

County Record.

ED EVERY THURSDAY AT KINGSTREE, S. C.

C. W. WOLFE, EDITOR AND PROPRIETOR.

TERMS

SCRIPTION RATES: One copy, one year, \$1.00; one copy, six months, .50; one copy, three months, .25. Subscriptions payable in advance.

ADVERTISING RATES: One inch, first insertion, \$1.00; each subsequent insertion, 50 cents. Obituaries and Tributes of Respect over 10 words charged for as regular advertisements. Liberal reduction on advertising made for three, six and twelve months contracts.

Communications must be accompanied by the real name and address of the writer in order to receive attention. No communication of a personal nature, will be published except as an advertisement.

Address all letters and make all drafts payable to

C. W. WOLFE, Kingstree, S. C.

THURSDAY, MAR 16, 1905.

Newspaper Advertising.

Does newspaper advertising pay? Well, that depends. Vast fortunes have been built on a foundation of printers' ink and many big business houses regard their appropriation for newspaper advertising as a matter of necessity along with taxes, license or fire insurance. We are living in an age of advertising and the prevailing idea seems to be that if applied in sufficient quantity "hot air" alone will furnish motive power to push a business along the highway of success. This is entirely a mistake, as many a so-called business man has found out to his cost.

It is really astonishing how little thought some otherwise shrewd business men give to newspaper advertising. If they invest any money at all in this way, it is spent so thoughtlessly as to be almost recklessly squandered. They go to a newspaper man and purchase so much space at a certain price and then seem to think that it makes very little difference what they put in their space, or how many people read their advertisement.

The first thing to consider is whether one has anything that is worth advertising. If he has not he is throwing away his money. If a merchant advertises bargains to attract customers to his store and fails to have the goods as represented, he does his business more harm than good. Then the first essential in advertising is to have something whose intrinsic worth warrants its being advertised.

The next condition is the selection of an advertising medium. Some people seem to think that so long as it appears printed in big type it matters not whether one or fifteen hundred read their advertisements. Of all the mistaken ideas that is the silliest. If newspaper advertising is worth anything at all its value is based wholly on the circulation of the paper in which it appears. If space in a paper with five hundred circulation is worth its worth twenty-five cents an inch, then it is a self-evident proposition that it is worth seventy-five cents an inch in a paper with fifteen hundred subscribers. Another point to consider just in this connection is the class of subscribers a newspaper has. Certainly a paper whose patrons cannot or will not pay their subscription is a poor medium for an advertiser, whether its circulation is great or small.

As a matter of fact an advertisement is nothing more than a message or invitation that a merchant or other business man sends out to induce people to come to his store or office with the view of selling them something they are presumed to need. If the goods are not worth the price asked for them, or if they fall short of their description, all the advertising in the world cannot sell them. But it is a great advantage to have people come to one's place of business and intelligent advertising will certainly accomplish this. How many things we see in use every day whose names have become literally household

solely by reason of newspaper publicity? Then there is the advertisement itself to consider. To produce results it must be fresh, pithy and attractive. Have something to say, and express it without wasting words. The attractiveness depends mainly of the mechanical composition. There are many styles in type faces and it is the printer's business to "set" each advertisement so as to make it appear neat, tasty and attractive. There are men who command high salaries writing advertisements. These experts tell us that advertising either helps or hurts a business. To advertise in a poor medium or to attempt deception by claiming for an article merit it does not possess—these actually defeat the very end for which advertising is meant and bring disaster on the man who foolishly throws away his money deluding himself that he is enterprising.

Politics in Charleston.

This is an off year in politics, but Charleston has a political campaign on, preliminary to a primary to elect a solicitor for the newly created judicial circuit, and also one member of the house of representatives. Thus, while most of the other counties are enjoying immunity from the rack and moil of political affairs Charleston has a little drama all to herself, with Vincent Chicco as the star performer and mud-slinging accompaniments to give even that illustrious exemplar of disinterested and patriotic self-abnegation and altruism proper and fitting stage setting. The initial skirmish was pulled off last Saturday in the Hibberian Hall and while the firing line seems to have been well occupied, no casualties are reported. A candidate for solicitor made a statement which the chairman of the meeting characterized as a deliberate falsehood. "You're a liar!" shouted the would-be exponent of law and order, and the two started to mix, to the delight of the bleachers, when mutual friends intervened and calmed their heated passions below the point of ignition. Then the speaking went on, it is said, as though nothing had happened. And nothing had happened, we suppose.

Then, a la "Casey at the Bat," the mighty Chicco took the stand. The reports indicate that he caught the crowd. His speech was characteristic; hear him: "Every man in the Southern States will know that Chicco is in Columbia, if you send me." We may well believe it; if the proud old "city by the sea" need further advertisement in a certain way than she has already, let her by all means send Chicco to the legislature.

In its new and improved form THE RECORD has been the recipient of many words of commendation from its readers. Of course we appreciate these kind expressions as an earnest that our work is being appreciated. For many years it has been our ambition to give the people of Williamsburg a first class county newspaper. In this we have as yet only partially succeeded. Whether or not we shall ever attain our ideal depends on the patronage we receive. To publish a good newspaper requires above all a good advertising patronage. To secure this we must depend on the co-operation of our subscribers. Look through our advertising columns and, other things equal, trade with the merchants who help you to pay for the maintenance of your county paper. Then, too, when you deal with a merchant who advertises "acknowledge" the efficiency of his advertisement by letting him know where you saw it; or if you order by mail from an advertiser in our columns just mention this newspaper when you send your order. You can do this without its costing you a cent and it will benefit us a great deal. Remember that without the advertisements contained in it the subscription price of such a paper as THE RECORD would be about three dollars a year.

A Cotton Mill Projected.

We have information from a reliable source that before long subscriptions will be solicited for stock to establish a cotton mill here. On the basis of \$100,000 capital we have the assurance that if \$50,000 be subscribed in this county the remaining \$50,000 will be taken by outside capitalists. Our town and county have advanced a great deal in a material way within the past few years and we must continue to go forward or inevitably we will go backward. The building of a cotton factory will benefit the whole county and if our people will pull together with a determination to succeed it will surely be built. We are now on the crest of a wave of prosperity and before it recedes there should be established some substantial industrial enterprise that will permanently place Williamsburg among the progressive and enterprising counties of the State. By all means let the cotton factory be built.

Enforce the Vagrant Ordinance.

Charleston and Florence have inaugurated a crusade against vagrants and idle, suspicious characters are told to "move on," or go to the lock-up. The town council of Kingstree recently passed an ordinance against vagrants which we hope to see vigorously enforced. People who won't work should be made to do so or get out of town. If anti-vagrant laws were rigidly enforced in every town the loafing, idle, worthless, vicious class, which begets criminals, would soon be put out of business. A community has the right to demand that every able-bodied man engage in some sort of productive industry and it is up to the authorities to see that this demand is complied with in Kingstree.

The Russians have suffered another crushing defeat at the hands of the Japanese in one of the bloodiest conflicts on record. We have mentioned the wily Jap except as to his fighting prowess. The only way to account for their repeated victories over the Russians is through the agency of jiu jitsu or hypnotism.

General Kuropatkin, the Russian commander, wants to resign and go home. It would not be a bad idea for the whole army to resign and go with him.

SAVED MY LIFE

That's what a prominent druggist said of Scott's Emulsion a short time ago. As a rule we don't use or refer to testimonials in addressing the public, but the above remark and similar expressions are made so often in connection with Scott's Emulsion that they are worthy of occasional note. From infancy to old age Scott's Emulsion offers a reliable means of remedying improper and weak development, restoring lost flesh and vitality, and repairing waste. The action of Scott's Emulsion is no more of a secret than the composition of the Emulsion itself. What it does it does through nourishment—the kind of nourishment that cannot be obtained in ordinary food. No system is so weak or delicate to retain Scott's Emulsion and gather good from it.

will send you a sample free... SCOTT & BOWNE Chemists 409 Pearl St., N. Y. 50c and \$1; all druggists.

BUY CLOTHING FOR Man, Youth or Boy Bearing the Palmetto Label And you will be sure to get the very best that money can buy... PALMETTO MANUFACTURING CO. 28 East Fourth St., New York.

OLD-FASHIONED N. C. CORN WHISKEY. DIRECT FROM THE DISTILLERY TO THE CONSUMER. EXPRESS CHARGES PRE-PAID. SAVES MIDDLEMAN'S PROFIT-PREVENTS ADULTERATION.

FOR 1905 The Atlanta Constitution The Greatest American Weekly Newspaper, ONE DOLLAR PER YEAR. The Sunny South The South's Standard Literary Weekly, FIFTY CENTS PER YEAR. BOTH FOR ONLY \$1.25 SENT TO ANY ADDRESS IN AMERICA.

ITS A CASE WELL DRESSED FEET Require shapely shoes, stylish of make and perfect in fit. Our fall offering in the shoe line combines these qualifications. "FITS" That apply to perfectly fitting shoes like we show you are an agreeable thing to have. Shos badly made that don't fit you give you the other kind of "fits" that no one wants.

HAVE YOUR HOME-GROWN CABBAGE. CABBAGE PLANTS ALL VARIETIES. Prices: 1000 @ \$1.50, 5000 @ \$1.25 per 1000, 10000 @ \$1 per 1000. Shipped C. O. D. if desired. Plants arrive at your Express Office in good condition.

Still In The Lead! STUCKEY AND FLOWERS Have just got in another Car-load of Horses AND Mules. All good stock and will be sold at living prices. Our friends are cordially invited to come and see them.

Won't You Write Us A Letter? OUR "BIG" FURNITURE STORE Is now filled with choice winter fabrics. From now until the spring season opens we'll make strong efforts to clear out this stock. If there's something in winter goods you can use— JUST WRITE US A LETTER We'll forward samples at once.