



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.

## SCHOOL BOOKS

I am pleased to inform the public that I can supply them with the

New School Books

Also Tablets, Pencils, Ink and all School Supplies at

The New Drug Store  
112 East Side  
Public Square

**Dr. Posey's Drug Store**

"Purity at Posey's"

Laurens, S. C.



### The Evolution of Retail Advertising.

Recently before the Rochester (N. Y.) Advertising Club, Julius Schneider, for some time advertising manager of "The Fair", of Chicago, and one of the best known retail advertising men in the country, gave a lecture on "The Next Evolution in Advertising." He stated that, in his opinion, this was the awakening of local advertisers to the absolute necessity for high grade advertising service such as had made fortunes for the large stores in the big cities. He advised the merchants in each locality to join forces and engage the best advertising talent on a co-operative basis, and pointed out that this really must happen in a very short period as a natural advance of the times.

Mr. Schneider and others, evidently do not know that this evolution towards high grade special service has been taking place for some time. It began with what a recalled "Cut Services." That is, an engraving house in one of the bigger cities would get out a number of more or less comic advertising cuts, wretchedly drawn by a tenth-rate artist, which it sold to a retailer, sometimes with a little advertising matter, in a series of 26 or 52, one cut for each week in the year.

While this was all educative, and as such deserves some credit, it has probably done more harm amongst retailers, to the value of real publicity, than anything else.

There are a great many of my readers who now have boxes of such cuts lying around their stores with no clear idea of what to do with them, and even yet those small cut "services" are being sold to deluded merchants by glib traveling salesmen.

Another herald of the new special retail advertising was the local writer. He is also evolving. He has been getting better every year till now, in some ways, he is quite accomplished. In the majority of cases, however, the local ad writer has been somewhat like "Our Johnnie," who has won a prize for drawing 'gosh! and who forthwith blossoms out into a famous artist—locally. This class of publicity has likewise done its share in giving the retail merchant cold feet. The local advertisement writer has been mostly a shining example of the trite saying "a little knowledge is a dangerous thing."

The next phase in the evolution was one that bid fair to solve all difficulties. About a year or two ago a famous artist, who had made a reputation for a comic series of newspaper pictures, was induced to draw his comics into advertisements. These were syndicated in electrotype form all through the United States and Canada to all classes of retailers, the large quantity sold of each electrotype making it possible to quote extremely low prices to the local merchants. That was the next rise in grade from the old comic cuts of the local engravers, because these drawings were well done by a first class artist of acknowledged standing.

We have now advanced one step further. The idea that it is necessary to have a comic drawing to attract attention is exploded. As a matter of fact, a comic cut does more harm to the advertisement than good, for it makes the whole advertisement laughable and when people laugh at a thing they seldom buy it. It is unfortunate that many merchants do not realize this even now. A good joke in picture form still appears to many of them to be the acme of successful publicity. But they are learning.

There are now one or two concerns who, with strong financial backing, supply retail merchants with advertisements, illustrated by the best artists and written by advertising experts who have specially dedicated themselves to the work and who are paid large salaries for their services. The advertisements supplied by these firms are of the same grade as those used by the large department stores and national advertisers; they are scientifically correct and are guaranteed to bring the retailer the maximum of returns. They are supplied to the local merchant with the sole right of use in his own locality.

Owing to the enormous number sold of each advertisement, they can be purchased at a nominal cost, even as low as one dollar per week. If the merchant wanted to have the same ads written for his own individual use, they would cost him about \$300 each. The sale of this new style of up-to-date advertising is growing enormously. It is being used in thousands of towns throughout the country and there are about 150 high grade salesmen selling it daily.

The nature of this new up-to-date advertising service will be seen by

the reduced fac similes of advertisements shown at the top of this column.

This new style of advertising is called Syndicated Advertising Service, and its development is the latest evolution of retail publicity.

The local retailer has seldom the ability to write salesmanship for his newspaper space. It requires special training to write advertisements that sell goods, just as it necessitates training to practice law or medicine.

When your body is sick you do not try to cure yourself, you take medical advice and apply the treatment that is given you by the trained physician. If you are wise, you apply the same principle to your sick business, you use the medicine—successful salesmanship in your local newspaper—prescribed for you by the advertising expert.

The highest grade of expert publicity service in this country today is embodied in this new syndicated advertising service. High priced men with national reputation in the retail advertising field are constructing these advertisements, and the merchant who uses them persistently and constantly in his local newspaper, is a long way on the road to financial independence.

Full particulars of this new syndicated advertising will be supplied by the editor of this paper. Get them today. Their application will materially increase your business and give your newspaper space 100 per cent value as a business puller.

### "Bouncing Dr. Wiley"

"What makes the Potted Ham so green?" said Files-on-Parade. "It's feelin' fresher than it is," the Color Sergeant said.

"What makes the ranks so white, so white?" said Files-on-Parade. "They're dreading' what they've got to eat," the Color Sergeant said.

"For they're bouncin' Doctor Wiley, you can see the Microbes cheer, and the Germs is all a-singin', 'Wiley's goin' away from here, and we're coming back far stronger than we've been for many a year, for they're bouncin' Doctor Wiley in the mornin'."

"What makes the canned goods work so hard?" said Files-on-Parade. "They're fixin' for their Jubilee," the Color Sergeant said.

"What's made that front-rank man fall down?" said Files-on-Parade. "He's eat cold-storage sassaidges," the Color Sergeant said.

"They are bouncin' Doctor Wiley, and those sassaidges of old are swarin' from their prisons where they've lingered in the cold, and they've brought their ptomaines with 'em in a manner free and bold for they're bouncin' Doctor Wiley in the mornin'."

"E uster work 'longside o' me," said Files-on-Parade. "E 'elped me tackle many a germ!" the Color Sergeant said. "I've drunk 'is beer a score o' times," said Files-on-Parade. "And mighty steerile stuff it was!" the Color Sergeant said.

"They are bouncin' Doctor Wiley, they are givin' him the larf; they are cuttin' off 'is wages, and 'is red official scarf, and you and me must analyze ourselves our 'arf an' 'arf, for they're bouncin' Doctor Wiley in the mornin'."

"For what do they be bouncin' him?" said Files-on-Parade. "E put the Microbes on the blink," the Color Sergeant said.

"An' did the Microbes 'urt the Blink?" said Files-on-Parade. "They put the Blink out of a job," the Color Sergeant said.

"They are bouncin' Doctor Wiley, and the germs are runnin' free, and the Microbes an' Bacilluses are chortlin' with glee, for they'll get their starvin' 'ooks once more on folks like you an' me. After bouncin' Doctor Wiley in the mornin'."—Harper's Weekly.

### BLOOD STANDS STILL.

Piles Can't Be Cured Until Circulation Is Restored.

It is useless to try to cure piles by operating or use of salves or suppositories—as long as the blood is stagnant in the lower bowel, new tumors will continue to form. Clear the blood—free the circulation. Then piles will leave for good. A successful, scientific, internal remedy is Dr. Leonard's Hem-Roid, sold under guarantee by Laurens Drug Co. and druggists everywhere. Hem-Roid does its work thoroughly. \$1 for 24 days' treatment. Dr. Leonard Co., Station B, Buffalo, N. Y. Write for booklet.

### A BALKY MULE.

A wholesale feed house owned a balky mule named Napoleon, and employed an old negro named Abe to drive him.

One day when Napoleon balked and old Abe had spent his energies on him for an hour in the vain endeavor to get him to start, Abe went in to a store to telephone his employers.

The following was Abe's end of the conversation:

"Please, marm, gimme number two hundred an' 'leven. Is dat you, Marse Henry? Yessir, dis is Abe. I dun ring yo' up, sir, tell you about Napoleon.

Napoleon, he dun balk down yer on Broad street, sir."

"Bout a hour, sir."

"Yessir, I bus' him in de head."

"I dun wear de whip handle out on him, sir."

"Yessir, I dun kick him 'bout eighty times, sir."

"Marse Henry, I would ha' kick um some mo' but I hu't me big toe on um de las' time I kick um."

"'Twis' he tall? No, sir, no dis nigger. A gentleman from New York, he 'twis' he tall."

"No, sir, I don't think he dead. De doctor take him 'way in de amb-lance."

"Yessir, it was sure foolish."

"Yes, Marse Henry, I dun set fire under Napoleon."

"De harness? Dun bu'n de harness clean off um."

"De cart? Yessir, dun bu'n de cart, too, sir, all 'cept one wheel, sir."

"Yessir I git de feed out fust, sir."

"Marse Henry, is you want me to come back to de store and go to work, or mus' I wait fer Napoleon to move?"—National Monthly.

Diarrhoea is always more or less prevalent during September. Be prepared for it. Chamberlain's Colic, Cholera and Diarrhoea Remedy is prompt and effectual. It can always be depended upon and is pleasant to take. For sale by all dealers.

For bowel complaints in children always give Chamberlain's Colic, Cholera and Diarrhoea Remedy and castor oil. It is certain to effect a cure and when reduced with water and sweetened is pleasant to take. No physician can prescribe a better remedy. For sale by all dealers.

### Notice of Election.

State of South Carolina, County of Laurens.

Whereas, petitions signed by a legal number of the qualified electors and free-holders residing in Jacks school district No. two (2), Laurens County, South Carolina, asking for an election upon the question of voting a three (3) mill special tax upon property in said district to be used for school purposes have been filed with the County Board of Education, an election is hereby ordered upon said question, said election to be held on the 9th day of September, 1911, at the Shady Grove School House, under the management of the trustees of said school district.

Only such electors as return real or personal property for taxation and who exhibit their tax receipts and registration certificates as required in general elections shall be allowed to vote.

Those favoring the three (3) mill special tax shall vote a ballot containing the word "YES" written or printed thereon. Those against the three (3) mill special tax shall vote a ballot containing the word "NO" written or printed thereon. Polls shall open at the hour of 8 o'clock in the forenoon and shall remain open until the hour of 4 o'clock in the afternoon when they shall be closed and the ballots be counted.

The trustees shall report the results of the election to the County Auditor and to the County Supt. of Education within ten days thereafter.

5-2t  
GEO. L. PITTS,  
Co. Supt. of Education.

## JUST Rheumacide IT CURES

**Rheumatism and Blood Diseases**  
The cause of rheumatism is excess uric acid in the blood. To cure rheumatism this acid must be expelled from the system. Rheumatism is an internal disease and requires an internal remedy. Rubbing with oils and liniments may ease the pain, but they will no more cure rheumatism than paint will change the fiber of rotten wood. Cures Rheumatism To Stay Cured. Science has discovered a perfect and complete cure called Rheumacide. Tested in hundreds of cases, it has effected marvelous cures. Rheumacide removes the cause, gets at the joints from the inside, sweeps the poisons out of the system, tones up the stomach, regulates the bowels and kidneys. Sold by druggists at 50c. and \$1; in the tablet form at 25c. and 50c. by mail. Booklet free. Bobbitt Chemical Co., Baltimore, Md. Gets At The Joints From The Inside.

## JUST Rheumacide IT CURES

LAURENS DRUG CO.  
Laurens, S. C.



Look for this Sign on Leading Garages

You cannot know what a good tire is until you try a Michelin properly inflated  
**IN STOCK BY**  
W. P. HUDGENS

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 work at once.

## CHOICE Farm Lands for Sale IN SOUTH GEORGIA

Parties desiring to purchase lands for homes, or for investments in South Georgia, where values of farm lands are doubling in a very short time, can obtain very valuable information here.

The following are just a few of the hundreds of bargains in Real Estate that are being offered:

450 acres choice farm land near Bridgeboro, 275 acres in cultivation, 200 acres stumped, six tenant houses with brick chimneys, barns, etc. Price \$25.00 per acre. Terms, one-fourth cash balance one, two and three years, with interest.

125 acres good farm land, one and one-half miles from Bridgeboro. Will sell as a whole or sub-divide to suit purchaser. Terms, one-fourth cash, balance one, two and three years, with interest.

50 acres unimproved land two miles from Bridgeboro, on the extension of the Gulf Line Railway, level and no waste land. Price \$15.00 per acre.

1,500 acres immediately on the railroad. Conservative timber cruiser says it will cut 3,000 feet per acre, very little swamp and no over-flow, fine soil for agriculture. Price \$5.50 per acre, easy terms, 7 per cent. interest.

93 acres of lot number 99 in the 7th district of Worth county, at \$10.00 per acre.

13,000 acres cut over timber lands in Washington county, Florida, on the A. & St. A. B. R. R. Choice farm lands, high and dry. Price \$2.00 per acre.

80 acres near Bridgeboro, 30 acres in cultivation, level, stumped, with good wire fence; good five-room dwelling, barns, etc., almost in sight of Bridgeboro, and a big bargain at \$25.00 per acre.

Lots Nos. 249, 251 and half of 250; 625 acres, in the 9th district of Mitchell county. Price \$10.00 per acre. Terms.

Lot 361 in the 9th district of Mitchell county. 250 acres well improved, on the public road, near new town site on Gulf Line extension. Price \$21.00 per acre.

This land is situated in a fine, beautiful locality, convenient to Railroads, public roads and markets.

For Information Apply to  
**ALBERT DIAL**  
Enterprise Bank  
Laurens, S. C.

LEARN AUTOMOBILE BUSINESS. Take a thirty days Practical course in our well equipped Machine Shops and learn the Automobile business, and accept good positions. CHARLOTTE AUTO SCHOOL, Charlotte, N. C.

**CHICHESTER'S PILLS**  
THE DIAMOND BRAND. Ladies! Ask Your Druggist for Chichester's Diamond Brand Pills in Red and Gold metallic boxes, sealed with Blue Ribbon. Take no other. Buy your DIAMOND BRAND PILLS for 25 years known as Best, Safest, Always Reliable. SOLD BY DRUGGISTS EVERYWHERE.