


## PAY YOUR BILLS BY CHECK AND HAVE A CHECK ON YOUR BILLS



No. 72

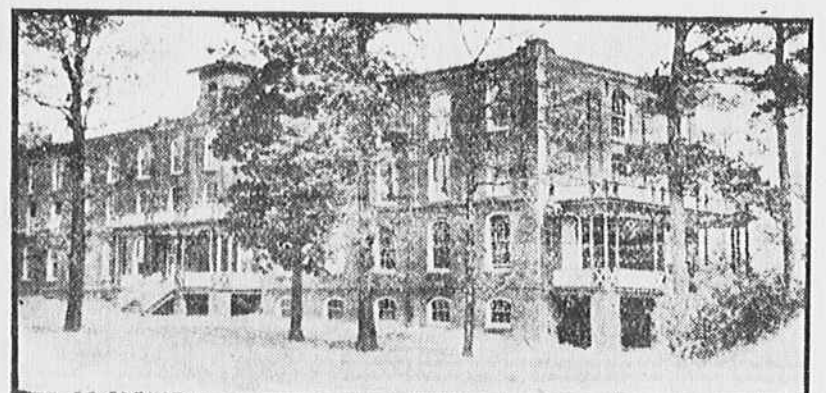
**THEN** when a bill is paid, it is paid for good. You have your receipt, one that is easy to keep, easy to find any time, and that you can always verify at our bank.

Not only this, but you have a check on your money; you know where every cent goes, you can figure it up at any time and know just what you make, what you spend it for. There is no chance for a mistake in making change, no danger of loss or theft in carrying the money. Safety, simplicity and accuracy are the keynotes of a checking account at our bank, and these are only a few of the many advantages to be derived from one.

We Make no Charge for the Accommodation, so do not Hesitate any Longer to Avail Yourself of these Advantages.

### THE BANK OF LAURENS

LAURENS, S. C.



## HAVE YOU A BOY TO EDUCATE?

Have you decided where to send him to school? Do you wish to place him in a Christian Military Institution? Where his health will be carefully looked after, his mind be thoroughly trained and where he will be taught habits of obedience, punctuality, and industry? If so send him to—

### The South Carolina Co-Educational Institute

Here the teachers take the place of the parents and students are at all times under the direct control and watch-care of the faculty from the time they enter school until they return to their home. This Institution has splendid brick buildings with modern equipments, a faculty of Fifteen experienced teachers, and a thorough course of study.

It has been in successful operation under the same management for twenty years. Last year students were in attendance from all over South Carolina and from six other States. Write to-day for catalogue and application blank to

**COL. F. N. K. BAILEY, President**  
EDGEFIELD, S. C.

## Have You Tried It?

There is a bottle of Cardui waiting for you at the drug store. Have you tried it? If not, we urge you to do so, before your troubles have obtained such a hold on you, that nothing will drive them out. Even now, it may be nearly too late. But try it anyhow. If anything can help you, Cardui will. It has helped in thousands of cases, where other medicines had been tried in vain. Why should it not do the same for you?

# Take CARDUI

The Woman's Tonic

"My daughter, Octava, would have been in her grave today, had it not been for that fine medicine, Cardui," writes Mrs. Laura Lawrence, of Drennon Springs, Ky. "Nothing I tried helped my daughter, until she had taken Cardui. I had sent for the doctor, when I thought of your medicine and got a \$1 bottle. When she had taken four doses she became all right. I often recommend Cardui to my friends."

Your druggist sells Cardui with full instructions for use of a bottle.

Ladies' Advisory Dept., Chattanooga Medicine Co., Chattanooga, Tenn. Instructions, and 64-page book, "Home Treatment for Women," sent free.



Specimens of Syndicated Advertising Service  
Supplied by  
The C. E. ZIMMERMAN CO. Chicago.

### Put "Punch" Into Your Advertising.

When you are attacked by someone who wants to do you bodily injury, if you are the average American man, you straighten out your body and give the miscreant a direct hit from the shoulder that lays him out—a candidate for the hospital.

That is called punch.

But there are other kinds of punch. Every kind of human action originated by a human being may be strong or weak according to the energy put into it by the person. The effect of those actions on the rest of the world, or on any particular person, when those actions make a deep and paralyzing impression, is called punch. We talk about the punch of a theatrical play, meaning the strong permanent blow of its action on the feelings of the audience. A story has punch and the most ordinary clerk in your store can give punch to his daily work and life that will leave a lasting impression on the people with whom he comes into contact. It is punch that makes you successful—without punch you cannot even hope to start on the road to prosperity.

Punch should enter into every action of your life. If you pray, put punch into it. If you sell goods in your store, put punch into the selling talk. Punch shows sincerity just the same as that blow from the shoulder on the part of the man. If you look a woman or man in the face, and put punch into the arguments and suggestions you use to sell your goods, you will create an impression that you believe in what you sell and that fact alone goes a long way towards consummation of the sale.

When you look carefully over the written accounts of the men and women who have made history and been really great in all walks of life, you will find innumerable instances of punch, showing clearly that success was built on it, as much as on their other actions.

Many men and women believe all that is necessary to secure success in life is to conceive an idea or set of ideas and carry out the actions in connection therewith along well defined rules. They even become imitative and follow the rules laid down by the great men and women I have enumerated. That is the road to failure. No matter how good your plans are or well laid the methods of carrying them out, you must put punch into their execution to make them successful.

When you want to make your business a success, and you know that the highest grade of salesmanship, both inside and outside your store is necessary to that success—be sure you also allow for punch in the execution of your plans. In your publicity, for instance, you need punch in the salesmanship used. No matter what your business, you require punch in that salesmanship to impress your goods on the minds of the people and make them remember you sufficiently long and earnestly to buy. It is just the same punch as is referred to in connection with the theatrical play. Unless that play has punch it would not leave a sufficiently good impression on the play-goers to make them criticize it to its advantage. Use punch, then, in your advertisements. Punch home "straight from the shoulder" into the minds of the prospective customer and he or she will remember you longer and more favorably than all possible rivals.

As you already know, there are four points to a successful advertisement that must be made operative before it can be successful. It must capture the attention of the prospective customer; it will have to create interest in his or her mind and it must afterwards bring conviction that the goods are what they are represented to be and that they are needed by the prospect. Lastly, the advertisement must cause the actual purchase of the goods.

Any man who has studied advertising closely can very easily combine all those principles in some sort of a way, but it requires an expert to combine them successfully.

A salesman in your store may easily apply all the rules of selling to the customer that comes in, but he may not be successful through lack of forcefulness—punch. It is the same

with an advertisement. You need punch—the appearance of forceful honesty and convincing power in the wording and expression of the ad to bring the results that you have a right to expect from it.

It is punch that makes all the difference between success and failure in the advertisements of our greatest retailers. It is punch that will bring success to you through your announcements and unless you are able to incorporate punch into them, you may as well do no advertising at all.

The best way to get advertisements that have not only the necessary punch but that are constructed in every way to bring results is to buy a syndicated advertising service. This service is offered in a series of 52, one advertisement for each week in the year. Each ad is supplied along with an attention compelling copperplate cut, the illustration drawn by a high priced artist. The whole series has been constructed by an advertising expert with a national reputation who has made success for many other merchants in the same position as yourself. It would be impossible to buy those advertisements for the low price at which they are sold—from one dollar per week up—but for the large numbers of each kind that are sold to thousands of retailers throughout the country. Only one merchant in each trade is allowed to use a service in his own town.

The retailers here would do well to get full particulars of this new syndicated advertising service from the editor of this paper. The use of such salesmanship on paper—which may be called advertising with punch in it—is the straightest road to advertising success.

### HOW TO CURE RHEUMATISM.

It is an Internal Disease and Requires an Internal Remedy.

The cause of Rheumatism and kindred diseases is an excess of uric acid in the blood. To cure this terrible disease this acid must be expelled and the system so regulated that no more acid will be formed in excessive quantities. Rheumatism is an internal disease and requires an internal remedy. Rubbing with Oils and Liniment will not cure, affords only temporary relief at best, causes you to delay the proper treatment, allows the malady to get a firmer hold on you. Liniments may ease the pain, but they will no more cure Rheumatism that paint will change the fibre of rotten wood.

Science has at last discovered a perfect and complete cure, which is called "Rheumacide." Tested in hundreds of cases, it has effected the most marvelous cures; we believe it will cure you. Rheumacide "gets at the joints from the inside," sweeps the poisons out of the system, tones up the stomach, regulates the liver and kidneys and makes you well all over. Rheumacide "strikes the root of the disease and removes its cause." This splendid remedy is sold by druggists and dealers generally at 50c and \$1 a bottle. In 1/2 pint form at 25c and 50c a package. Get a bottle today. Booklet free if you write to Bobbitt Chemical Co., Baltimore, Mr. Trial bottle tablets 25c by mail.

For sale by the Laurens Drug Co.

## ATTRACTIVE Real Estate Offerings

800 acres of the best improved farming land in the county cheap. Twenty-five horse farm open and twenty tenant houses, electric lights, water works. Four miles south-east of the city.

Twenty-two acres, three miles east of Laurens at Auld's Cross Roads. In high state of cultivation and well improved. At a bargain.

500 acres of fine land on waters of Little River, 6 miles south of Laurens C. H. In fine state of cultivation; 7-horse farm open; cheap and easy terms.

100 small farms wanted for western settlers.

House and lot, on East Main street containing 17 acres with fine house, barn and other improvements on easy terms.

House and lot on Garlington street, cheap for quick sale.

400 acres near Stomp Springs in fine state of cultivation, 5 tenant houses. Price \$11.50 per acre, one half cash, balance in 12 months.

125 acres 1/4 miles of public square, electric lights and one of the best farms in the county. \$125. per acre, one half cash, balance on easy terms.

Several lots on South Harper street.

House and lot on E. Main street, 8 1/2 acres and 15 room concrete dwelling; finest place in upper South Carolina. On easy terms.

Two elegant residences on Sullivan street on easy terms.

One hundred acres tillable land within corporate limits of city, very reasonable and easy terms.

A number of farms and other property for sale, see us before you purchase or sell your property.

**ANDERSON & BLAKELY.**  
Todd Building Laurens, S. C.

# WANTED YOUR COTTON SEED!

I am going to make the Laurens Market pay as much for cotton seed as any place in the county. The market here has always been just a little below other places. But this season bring your seed to Laurens and you will always get the highest market price.

**FREE!**

I will also unload your seed off your wagon free.

**R. M. EICHELBERGER**  
Laurens, South Carolina



**CORTRIGHT METAL SHINGLES THE FIREPROOF ROOF**

Never need repairs  
—Inexpensive—Stormproof  
—Will last as long as the building.  
Roofs put on over twenty years ago are as good as new today. For further detailed information apply to  
**Local Dealer or**  
**Cortright Metal Roofing Co., Philadelphia, Penn.**

## SCHOFIELD ENGINES AND BOILERS

"Have Stood the Test of Time"

They have no superior in point of DURABILITY and are Best Adapted for Saw Mills, Oil Mills, Cotton Gins; in fact, where Heavy Duty is required. Write for prices on Saw Mills, Shingle Mills, etc.

**BOILERS.** We carry for immediate shipment the Best Constructed Boilers, ranging from 12 H. P. to 150 H. P. Write today for our illustrated catalog.

**J. S. SCHOFIELD'S SONS CO.,** Works and Head Office, MACON, GA.  
Branch Office, 307 West Trade Street, Charlotte, N. C.

## Buyers Guide and Classified BUSINESS DIRECTORY

<p><b>Merchant Tailors!</b></p> <p>Compare Suits made by me with other suits you see. Ask your buddy about it.</p> <p style="text-align: center;">D. ISACOFF</p> <p><b>Harness, Horse Goods and Vehicles!</b></p> <p>The difference between a rut and a grave is the length and the breadth of it. If you deal with</p> <p style="text-align: center;">JOHN A. FRANKS</p> <p>there is no danger of falling into either.</p> <p><b>ELECTRIC SUPPLIES</b></p> <p>Come in and see about the West-house Rugged Tungsten Lamps and let us reduce your light bill.</p> <p style="text-align: center;">W. P. HUDGENS</p> <p><b>Tinning, Roofing and PLUMBING!</b></p> <p style="text-align: center;">S. S. BOYD</p> <p>Plumber and Tinner Dealer in Plumber's and Tinner's Supplies. Upstairs opposite City Hall.</p> <p><b>MONUMENTS!</b></p> <p><b>P. F. Baxter &amp; Son</b> Marble and Granite Dealers Georgia, Vermont and Italian MARBLES Winsboro Granite kept on yard all the time at Newberry, S. C.</p>	<p><b>STEAM LAUNDRY!</b></p> <p>We wash everything but the Baby. Put your duds in my suds. The best combination in Laurens.</p> <p style="text-align: center;">Laurens Steam Laundry</p> <p><b>GROCERIES</b></p> <p><b>Delicacies of the Season</b></p> <p>For all the Delicacies of the season</p> <p style="text-align: center;">KENNEDY BROTHERS is the place to go.</p> <p style="text-align: center;">Laurens' Up-to-date Grocers</p> <p><b>BOTTLING WORKS!</b></p> <p>We are the sole bottlers for Coca Cola, the famous drink.</p> <p style="text-align: center;">Coca Cola Bottling Works</p> <p><b>PRESSING CLUB!</b></p> <p style="text-align: center;">Call E. V. FERGUSON'S Pressing Club for Cleaning, Pressing and Dyeing. All Alterations promptly and neatly done. Membership fee \$1.00 per month. Telephone No. 254.</p> <p style="text-align: center;"><b>Advertiser Printing Co.</b> "The Quality Printshop" Specialist in Every Class of Job Work</p>
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