

**Professional Cards.**

**Dr. R. C. McCABE**  
Dental Surgeon,  
Office in Hirsch building, over Kingstree Drug Co's. 8-28-tf

**Dr. R. J. McCABE**  
DENTIST,  
KINGSTREE, S. C.  
Office in McCabe Building, next to Court House.

**M. D. NESMITH,**  
DENTIST,  
Lake City, S. C.

**W. L. TAYLOR**  
DENTIST,  
Office over Dr. V. Brookington's Store,  
KINGSTREE, S. C.  
5-21-tf.

1866 1914

**A. M. SNIDER,**  
SURGEON DENTIST.  
Over Gamble & Jacobs' Drug Store.

**J. DeS. Gilland**  
Attorney-at-Law  
Second Floor Masonic Temple  
Florence, S. C.

**Benj. McANNES, M. R. C. V. S.**  
**B. Kater McANNES, M. D., V. M. D**  
VETERINARIANS.  
One of us will be at Kingstree the first Monday in each month, at Heller's Stables. 9-28-tf

**KINGSTREE**  
Lodge, No. 46  
**A. F. M.**  
meets Thursday before full moon each month. Visiting brethren are cordially invited. R. K. WALLACE, W. M. J. M. ROSS, Sec. 2-27-1y

**Kingstree Chapter,**  
No. 22.  
Order Eastern Star  
Meets every Thursday night after full moon and two weeks later. MRS. B. E. CLARKSON, W. M. MRS. STELLA COOK, Sec'y. 1-28-tf

**Kingstree Lodge,**  
No. 91  
Knights of Pythias  
Regular conventions every second and fourth Wednesday nights. Visiting brethren always welcome. Castle Hall, 3rd story Gourdin Building. 1-14 1/2 yr. B. E. CLARKSON, C. C. E. C. EPPS, K. of R & S.

**Kingstree**  
CAMP NO. 27.  
REGULAR MEETINGS  
The Third Monday Night in each month.  
Visiting choppers cordially invited to come up and sit on a stump or hang about on the limbs.  
P. H. STOLL, Con. Com.  
J. M. BROWN, Clerk.

**Fish! Fish! Fish!**  
**Pendergrass' Fish Market**  
Now Ready!  
The best meat to eat is nice, fresh fish, especially for this season. We get fresh fish two to three times a week and from now on will keep them. You can depend on getting nice, fresh stock at any time. We positively guarantee every string of fish we sell so if they are not entirely satisfactory return them at once and we will cheerfully refund your money. The famous Red Fin Croakers are now in season, a fine fish and best for this time of year. Special to the readers of this ad: On Fridays only, by mentioning this ad, you can buy a 25c string of Croakers for 20c in cash. Be sure and call for FISH.  
**Pendergrass Bros. Co.**  
Kingstree, S. C.  
Phone 14.

**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 Druggist. Ask for CHICHESTER'S DIAMOND BRAND PILLS, for 25 years known as Best. Always Reliable. SOLD BY DRUGGISTS EVERYWHERE.

Receipt Books, Blank Notes, Mortgages and all Legal Blanks in demand, for sale at The Record office. If we have not the form you wish we can print it on short notice.

**Church Notes**

The public is cordially invited to attend any of the services of the various churches of Kingstree.

**Baptist Church.**  
REV. W. E. HURT, PASTOR.  
Services every Sunday morning at 11:00 o'clock and evening at 8:00 o'clock.  
Sunday-school at 10:00 a. m.  
Prayer-meeting Wednesdays at 8:00 p. m.

**Episcopal Church,**  
REV. H. D. BULL, MINISTER.  
Services for Whitsunday, May 23: Sunday-school, 10 a. m.; morning prayer and sermon, 11:30 a. m.  
Thursday: Bible Class, 8 p. m.  
Friday: Litany, 4:30 p. m.

**Methodist Church.**  
REV. D. A. PHILLIPS, PASTOR.  
Preaching every Sunday morning at 11:30 o'clock and evening at 7:30 o'clock.  
Sunday-school at 10:30 a. m.  
Mid-week prayer meeting every Wednesday afternoon at 4:00 o'clock.

**Presbyterian Church.**  
REV. P. S. McCHESNEY, PASTOR.  
Preaching every Sunday at 11 a. m. and 8:00 p. m. Sunday-school 4:30 p. m.  
Prayer meeting Wednesday, 8:00 p. m.

**Arrival of Passenger Trains at Kingstree.**  
The Atlantic Coast Line railroad has promulgated the following schedule, which became effective Sunday, June 1, 1914:

NORTH BOUND.		
No 80	- - - - -	7:23 a m
*No 46	- - - - -	11:35 a m
No 78	- - - - -	6:02 p m
SOUTH BOUND.		
No 79	- - - - -	11:09 a m
*No 47	- - - - -	6:38 p m
No 89	- - - - -	9:18 p m

\*Daily except Sunday.

**Epps' Market**

All meats bought and sold for cash. Don't ask for credit.

**Epps' Market**  
Cr. Academy & Mill Sts.  
W. H. WELCH, Manager.

**LIGHTNING RODS.**  
H. L. WHITLOCK,  
Lake City, S. C.,  
Special Sales Agent

Representing the largest manufacturers of all kinds Improved Copper and Galvanized Section Rods. (Endorsed by the Highest Scientific Authorities and Fire Insurance Companies). Pure Copper Wire Cables, all sizes. Our Full Cost Guarantee given with each job. I sell on close margin of profit, dividing commission with my customers. 3-7-tf

**WATTS' JEWELRY STORE**  
KINGSTREE, S. C.  
I keep on hand everything to be found in an up-to-date jewelry house. Repairing and engraving done with neatness and despatch. As a home dealer, guaranteeing quality and prices, I solicit your patronage. Near the Railroad Station.

**Registration Notice.**  
The office of the Supervisor of Registration will be open on the 1st Monday in each month for the purpose of registering any person who is qualified as follows:  
Who shall have been a resident of the State for two years, and of the county one year, and of the polling precinct in which the elector offers to vote four months before the day of election, and shall have paid, six months before, any poll tax then due and payable, and who can both read and write any section of the constitution of 1895 submitted to him by the Supervisors of Registration, or who can show that he owns, and has paid all taxes collectible on during the present year, property in this State assessed at three hundred dollars or more.  
H. A. MEYER,  
Clerk of Board

**A NEW CREATION**  
**WEBSTER'S**  
**NEW**  
**INTERNATIONAL**  
**DICTIONARY**  
THE MERRIAM WEBSTER  
The Only New unabridged dictionary in many years.  
Contains the *path* and *essence* of an authoritative library.  
Covers every field of knowledge. An Encyclopedia in a single book.  
The Only Dictionary with the New Divided Page.  
400,000 Words. 2700 Pages.  
8000 Illustrations. Cost nearly half a million dollars.  
Let us tell you about this most remarkable single volume.  
Write for sample pages, full particulars, etc.  
Name this paper and we will send free a set of Pocket Maps  
G. & C. Merriam Co.  
Springfield, Mass.

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**LIVERY AND REPAIRING**

**A Pertinent Question.**  
How do you like to be the repair man? Not a very pleasant subject. No doubt the job would ruffle your clothes.  
**Save a Lot of Trouble.**  
Bring your car to us for inspection and repairs. This will win in the long run. Have you ever tried our livery service? You will find quick action and low prices.  
**Kingstree Garage.**  
L. T. THOMPSON, Mgr.

**Undressed Lumber.**  
I always have on hand a lot of undressed lumber (board and framing) at my mill near Kingstree, for sale at the lowest price for good material. See or write me for further information, etc.  
F. H. HODGE.

**The New Jersey Fire Insurance Co.,**  
Newark, - New Jersey  
is old, strong and reliable and solicits your patronage. Whether your business is small or large we will give it our undivided attention.  
**F. K. GRAHAM**  
Exclusive Resident Agent  
Kingstree, - South Carolina

**\$100 Reward, \$100**  
The readers of this paper will be pleased to learn that there is at least one dreaded disease that science has been able to cure in all its stages, and that is Catarrh. Hall's Catarrh Cure is the only positive cure now known to the medical fraternity. Catarrh being a constitutional disease, requires a constitutional treatment. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system, thereby destroying the foundation of the disease, and giving the patient strength by building up the constitution and assisting nature in doing its work. The proprietors have so much faith in its curative powers that they offer One Hundred Dollars for any case that it fails to cure. Send for list of testimonials.  
Address: F. J. CHEVREY & CO., Toledo, O.  
Sold by all Druggists, 75c.  
Take Hall's Family Pills for constipation.

**Chamberlain's Cough Remedy**  
Cures Colds, Croup and Whooping Cough.

**Advertising Talks**

**GREAT POWER OF LITTLE WANT ADS**

**Have Prevented Suicides, Reunited Families and Done Other Remarkable Things.**

The want ad is the modern miracle worker. It performs feats daily that could be accomplished in no other way with the same swiftness and sureness, says the Chicago Tribune. The want ad finds homes for abandoned children. It has been the direct cause of the marriage of young couples by providing a position for the man with an income sufficiently large to enable him to support a wife. It has reunited families—restored the lost son to his mother, published the wife's message of forgiveness to the runaway husband.

Want ads have been published asking for rain and it rained. Can any one question the cause of the downpour? Lost engagement rings, love letters, and Boston bull pups have been found through means of the want ad.

The want ad has prevented suicides. Men, despondent, moneyless, friendless, alone in a hurrying city, have turned to the want ad as their last resort. With no friends to tell the "down and outer" of possible positions, lacking the car fare and perhaps, indeed, the energy and determination, because of continuous rebuffs, to seek a place by a personal canvass—an almost hopeless task in a city the size of Chicago—these men have found their chance in the want ad columns.

In some cases suicide may have seemed the only way out, in most cases a distant possibility—but still a possibility—but with the appearance of the want ad, carrying its message of a chance to make good, hope revived.

To some people the want ad section of a newspaper contains more romance than any other section, because the romance found there is real romance, boiled down and not embellished by a finished writer. Reading between the lines, one can gather little stories of the various activities of life. A classified section of today if read a hundred years from now would give material to the thinking man for drawing a fairly accurate picture of the life of this age. The lines of work men were engaged in, the amount of pay they received, the cost of many articles we use today—these and many other facts could be deduced.

These little stories contained between the lines of the want ads are stories of the young and old as well as of those in the prime of life. Here we see a little girl seeking a home: CONDITIONS FORCE A 12 YEAR OLD girl to seek a home. No relatives known financially able to care for her. Can you assist? X The Tribune.

In another place a childless couple or perhaps one whose children have grown up—are looking for a child to adopt.

A home broken up is indicated by the following:  
WILL J. M.—YOUR BABY DAUGHTER ill; wife heartbroken; let us hear from you. C. M. The Tribune.

The list—fortunately not large—of those who will be "responsible only for debts contracted by myself" indicates broken partnerships either business or matrimonial. But the following perhaps has a happier explanation—the children have grown up:  
FOR SALE—SULKY CART FOR TWINS. X. The Tribune.

This advertisement would indicate that some young couple were setting up housekeeping:  
WANTED—SECOND HAND SET OF silver for family of two. X. The Tribune.

But this one appears to contain the story of a jilted or socially disappointed young man:  
FOR SALE—BRAND NEW DRESS SUIT for young man. X. The Tribune.

And this one, that illness no longer afflicts some member of the family:  
INVALID'S CHAIR FOR SALE. X. The Tribune.

In the want ads one can find for sale cradles, feathers for the nest, and even tombstones. A second-hand marriage license has yet to be advertised. The want ad section has its humorous side as well as its romantic. At different times many queer ads have appeared. If you are a reader of this section you will remember examples. A look through the classified columns any day probably will reward you with a problem to ponder over or a joke to amuse you.

This, the modern market place, where buyers meet sellers in print as they used to meet on market day, contains a strange assortment. We find an offer made to exchange lessons in dancing for "time watching a telephone"; a man, apparently with a sad experience wants to exchange an auto for a horse; another one has 200 dozen tin boxes of healing foot salve to exchange, which should last one for considerable length of time; an icebox is offered for a parrot cage; a "fine old violin, typewriter, and five acres for a foot lathe"; a dramatic teaching for tailoring (a sartorial Hamlet in prospect?); and if you will exchange what you have for a new face, an M.

D. face expert makes old faces young at one sitting for what have you?  
One finds for sale a "dump" and a "candy wheel," whatever they may be. And anything from medicine for your poodle to second hand steel rails may be purchased.

Positions are offered to a "bulldozer," a young man to learn the aeroplane business, a "collar stuffer," a "pillmaker—mass," a "piano chipper," and to "teachers of everything from a to z—aviation to zoology."

Lost articles, from a pencil to a "shipperke dog," are sought, and man's inhumanity to woman is deplored in the following:  
PARTNER WANTED—LADY WANTS gentleman partner to operate on board of trade. I understand board operating but have to have a gentleman for membership.

One finds places for everything, from caring for trees, making bonnets, and ragtime playing to chemical as saying is taught. A naive ad is the following:  
SITUATION WANTED—ON STAGE BY young man. No experience as actor, but I am a genuine comical character.

Would that there were more of this kind on the other side of the footlights!

**PLAIN COPY MAKES ADS PAY**

Don't Shoot Over Heads of People You Want to Reach—What an Illinois Merchant Did.

By HINTON GILMORE.

Much is said regarding the psychology of advertising, but there are plenty of fellows who never took a lesson in their lives who get returns for their advertising outlay.

In an Illinois town of 15,000 there is a dealer in men's furnishings who believes in advertising through the newspapers, but it took him a long time to make it pay. For years his copy didn't possess the selling "punch." It was being written by a specialist and had won commendation from people supposed to know good advertising copy when they saw it. But it was costing money and wasn't getting the business, so the dealer let the specialist out and began writing his own copy.

He made a close analysis of previous advertisements and noticed such gems as "plu-perfect tailoring" and "acme of sartorial achievement," and it dawned upon him that the copy was over the heads of the crowd.

When he sat down to write his first ad he recalled a boyhood acquaintance—"Buck" Ransome, the village bus driver back in the old home hamlet. Now "Buck" happens to be a man of low powered intelligence, with a mere smattering of educational elements, but the dealer seized upon him as a sort of composite customer and addressed that advertisement to "Buck." It was written so that "Buck" could understand; anything that seemed beyond "Buck's" grasp was left out. The result was that the copy was plain as day.

The merchant kept up this simplified ad writing, sending typical "Buck" copy to the printer every day. Business began to pick up and it's still picking up.

Twice a year "Buck" Ransome receives a suit of clothes for his unwitting service as an advertisement model. The fact that he doesn't know where the clothes are coming from keeps "Buck" worried.

**Miss September Morn Again Rebuffed.**  
"September Morn" as a work of art will not be barred from the Milwaukee postoffice.  
"September Morn" as an advertisement, intended to attract attention because of her suggestiveness, is "persona non grata."  
"September Morn," if she appears as a real lady, intending to appease by the beauty of the artist's imagination, is all O. K. But her ladyship must travel under cover or not at all if she is intending to slip something over on your Uncle Samuel.

That is the mandate of Postmaster David C. Owen. And he is "the powers that be" in the Milwaukee office.

**To Insure Success.**  
Advertisers should not indulge in random, unsubstantial claims. Every ad should put forth a real reason for the purchase. Price an article so as to bring a fair margin of profit, then stick to the price rather than stick the customer. Advertising is a part of the sales force and by truthful advertising and carrying out a policy of doing exactly what you promise to do, having one price, marking all goods with plain figure prices, one brand of treatment for all customers and selling a line of reliable goods that best meets the requirements as to style and price of a majority of customers—you then cannot help but be successful.

**Buyers Being Educated.**  
The oft repeated saying of Barnum that it was easy to fool some people continually, and all people occasionally was probably true in his day but it is a known fact that it is only partly true now. The buying public are being educated to the extent that it is a case of "show me." I am from Missouri just a short time until it will be the only honest dealer, the truthful advertiser who can deliver the goods.

**Lame Back.**  
Lame back is usually due to rheumatism of the muscles of the back. Hard working people are most likely to suffer from it. Relief may be had by massaging the back with Chamberlain's Liniment two or three times a day. Try it. Obtainable everywhere.

**DANCING COMPLICATIONS**

A DANCER'S STORY.

"Well," began the father of the family as he shook out his dinner napkin, "how is the dancing class going? Are you learning all the new steps?"  
"I guess so," Caroline admitted gingerly. "It's swell!"  
"Gee!" said her brother. I just hate the old class!"  
"What's the trouble?" their father inquired.  
"Oh," Caroline piped up happily, "he's mad because Bunny danced with his girl all last time, and—"  
"No such thing, tattletale!" protested that young man. "I guess I don't care anything about that stuck-up Halie Bliss! I guess I wouldn't notice her if there wasn't hardly any other girl on earth! And she can dance with Bunny a million times for all I care! You needn't be so smart!"  
"Tut, tut!" reproved his father. "If she isn't your girl how did you know which one Caroline meant? Appearances are against you, Edward! Though I would say that at your tender age I should regret knowing that your affections were becoming entangled—"

"Aw," his son burst out, red faced, "Caroline needn't talk! She has an awful case on Larry Jones, and he don't give two cents for her!"  
"He danced with me more'n with anyone else," Caroline came back calmly. "If he'll dance with me I don't care whether he gives two cents for me or not, do I?"  
"There!" cried her father to the abashed Edward. "I trust this glimpse of feminine reasoning will teach you something, my son! It may keep you from big-headedness when some fair lady smiles on you!"  
"I don't know whachu talking about!" protested Edward humbly. "Anyhow, I don't see what Caroline likes about Larry, for he's a punk dancer!"

"He isn't!" Caroline defended. "Not when you get used to him, as I have! It's just his legs are queer! They wobble below the knees and lag behind the upper part of him! You can't help dancing a little queer if your feet are two or three steps behind you!"  
"Huh!" jeered her brother. "I'd pick out someone else to have a case on then if I was a girl! Why don't you take Pinhead Warble? All the girls are crazy about him, because he looks like a picture in a magazine—but, anyhow, he wouldn't look at you!"  
"Pinhead!" hissed Caroline. "Him! He doesn't dance a bit better than Larry! His legs wobble, too, only they cave in at the knees something awful, and he's so tall you're afraid he's going to shut up like a jackknife! I know, because Susy told me it made her so nervous she never could have stuck it out, only she knew the new girl was jealous of her and she couldn't let her get a chance at Pinhead!"

"These social complications are distracting!" their father mourned. "I can't seem to get them straight. Aren't there any young gentlemen in the class with full command of their limbs?"  
"Gee! You oughta see Bill do the high jump!" cried his son. "He's athletic, all right! We piled up all the girls' cloaks on a chair in the dressing room when they were dancing the Ta-Tao and Bill he jumped clear over the whole lot!"  
"Then that's where my vanity box got smashed!" shrieked his sister in a fury. "And Susie's white fur was all muddled up and grimy! I'll tell the teacher on you!"  
"She'd take your powder box away from you!" reminded her brother. "You don't dare. You're just mad because I told you you were stuck on Larry!"

"I have got a dreadful case on him," said Caroline, surprisingly complacent. She preened herself. "He asked me for four dances at the next party—so there, smarty!"  
"Aw-w-w-w!" Edward was momentarily breathless. Then he rallied. "Betcha Pinhead won't ask you or anyone else!"  
"Hallie Bliss told me something," his sister said absently to the atmosphere. Edward wriggled in his chair. "Say," he offered beguilingly. "Honest, I didn't mean anything—what I said about Larry. His legs don't wobble so awful bad. Wh-what did Hallie say?"  
"Said she was saving three dances for you," Caroline told him between spoonfuls.  
"Gee!" Edward gasped ecstatically. "Did she, honest?"  
"I take it," their father remarked, "that the dancing class, as a dancing class, leaves nothing whatever to be desired in the way of progress!"  
"I guess so," said Caroline and her brother agreeably.—Chicago Daily News.

**Best Thing for a Bilious Attack.**  
"On account of my confinement in the printing office I have for years been a chronic sufferer from indigestion and liver trouble. A few weeks ago I had an attack that was so severe that I was not able to go to the case for two days. Failing to get any relief from any other treatment, I took three of Chamberlain's Tablets and the next day I felt like a new man," writes H. C. Bailey, editor Carolina News, Chapin, S. C. Obtainable everywhere.