



As a Gift in JULY there's nothing quite so good as GOLD JEWELRY especially such superb, beautiful creations as we're showing in

- Locketts, Bracelets, Necklaces, Chains, Rings.

The young lady whom you're engaged to will appreciate most a gift that's rich, durable and lasting. The above is what she will like best.

Permit us to show you our stocks and quote our prices. WM. SOLOMAN Reliable Jeweler Laurens, South Carolina

TRADE WITH US!

We carry a Full Stock of Goods and can Please You.

Eventually—why not now—Henry Clay Flour in your home insures good bread.

Fresh in stock and arriving daily those good Hams.

Your cow wants some of our Cotton Seed Meal, Brand and Shorts and Milko Cow Food. Delivered within the city limits.

Chicken Feed, we sell the best on the market. Send for a sack—your chickens need it.

Ready to sell you fresh seed Rye, Barley, Red Rust Proof Oats and Crimson Clover. The kind that come up and grow.

Figure with us on your Bagging and Ties. We have got the wrapping for your cotton. Cheap bagging, better bagging, best bagging.

Trade with us and we will save you money. Stretch your dollar to the limit.

J. H. SULLIVAN Laurens, S. C.

You can get the very best Garden Seed Irish Potatoes and Onion Sets at Dr. B. F. Posey's These are fresh and the kind that grows.

Dr. Posey's Drug Store Purity at Posey's Laurens, S. C.

Advertisement for Dundas Henderson, featuring a portrait and various product logos like 'Washing Day' and 'Good Coffee'.

The "Fun" of Writing Advertisements

Do you like the fun of writing your ads? Fine fun, isn't it? It is fun to be in business anyhow—fun to have the landlord come for the rent—screaming fun to have to send a cheque for all those funny bills that come in regularly every month and simply irresistible fun to have to buy bread and butter for the family and plan for the future of the children.

Why should you think it fun to write your ads? Do you realize that it is just as necessary to have salesmanship outside your store as it is to have it in it if you wish to be successful? And if you are anxious to increase your business to the point where it will be classed as amongst the best producers of the kind, you will find that "outside" salesmanship of the finest order is absolutely necessary.

Outside salesmanship means advertising that brings business. In this category you must put your newspaper advertising—that is to say, you put your newspaper advertising in that class if it produces results. It is this production of results that makes all the difference. Only advertising space that contains real salesmanship will get real returns.

The writing of successful advertising is an art or science like photography or medicine. It cannot be used successfully by any one who has not studied it as closely as any other art or science. The man who, therefore, tries to practice it for fun is only wasting his money and time.

You would not allow an untrained clerk or amateur to come into your store and sell your finest goods to your best customers. And you would call anyone else who was guilty of such foolishness, a bad merchant. Further, you would not expect a clerk whom you had engaged to sell groceries, to compound prescriptions or repair watches. It is just the same with advertising salesmanship. Unless you know the rules of the business you cannot successfully write ads that are absolutely sure to bring customers into your store and money into your cash drawer.

If you are in business for fun it is wise to write your own ads for there is nothing easier or "funnier" than to spend your money on newspapers foolishly. But if you are in business for money, it is better to get someone to write them for you who knows how to bring customers to your store and, incidentally, swell your bank account.

Just let me tell you how "easy" it is to write ads and then tell me how much fun there is in construing ads on which the increase of your business depends and on which you have to build a great part of your future.

There are four points to every successful advertisement: First, you must get and hold the attention of the possible customer in competition with every other advertiser in the paper; second, you have to create interest in the goods you are selling; third, you must bring settled conviction into the customer's mind that she wants the goods more than the money in her pocket or bank roll; and last, but by no means least, you must get the customer into your store to actually buy the goods. That's all there is to it. Easy, isn't it?

There are well defined rules for doing all this but those rules have to be learned. After those rules have been acquired, you may apply psychology and many other "oligies" to get the desired results, the kind of results that has built large fortunes for Wanamaker, the great department

store merchant, and others. To treat this question in a spirit of fun is like a butcher trying to undertake the practice of a physician. He may know how to carve meat but he does not know how to cut out your appendix so successfully that you can live afterwards.

If you are really bent on fun, Mr. Retailer try base-ball or solitaire whilst but keep away from writing advertisements that are not only wasting your time but preventing your store from getting that increased success to which it is entitled.

If you cannot readily get a local man to construct your ads, subscribe to a syndicated advertising service. There are several on the market. These services are usually supplied in series of fifty-two with fifty-two copper-plate electros of the illustrations, one for each week in the year, at prices ranging from one dollar per week up. Much of the advertising in these services has been classed as equal to the best that has made success for the big city department stores and national advertisers. Some reduced facsimiles of this kind of advertising may be seen at the top of this column.

This syndicated advertising service puts within the reach of even the smallest retailer, advertisements that he could not obtain individually for many hundreds of dollars. They are constructed by men who have a country wide reputation as retail advertising experts and who are paid large salaries not only for their skill but for their experience in constructing just such advertisements as have made success for thousands of merchants in the same position as yourself.

Full particulars of what is probably the most successful of these advertising services may be obtained from the editor of this newspaper.

I earnestly advise retailers to make early application for only one service can be sold in each town and if you are a live merchant you are certainly losing money every day you are without such a service.

DANGER IN DELAY.

Kidney Diseases Are Too Dangerous for Laurens People to Neglect.

The great danger of kidney troubles is that they get firm hold before the sufferer recognizes them. Health is gradually undermined. Backache, headache, nervousness, lameness, soreness, lumbago, urinary troubles, dropsy, gravel and Bright's disease, follow as the kidneys get worse. Don't neglect your kidneys. Help the kidneys with the reliable and safe remedy, Doan's Kidney Pills, which has cured people right here in Laurens.

For sale by all dealers. Price 50 cents. Foster-McAlburn Co., Buffalo, New York, sole agents for the United States.

Those Sudden Pains in the Back are Twinges that tell you of Hidden, Dangerous Kidney Troubles.

When the kidneys are sick, sharp darting pains strike you in the back loins or sides—pains that almost take your breath away, and often make you cry out in agony.

It is almost impossible to mistake these kidney pains, for they seem to center about the small of the back, where the kidneys are located.

Still there are many persons who think backache is merely a muscular trouble—something that is expected to pass away with a little rest, aided by a plaster or by rubbing with liniment.

Sick kidneys cannot get well alone. They need quick help; if it is not given, the useful work of the kidneys is suspended. The filtering of the blood is interrupted. Poisons circulate freely with the blood—attack muscles, brain, nerves and vital organs. The kidneys swell and throb and that is what makes those sudden stabs of pain in the back. You won't be rid of the trouble until the kidneys are cured.

There is no other remedy for sick kidneys quite equal to Bloodline Blood and Kidney Tablets. This simple vegetable formula has been used for 100

THE LAURENS CEMETERY.

The following essay was written by Miss Mary Blackwell and won for the writer the third prize in the recent contest of The Advertiser for the best essay on the City Cemetery:

The improvement of conditions at the Laurens Cemetery within the past nine months has been most wonderful.

Where formerly there was practically no enclosure, now there is a rock wall all the length of the street, with a nice wire fence on top, being enclosed at the northeast and south sides by a high wire fence.

The bank has been graded off and has pretty grass growing on it. There are two gates, one near the northwest corner which is used only on occasion and the other at the south west corner which is open at seven o'clock, A. M., and locked for the night by the custodian at seven-thirty P. M.

The custodian also keeps the walks and roads in order, and for a charge (by the executive committee) of three dollars each per annum he keeps clean and neat the individual lots of all who wish it done.

As a result of the efforts of the committee and by reason of the awakening of general interest in the matter, many lot-owners have recently gone to considerable trouble and expense to beautify and keep clean their lots. Where weeds and wire grass lately grew, flowers are now the rule rather than exception; and, all about the place which seemed so desolate and forgotten, there is now the undeniable evidence of care and love.

The benefit to the community of such a transformation and the civic necessity to continue this movement and never let it stop ought to be obvious because it speaks well for the town to have the cemetery well taken care of, and it is where our loved ones are buried.

Frances.

Age 9.

BALD AT 35.

Kill the Germs; Nourish the Hair Roots and You'll Never Grow Bald.

It's your own fault if you grow bald at 35 as thousands of men do; yes and women are doing. If you have dandruff there's thousands or more germs already devouring the very life of the hair at its root.

Kill these germs with a 50-cent bottle of Parisian Sage, and stop dandruff, itching scalp and falling hair in two weeks.

It's guaranteed, you know; this delightful and refreshing Parisian Sage that is now sold all over America, and if it doesn't prove better than any other hair tonic you ever used, get your money back. Large bottle 50 cents at Laurens Drug Co. and druggists everywhere.

Citation for Letters of Administration, State of South Carolina, County of Laurens.

By O. G. Thompson, Probate Judge: Whereas W. M. Nash made suit to me to grant him Letters of Administration of the estate and effects of Joseph McCoy.

These are therefore, to cite and admonish all and singular the kindred and creditors of the said Joseph McCoy, deceased, that they be and appear before me, in the court of probate, to be held at Laurens C. H., S. C., on the 2nd day of September, 1911 next, after publication hereof, 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 18th day of August, Anno Domini 1911. O. G. Thompson, Probate Judge.

Notice of Final Settlement.

All persons holding claims against the estate of William Cason Hill, deceased, are hereby notified to present and prove the same before O. G. Thompson, Probate Judge for the County of Laurens, in said State at his office at Laurens C. H., S. C. at ten o'clock A. M. on the 5th day of September, 1911, or they will be forever barred.

JOHN F. GRIFFIN, As Administrator of Estate of William Cason Hill, Deceased. August 2.—I mo.

Advertisement for Scribner's Magazine: 'A pleasant and easy way to Make Some MONEY! Thousands of people are doing this work profitably. For full particulars of very liberal cash commissions, extra cash prizes, free samples, etc., address Desk 90. SCRIBNER'S MAGAZINE 155 Fifth Ave. New York City. A special offer open to those who write at once.'

Advertisement for House Painting: 'HOUSE PAINTING! NEAT WORK DONE Quick and Prompt Service Painting, Decorating and Paper Hanging. Prices Reasonable. JAMES S. BOYD, Laurens, S. C. Order Left in Charge of Wilkes & Company. Phone 58.'

Advertisement for J.L. Mead Cycle Company: 'WANTED—A RIDER AGENT IN EACH TOWN and district to ride and exhibit a sample Latest Model "Ranger" bicycle furnished by us. Our agents everywhere are making money fast. NO MONEY REQUIRED until you receive and approve of your bicycle. We ship to anyone anywhere in the U. S. without a cent deposit in advance, freight, and allow TEN DAYS FREE TRIAL during which time you may ride the bicycle and put it to any test you wish. If you are then not perfectly satisfied or do not wish to keep the bicycle ship it back to us at our expense and you will not be out one cent. FACTORY PRICES We furnish the highest grade bicycles at actual factory cost. It is possible to make at one small profit above direct of us and have the manufacturer's guarantee behind your bicycle. DO NOT BUY a bicycle or a pair of tires from anyone at any price and until you receive our catalogues and learn our unheard of factory prices and the special offers to rider agents. YOU WILL BE ASTONISHED when you receive our beautiful catalogue. Fully low prices we can make you this year. Study our superb models at the wonderful prices we sell them for. You will see it all in our catalogue. BICYCLE DEALERS, you can sell our bicycles under your own name at double our prices. We do not regularly handle second hand bicycles, but usually have a number on hand taken in trade by our Chicago retail stores. These we clear out promptly at prices ranging from \$3 to \$8 or \$10. We describe in our catalogue all kinds of bicycles, COASTER BRAKES, \$10.00 Hedgethorn Puncture-Proof \$4.80 Self-healing Tires A SAMPLE PAIR TO INTRODUCE, ONLY \$1.00. Notice the thick rubber tread "A" and puncture strips "B" and "C" also rim strips "D" to prevent rim cutting. This tire will outlast any other make—SOFT, ELASTIC and EASY RIDING. J.L. MEAD CYCLE COMPANY, CHICAGO, ILL.'

Advertisement for Southern Commercial Schools: 'WANTED All Young Men and Women interested in a business course to write or call at once for full information of The Special Opening Rates Southern Commercial Schools Fire Proof Building Greenwood, S. C. Chaleston and Spartanburg, S. C., Winston-Salem, Wilmington, Salisbury and Durham, North Carolina. The Highest Endorsed Business College in the South Atlantic. Secures Positions for Graduates or Refunds Money'

Advertisement for Rental: 'FOR RENT! One 8-Room House to Rent. One 7-Room House to Rent. One 6-Room House to Rent. One 3-Room Cottage to Rent. All of these are modern and close in. Apply to—ALBERT DIAL.'