

The Watchman and Southron.

THE SUMMER WATCHMAN, Established April, 1850.

"Be Just and Fear not—Let all the Ends thou Aims't at, be thy Country's, thy God's and Truth's."

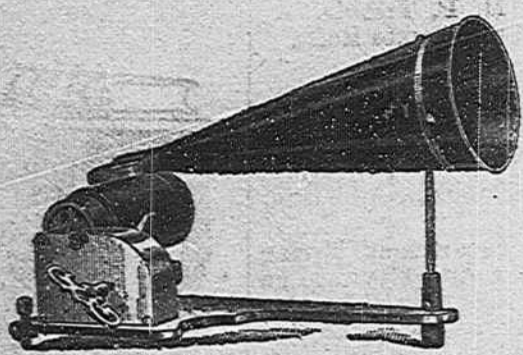
THE TRUE SOUTHERN, Established June 1856.

Consolidated Aug. 2, 1881.

SUMTER, S. C., WEDNESDAY, JUNE 17, 1903.

New Series—Vol. XXII. No. 46

Five Dollars



WITH SIX RECORDS.

I HAVE ONLY ONE HUNDRED OF THESE MACHINES,

But while they last they will go for Five Dollars each, six records to go with every machine. This is the genuine Columbia Graphophone, and every record bears the Columbia trade mark, as well as the machine itself, which is of the latest design. Do you work hard all through the hot summer days? A little recreation and amusement in the evenings will cheer you up and make happiness in the family circle. As you are not to enjoy a thousand years' sojourn in this land of flowers you may as well pick up a few lines of pleasure in passing, especially when the cost does not exceed the five dollar mark. I am not living ten thousand miles away from you, and have the goods for sale, open for your inspection; come and see them.

T. B. JENKINS, Jr.

Selling New Home Sewing Machines, Columbia and Cleveland Bicycles, and a high-class line of Sporting Goods.

The Watchman and Southron.

WHEN ADVERTISING PAYS.

IDEAS LOST TO THE WORLD.

EAST ST. LOUIS UNDER WATER.

was rushing through. I saw another section of the embankment go out a few minutes later, and then that portion between the two torrents went down and the river poured through in all its fury. I believe many men, especially negroes, were drowned. I know that several negroes, worn out, had been permitted to nap, but they were lying asleep in the path of the flood. They certainly were drowned. Middleton escaped by running along the embankment back to the city. The alarm spread like wild fire and whistles were blown, bells rung, shots fired and cries of warning were sounded, but with all this pandemonium the majority of the around inhabitants did not leave their homes. Within an hour the houses stood in water that reached to the roofs of the one-story cottages. It is known that numbers of people fled to the Central Hotel, a four-story brick structure, and to the large brick buildings of the Washington and Franklin high schools. None of these buildings today contained more than two hundred and fifty people, and although the rescue boats found many people in second stories and on house tops, there are rows upon rows of cottages that early this morning did not show a sign of life. There is a grave fear that many bodies of dead will be found in the flooded cottages and in this section of the city. It has been practically impossible to learn of authentic deaths, but from the most reliable sources it is believed eleven persons were drowned last night, four of whom perished on the north side early in the evening.

Published Every Wednesday,
—BY—
N. G. Osteen,
SUMTER, S. C.
TERMS:
\$1 50 per annum—in advance.

Goods Must Not Only Sell, But be Worth the Sale.

Marvelous Inventions That Seem to Have Been Forgotten.

Graphic Story of the Fight Against the Mississippi.

River Rises Suddenly Without Warning.

Levee 2 to 6 Feet High Protects the City on the West, but on the South the Illinois Central Embankment Gave Way and the City is now from 2 to 15 Feet Deep in Water.

ADVERTISING:
One Square first insertion.....\$1 00
Every subsequent insertion..... 50
Contracts for three months, or longer will be made at reduced rates.
All communications which subscribe private interests will be charged for as advertisements.
Obituaries and tributes of respects will be charged for.

A contributor writes to Printer's Ink as follows: There is a question often asked that you can answer both affirmatively and negatively—"Does advertising pay?" The truth of the matter is that it does, and it does not. To advertise with profitable results requires as much preparation as it does to go to war, or to enter college, or to do any one of a score or more of important things.
It is no very extraordinary trick to tell an advertising story that will bring many answers, but of what avail is it if you have been careless in keeping up your stock or in order to do so have reduced its quality? In the first instance you exasperate or cool off your would-be customer, who will go somewhere else to make his purchase, and, in the second, you make a sale perhaps—but it is a sale that does not satisfy and will therefore dismiss a patron. These two persons—the one who was not supplied and the one who got a poor bargain—will be sure to tell their experience and will tell it in such a way as will nullify the most seductive advertising that can be produced. Their talk will go fast and far, and create in very short order for the advertiser a damaging reputation. His advertisement may have been the most attractive one that appeared the week on which it was offered but the trouble was the advertiser's failure to back it up. All such advertising, it hardly needs to be said, is much worse than not to advertise at all. In some otherwise good stores and trading places the social atmosphere and manners encountered are not of the inviting but of the repellent kind, it is a great mistake, and one hardly to be surpassed to forget that politeness and suavity are real business assets. A merchant may have good goods, and deliver them promptly, and tell no lie about them, but if he and his clerks diffuse an atmosphere of coldness, and lack cordiality, they subtract nearly all the benefits good advertising has to offer. In other words, they trip themselves up by not backing the advertising sent out.
It is no doubt a fact often noticeable that there are persons in trade who mean well, who are thoroughly honest, and who do not deliberately intend to make a bad impression on the public whose temperament and address are unfortunately not attractive. It is a pity that they should be the direct intermediate of trade when they might do admirably as bookkeepers, and perhaps fairly well as wholesale buyers or discoverers of bargains. Perhaps they might even write advertisements that they don't know how to live up to. It is a curious circumstance that many men can enunciate the profoundest business maxims who can not practice them or go one step further than to theorize. These people have some place probably in a business plant, but they should not be selected to back up the store's advertising. As all advertising that ultimately pays must be born of the truth and bear criticism, there is some advantage in avoiding too many superlatives and relying mainly upon under statements. For these can more easily be warranted and followed. If the customer finds himself better pleased than he was told he would be, the effect of the advertising will be immeasurably enhanced. If he is assured of the impossible, there is something lost to the advertiser through his boasts that could not be fulfilled. There is one Scriptural text in particular that a business man should hold to with special regard—one that advises making friendship with the "mammon of unrighteousness." Every customer, whether his pocket book contains one dollar or one hundred, is the person the dealer needs to cultivate and consider. He comes with his money and he is entitled to his whims and even to his absurd expectations. The main object should be not simply to corral his money but to leave him pleased whether he purchases or not. If his manners are rude, and his demands are unreasonable, the dealer should be placating and unflinched. For any customer thus met will be a customer tomorrow and will feel that the advertisement that first brought him had a real foundation.

A recent issue of the most prominent exponent of the steam engineering industry, Power, reviews a number of interesting instances which cannot do otherwise than convince even the most doubtful that engineering is today very far from having reached a pinnacle of perfection. Among other notes it states that it is hardly twenty years since John Waymouth, the Wolverhampton engineer and designer, discovered the motive power of heat, exhibited it in one of the simplest, cheapest and most useful engines imaginable and then deprived the world of its benefit.
He had produced beforehand a round dozen of excellent inventions, which still bear his name, including the modern revolving chimney cowl and, having made a large fortune, he devoted himself to harnessing the ordinary heat of a fire and making a new power of it. The idea was laughed at by all his friends, but after four years of study and experimenting he produced a stationary engine that gave double the power of any steam-driven mechanism at about a third of the cost and also a small model heat locomotive large enough to draw a truck with a man in it.
KEPT THE SECRET TILL DEATH.
He invited a committee of scientists and engineers, including Prois, Huxley and Forbes Brown, and showed them that his two machines worked to perfection. The affair made a great stir and it was proved that a great power of unlimited scope had been discovered. Waymouth was flooded with offers of huge sums for his invention but, for no apparent reason, except, perhaps, the alleged madness of genius, he absolutely refused to either bring it out himself or sell the secret. He announced himself satisfied with the triumph of the invention and before his death, a year later, he destroyed all the papers and plans explaining the system and removed the essential parts of two engines. These engines are still possessed by his heirs, but nobody has been able to make anything of them.
Still stranger was the famous loss of the recipe for the manufacture of diamonds, some fifteen years ago. Herbert Warner, who alone discovered and held the secret of diamond making, did not live to wreck the diamond industry, as people thought he would, and the circumstances of the loss were mysterious and tragic. Inferior diamonds can still be produced artificially, but only at a cost of about ten times their value. Warner, after years of experimenting, was able to turn out a genuine diamond of large size and of the first water at the cost of a small fraction of the complete stone's worth. He, like Waymouth of heat-power fame manufactured his diamonds before an audience of scientists and produced three fine stones, which were tested and pronounced faultless. Two of them are still in existence and are the greatest curiosities the jewel world has ever seen. But within a fortnight of this triumph, before any new stones were put on the market, Warner utterly disappeared from his house on Harley street, London, leaving no trace whatever. So complete was his disappearance that from that day to this not the smallest explanation has been hit upon.
THE SECRET OF TALIAM.
Then there is the lost secret of the wonderful new metal called "taliu," which would certainly have been worth many millions to the nation and the inventor. Grantly Adams discovered it just eight years ago and during its short life it was one of the greatest wonders of the "science of commerce" world. "Taliu" is an alloy of metals, electrically treated, nearly 55 per cent. lighter than steel, both stronger and tougher and costing 30 per cent. less to produce. It was the fruit of four years' hard work and study and eventually Adams completed it and publicly exposed it to every kind of test.
Trains or any other vehicles, as it was proved, would be able to travel at nearly double their present speed if constructed of "taliu" and there was no kind of edged tool that would not be as keen as well as much lighter if made of the new metal. The commotion caused by this discovery was extraordinary and still more so was the upshot of it, for the magnitude of its success overcame Adams' reason and he became insane before ever the secret

of the construction of "taliu" was given out. Adams died a year later a hopeless lunatic and as there were no papers explaining his method the great secret was lost. All the tools and engines of "taliu" which he had made remain, but no analysis has revealed the method by which the metal was blended. "Taliu" is lost.
The extraordinary "perpetual lamp" of Henry Mills, which he invented, perfected and proved the worth of twelve years ago, was lost in quite a different manner. The Mills lamp was an incandescent light produced without any using up of materials—it had nothing to do with combustion and the "flame" of it was perfectly cold. It was certainly one of the most wonderful inventions of the age and not at all an expensive affair. Mills made two of these lamps and demonstrated their absolute success, but an extraordinary thing happened before the invention was put at the disposal of the public. On the night of May 20, 1899, Mills's laboratory in Hampstead was broken into, both lamps broken into fragments and all the papers describing the invention, involving years of work, stolen. There was not the slightest clue to the perpetrators of the burglary, which was done most scientifically, and the crime has never been traced. Even the reason for it is not known—whether it was malice, jealousy or theft. No use has been made of the stoler papers and Mills, who depended on these papers, set to work again, but two months later he contracted typhoid and died, and Britain was thus deprived of his secret.

In one way it is perhaps as well that the new gunpowder, "fulmite," invented by Herbert Sawbridge six years ago, never came to a head. Sawbridge discovered this powder by accident in his little chemical experimental room at Exeter. He perfected the powder after a good deal of study and trouble and finally showed that in an ordinary service rifle this powder could drive a bullet accurately a distance of nearly six miles and that at ordinary ranges it gave over ten times the penetration that "cordite," the present powder, gives. A bullet propelled by it at 600 yards would penetrate twelve men. It would have been a terribly destructive invention, and one of its best points was that it did not strain or corrode a gun in any way and, above, all damp could not harm it. But such is the extraordinary fatality that seems to dog inventors that Sawbridge was killed in an explosion in his laboratory, which wrecked the entire cottage. This happened soon after the Government had begun to negotiate with Sawbridge for the purchase of his invention, but the explosion that killed him destroyed any records there might have been of his work. It was not "fulmite" that killed him, but an accident with ordinary nitro-glycerine.—Journal of Electricity.

Constable Howie Transferred.

Columbia, June 10.—It was announced last night that Chief Constable Hammet had transferred S. T. Howie, who has been in charge of the squad at Charleston, and that Constable Holmes, now at Beaufort will relieve Howie. The latter will succeed Holmes at Beaufort.
Apparently the sub-chiefs have only been exchanged, but on account of the complaints in regard to Charleston, the action of the chief constable appears to be quite significant. Mr. Hammet himself went down to Charleston last night.

He is ordered by the Governor to investigate the report that there are regular barrooms running wide open on the Isle of Palms, and Governor Heyward's imperative mandate is that if there is such a wide open place it must be closed at once.
Holmes is a Barnwell man, and as Chief Constable Hammet is also from that county, it may be expected that he will enter into his duties with full sympathy and understanding of the orders from the chief constable. Mr. Hammet states firmly and positively that the law will be enforced on the Isle of Palms.

Kodol Gives Strength
by enabling the digestive organs to digest, assimilate and transform all the wholesome food that may be eaten into the kind of blood that nourishes the nerves, feeds the tissues, hardens the muscles and recuperates the organs of the entire body. Kodol Dyspepsia Cure cures indigestion, dyspepsia, catarrh of the stomach and all stomach disorders. Sold by J. S. Hushon & C.

TAX ASSESSMENTS RAISED.
Southern Express, Western Union and Pullman Companies Have Their Assessments Raised by State Board.

Columbia, June 9.—The Southern Express company and the Western Union Telegraph company, no doubt will protest vigorously against the action of the State board of railroad assessors.
The Southern Express Company was raised from \$34 to \$55 per mile on a mileage of 2,573, which will be an increase of \$146,123.
The Western Union's assessment also received a material raise from \$34 to \$60 a mile on 1,401 miles, a total increase of \$35,585.
The Aiken-Augusta electric line returned 27 miles at \$3,000 per mile and was raised to \$6,000. The return of the Greenville Traction company on seven miles at a total of \$85,200 was accepted.
The Pullman Car company's assessment was raised from \$80 to \$100 per mile on 1,367 miles, an increase of \$21,740.

SHIPPED FREE OF CHARGE.

Southern Railway will Transport all Clothing and Provisions for Flood Sufferers Free.

Mr. L. A. Emerson, assistant general freight agent at Charleston, has received the following circular authority from the general freight agent of the Southern Railway Company regarding the free transportation of clothing and food to the sufferers from the floods:
"Agents are hereby instructed to bill free of Southern Railway freight charges all donations of clothing and food for sufferers from recent floods in North and South Carolina, when shipped by charitable associations or properly credited parties, and consigned to associations, municipal officers or ministers of the Gospel."

Big Florida Hotel Burned.

West Palm Beach, Fla., June 9.—At 11.30 this morning the Breakers, the smaller of the two largest hotels at Palm Beach, was seen to be in flames. The hotel building, power house, Cory's block of stores, the casino, south of the hotel, and one of the large cottages north of the hotel were destroyed. Some furniture from the hotel was saved, but it was badly damaged. The losses were:
The Breakers, \$500,000; furniture, \$200,000; casino, cottage and Cory's block, about \$25,000. Other losses about \$5,000.

Driven to Desperation.

Living at an out of the way place, remote from civilization, a family is often driven to desperation in case of accident, poisoning in Burns, Cuts, Wounds, Ulcers, etc. Lay in a supply of Bucklen's Arnica Salve. It's the best on earth. 25c. at J. F. W. DeLorme's Drug Store.

Gov. Heyward has offered a reward of \$200 for the parties who whipped D. G. Hogan, of Dents, Richland county, to death on Saturday night.

That Throbbing Headache

Would quickly leave you, if you used Dr. King's New Life Pills. Thousands of sufferers have proved their matchless merit for Sick and Nervous Headaches. They make pure blood and build up your health. Only 25 cents, money back if not cured. Sold by J. F. W. DeLorme, Druggist.

Ask your physician if Glenn Springs Mineral Water is not what you need.

Glenn Springs Mineral Water is a safe and sure cure for kidney troubles.

Situation in East St. Louis Improved.

East St. Louis, Ill., June 11.—The crisis of the flood situation in this city has passed. Boat crews which have occupied yesterday in rescuing victims of the flood devoted themselves today to saving property and bringing to higher ground belated refugees who previously had not themselves been in immediate danger.

Since the disastrous break in the central levee the flood has made no dangerous breaks, although a portion of the Baltimore and Ohio embankment gave way last night and the flood area was further increased by seepage today. Water continues to seep through the Broadway embankment in various places tonight, flooding the lowland between that street and Missonni avenue, the next street north, with from two to six feet of water.

Startling Evidence.

Fresh testimony in great quantity is constantly coming in, declaring Dr. King's New Discovery for Consumption, Coughs and Colds to be unequalled. A recent expression from T. J. McFarland, Bentonsville, Va., serves as example. He writes: "I had Bronchitis for three years and doctored all the time without being benefited. Then I began taking Dr. King's New Discovery, and a few bottles wholly cured me." Equally effective in curing all Lung and Throat troubles, Consumption, Pneumonia and Grip. Guaranteed by J. F. W. DeLorme, Druggist. Trial bottles free, regular sizes 50c. and \$1.00.

A Cloudburst in Arizona.

Denver, June 11.—A special to the News from Phoenix, Arizona, says: A cloudburst has intervened to delay the crisis in the strike situation at Morenci, Arizona, where thousands of armed men are threatening trouble with the civil authorities. A report has reached here that the downpour has inundated Morenci and neighboring camps and drowned nine men. Official advices state that a mob of Italians and Mexicans charged on the guards who surrounded the milling plant of the Detroit Copper Company, disarming them and taking possession of the mill, while another mob of a thousand Italians is seriously menacing the whole copper camp.

Worst of all Experiences.

Can anything be worse than to feel that every minute will be your last? Such was the experience of Mrs. S. H. Newson, Decatur, Ala. "For three years" she writes, "I endured insufferable pain from indigestion, stomach and bowel trouble. Death seemed inevitable when doctors and all remedies failed. At length I was induced to try Electric Bitters and the result was miraculous. I improved at once and now I'm completely recovered." For Liver, Kidney, Stomach and Bowel troubles Electric Bitters is the only Medicine. It's guaranteed by J. F. W. DeLorme, Druggist.