 1893, at the beginning of the free silver agitation, it declared itself in favor of the single gold standard—and it has lived to see the free silver agitation abandoned by Mr. Bryan and the Democratic party. With one exception I do not think that it has supported a successful candidate for governor, who had opposition, in its whole history. There never was a time probably when one of its editors could have obtained political preferment in Laurens county. Nevertheless, always it had the strong backing of farmers and merchants, whether they agreed with its utterances or not, and there has never been a day when its credit wasn't good in the bank. In short, it has succeeded because its views have commanded the respect if not the sympathy of men whose support was most worth having. While I gratefully remember the support which the people of Laurens gave the newspaper, it is only fair to say that The Advertiser as a newspaper has consistently given more than a dollar's value for a dollar always—at least, I think so and I think that it will do so under its new management, too.

The first important undertaking for the city of Laurens that The Advertiser engaged in under my management was the establishment of the graded school system. Frank Evans, now of Spartanburg, was the founder of the system in 1890 and The Advertiser carried on the campaign for it at his suggestion and with his advice and aid. There was considerable opposition to its establishment.

The Advertiser was active in the work of arousing interest in cotton mill building in Laurens and its editors and owners have been original subscribers to the stock of both mills.

In 1891 or 1892 The Advertiser advocated the "Torrens system" of land tenures. Unless I am much mistaken, it was 15 years or more ahead of any other South Carolina newspaper in favoring this reform.

Except during Mr. Boney's editorship, The Advertiser has always advocated local option and usually has supported prohibition for Laurens. From the beginning it opposed the State dispensary. Mr. Boney as editor advocated state prohibition.

One political movement in which The Advertiser agreed with Senator Tillman, in opposition to most of the Anti-Tillman newspapers, was the calling of the constitution convention of 1895.

I could mention other movements in which The Advertiser has taken a leading part but what I would most emphasize is that politically it has usually been in the minority and has prospered in spite of it. It could afford to be in the minority because it had no favors to ask. Its editors gave their attention to the business of producing a newspaper and selling it, together with its advertising space, and sought no offices, and its success is accounted for by the fact that what it sold was worth the price asked—otherwise it would not have continued to receive that price for 25 years.

One of the things that it gives me especial pleasure to say is that The Advertiser's relations with the Herald have through all the years been cordial and that between Col. Thomas B. Crews and the writer there exists a warm mutual regard.

Although, my connection with The Advertiser has been secondary to my

professional work except for two years, since 1894, I part with it with a good deal of sorrow. The knowledge that I could never be "out of a job" while I owned The Advertiser has brought me a great deal of satisfaction and there is some joy in knowing that one has a medium through which he can say all that he wishes to say.

Finally, Mr. Copeland and I would not have sold The Advertiser without inquiring the character of the buyers. "Business is business" but there is a little sentiment left in the world and we obtained the assurance of men we knew that the new purchasers of The Advertiser were gentlemen—honest, straightforward and high-minded young men. That much we owed to the men who have been the staunch friends and supporters of the newspaper through good and evil report and that much we owed to the memory of a very noble gentleman who was very dear to us both and who for some years wrote with a fine grace and trenchancy the editorial articles of the paper and always with a high purpose that his people of Laurens county might be the better and happier for what he said.

Columbia, S. C.

Hoarseness in a child subject to croup is a sure indication of the approach of the disease. If Chamberlain's Cough Remedy is given at once or even after the croupy cough has appeared, it will prevent the attack. Contains no poison. Sold by Laurens Drug Co.

NOTICE OF THE County Treasurer

The Books of the County Treasurer will be opened for the collection of State, County and Commutation Road Taxes for fiscal year, 1910, at the Treasurer's Office from October 15th, to December 31st, 1910. After December 31st, one per cent. will be added. After January 31st, two per cent. will be added, and after February 28th, seven per cent. will be added till the 15th of March, 1911, when the books will be closed.

All persons owning property in more than one Township are requested to call for receipts in each of the several Townships in which the property is located. This is important, as additional cost and penalty may be attached.

All able bodied male citizens between the ages of 21 and 60 years of age are liable to pay a poll tax of \$1.00 except old soldiers, who are exempt at 50 years of age. Commutation Road Tax \$1.00, in lieu of road duty. Road Tax to be paid by the 1st day of March, 1911. Other taxes to be paid at the time as stated above.

The tax levy is as follows:

For State purposes	1.5%
For Constitutional School Tax	3
For Ordinary County purposes	3
For Interest on Railroad Bonds	1
For Roads and Bridge Bonds	3
For Court House Bonds	1
Total	16%

Special Schools—Laurens Township.	
Laurens No. 11	.6
Trinity Ridge No. 1	.4
Maddens No. 2	.2
Nannie No. 3	.2
Baileys No. 4	.2
Mills No. 5	.2
Oak Grove No. 6	.2

Special Schools—Youngs Township.	
Youngs No. 2	.3
No. 4	.3
No. 5	.3
Fountain Inn No. 313	.10
Lanford No. 10	.24
Ora No. 12	.2

Special Schools—Dials Township.	
Green Pond No. 1	.3
Dials No. 2	.3
Shiloh No. 3	.2
Gray Court-Owings No. 5	.2
Barksdale No. 6	.2
Dials Church No. 7	.2

Special Schools—Sullivan Township.	
Princeton No. 1	.3
Poplar Springs No. 5	.2
No. 4	.4
No. 5	.4
Tumbling Shoals No. 6	.24
Brewerton No. 7	.3
Sullivan Township R R Bonds	4

Special Schools—Waterloo Township.	
Waterloo No. 14	.3
Mt. Gallagher No. 1	.3
Bethlehem No. 2	.2
Ekorn No. 3	.2
No. 4	.2
No. 5	.3
Mt. Pleasant No. 6	.2
Mt. Olive No. 7	.4

Special Schools—Cross Hill Township.	
Cross Hill No. 13	.6
Cross Hill No. 1	.2
Cross Hill No. 2	.2
Cross Hill No. 4	.2
Cross Hill No. 5	.2
Cross Hill No. 6	.2

Special Schools—Hunter Township.	
Mountville No. 16	.42
Hunter No. 2	.2
Hunter No. 3	.2
Clinton No. 5	.3
Hunter No. 8	.3

Special Schools—Jacks Township.	
Jacks No. 15	.3
Special Schools, Scuffletown Township.	
Scuffletown No. 1	.2
Lanford No. 10	.24
Ora No. 12	.2

Prompt attention will be given those who wish to pay their Taxes through the mail by check, money order, etc.

Persons sending in lists of names to be taken off are requested to send them early; and give the Township of each, as the Treasurer is very busy during the month of December.

J. D. MOCK, County Treasurer. Oct. 7th, 1910—11.

LUMBER

Now is the time to Build or Repair your houses. We have a complete line of building material and we will make it to your interest to call and get our prices and see our lumber before placing your bill.

Gray & Easterby LAURENS, S. C.

BIG LAND SALE!

I Offer You the Following:

Six room dwelling on Fleming street in city of Laurens, bounded by lands of J. T. Ledford, J. F. Walker and others. Price \$1,350.00

100 acres of land one half mile from Lanford Station; eight-room cottage, good out buildings, in high state of cultivation. Come quick if you want this property, bounded by W. H. Drummond, J. M. DeShields and others. Price \$30.00 per acre.

219 acres of land bounded on north by Mrs. Milton Robertson, on south by J. M. Philpot, east by Mrs. Martin and on west by B. F. Terry and others. Price \$10.00 per acre.

One nine-room new dwelling, finished throughout, 4 acres of land, situated in town of Criss Hill, price \$4,000.00, terms made right.

25 acres land, 5-room dwelling, barn and out-buildings. Adjoining land of George Wilson. Price \$775.00.

3 acres land, four-room cottage at Watts mill, price \$1,300.

94 acres land, one building, bounded by lands of Mrs. Boyd, S. O. Leake and others. Prices and terms made right.

47 acres land, bounded by lands of Friendship church, Joe Wasson, J. A. Coats and others. Price \$30.00 per acre.

59 acres, town of Lanford, dwelling and out-buildings, nicely located overlooking town of Enoree. Price \$2,000.00.

50 acres land bounded by lands of Walter Nash, and Rufus Gray, dwelling and out-buildings. Price \$20.00 per acre.

70 acres of land bounded by lands of Jim Ad Moore, Will Hudgens and others, cottage house, 40 acres under cultivation. Price \$1,700.00.

65 1/2 acres land, bounded by lands of Albert Burns and others; 5-room dwelling, tenant house, barn and out-buildings. Price \$40.00 per acre.

71 acres on Reedy River, bounded by lands of James Downey, Will Caldwell and others. With tenant house, Price \$20 per acre. Terms made easy.

150 acres land bounded by lands of Lady Mills, L. E. Burns and V. A. Mills. Price \$30 per acre.

307 acres of land in Scuffletown township near Byrds Cross Roads, bounded by lands of M. B. Poole, Will J. Adair, Will Myers and others, known as the Yarbrough place, 3 dwellings, \$6,000.

8 room dwelling, on Centennial St., Clinton, S. C., with 81 hundredths of an acre of land, known as the Griffin place. \$4,000.

150 acres land, one-half mile of Dial church, with a handsome dwelling, 3 tenant houses and good out-buildings. Come quick if you want this place. Price \$50 per acre.

22 1/2 acres of land near Tumbling Shoals; bounded by lands of W. D. and J. G. Sullivan; 8-room dwelling; good out-buildings. Price \$22.50 per acre.

2 lots Watts cotton mills, Camp street fronting, 150 by 50 ft., price \$200.

61 acres land bounded by lands of Robert Nash and others. Price \$20.00 per acre.

121 acres land, bounded by lands of J. N. Leak, Capt. Martin and others; 6-room cottage, one tenant house. Price \$30.00 per acre.

1 twelve room dwelling with waterworks fronting North Harper street, known as Owings' boarding house. Price and terms made right.

200 acres fine farm land, 2 1/2 miles of Laurens, on road leading to Clinton. 1/2 mile of Parks station, seven horse farm in cultivation. Good dwelling and tenant houses. Price and terms made right.

50 acres land, well located in town of Lanford, 6-room dwelling, 1 tenant house, out-buildings. Price \$3,500.00, \$1,000 down cash, balance on easy payments.

127 acres land, bounded by lands of S. H. and M. E. Johnson, one mile of Friendship church, Sullivan township; Two dwellings, good barn and out-buildings. Price \$30.00 per acre.

500 acres, 5 miles from city of Laurens, bounded by lands of A. Huff, John Brown & Talley land. 8 horse farm in cultivation, well supplied with tenant houses. Price right and terms easy.

228 acres land, bounded by lands of Daniel South, Davis land, Miss West and others, known as the Cullen Lark homestead, 7-room dwelling and 3 tenant houses. Price made right. Terms easy.

313 acres land, 1 1/2 miles below J. D. M. Shaw's place, good dwelling and barn; 5 tenant houses, 245 acres in cultivation, good school near by; 2 1/2 miles to Waterloo, same distance to Cold Point. Price \$35.00 acre. Good terms.

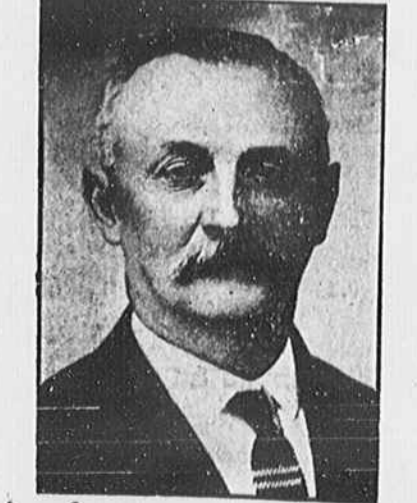
Five room cottage on Garlington street, city of Laurens. Price only \$1,500.00

One 8-room dwelling in city of Laurens, No. 330 Hampton street. Price \$3,250.

74 1/2 acres of land near Green Pond church, 8-room cottage, with fine barn and out-buildings, 4-room tenant house, bounded by lands of Jno. Taylor, Mrs. Abercrombie, and Jno. Curry. Price \$60.00 per acre.

169 1/2 acres of land bounded by lands of Bryson place, Bee Bailey, Hamp Holland and others; 5-room dwelling, 2 tenant houses; good barn and out-buildings; known as the old Ferguson place, owned at present by Will B. Motte. Price \$27.50 per acre, terms easy.

One 8-room dwelling in city of Laurens, No. 330 Hampton street. Price \$3,250.



J. N. LEAK The "Land Man"

If you do not see listed above what you need, see me and I will try and get it for you. Let your wants be known. If you have land to sell, place it in my hands. People come to me for land.

J. N. LEAK Real Estate Gray Court, S. C.