

The Watchman and Southern.
Published Wednesday and Saturday.
—BY—
OCEAN PUBLISHING COMPANY.
SUMTER, S. C.
Terms:
\$1.50 per annum—in advance.

Advertisements:
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 subserve private interests will be charged for as advertisements.
Obituaries and tributes of respect will be charged for.
The Sumter Watchman was founded in 1880 and the True Southern in 1894. The Watchman and Southern now has the combined circulation and influence of both of the old papers, and is manifestly the best advertising medium in Sumter.

ETHICS.

This week's Baptist Courier contains a thoughtful and temperate editorial upon "Ethics and Advertising." It is in pleasant contrast to some of the extreme and pharisaical utterances upon that subject which have recently appeared in print. The cause of the discussion was the recent advertising campaign of the Local Option League.

Dr. Geo. B. Cromer, of Newberry, referring to that campaign wrote: "If the newspapers are ready to sell themselves to the liquor interest, we are gone."

The Greenwood Journal, commenting upon Dr. Cromer's statement, says:

"And this is just what has been done by every newspaper that accepted the advertising sent out from Columbia under the name of the Local Option League. They sold out to the liquor houses of the country, and, yet, some of the papers that accepted this advertising refuse to publish liquor ads. No wonder these papers find themselves in a very awkward position from which they are trying to extricate themselves by attempted explanations, and in most instances by justifying their course."

"The only thing to do, gentlemen, is to make an open, candid confession. State that you were caught and blinded by the liquor business with its millions. You sold out to them, and gave them an opportunity to come into our state and seek to control the votes of our citizens by subsidizing the press. They could not find men who would dare go before the people and address them in the interest of the dirty liquor business, but they sail under false colors and use you to enter the homes of our citizens."

The parallel to these two paragraphs is found in the eighteenth chapter of Luke, wherein the Pharisee said: "God, I thank Thee, that I am not as other men are, . . . or even as this publican."

The Baptist Courier said: "The advertisements contained such matter as would generally have been accepted had it been offered in the form of articles. Several of our papers carried these ads and several refused them. The question we want to have discussed is this: Should these advertisements have been refused on ethical grounds?"

"We do not want a discussion of the papers that carried these ads. There can be no doubt as to the high character of several of them (and, so far as we know, all of them) that accepted the matter. These papers took the view that 'the other side' was entitled to a hearing and if the other side wanted to pay for the privilege, that was their right. The papers which took this view were sincere. We believe that no one has the right to question that. But it is in order to ask if these papers were right in the view they took. That there must be another side to the question is made certain not only by the criticisms that were heard, but by the firm refusal which many of the best papers in the State gave to the advertisements. The question we raise is not merely an academic one. It is related to the practical and moral interests of the whole State. Most evidently it is not a question of easy solution. But on the other hand it is just as evident that both sides of this question can not be right. If these advertisements should have been refused on ethical grounds it was morally wrong to accept them."

The Piedmont did not want and did not solicit any of this business. It made a clean, clear-cut fight for prohibition. There was never room for the slightest doubt as to this paper's position.

But it printed these ads, for the Local Option League, for which it received exactly the same rate it charges merchants for the same amount of space or as it charged the congressional candidates in the recent campaign.

Was that right or wrong? Put the boot on the other leg. Suppose a prohibitionist had carried an article to an anti-prohibition paper, urging voters to cast their ballots in favor of

prohibition, and the paper had refused to publish it on the ground that it advocated a course contrary to the policy of the paper. Suppose the paper had refused even though pay was offered. What a howl would have gone up from Dr. Cromer and the Greenwood Journal. What is sauce for the goose should be sauce for the gander.

The Piedmont charged for the Local Option League's articles because it asked for their publication in display advertising type, instead of the smaller type used for ordinary news matter and communications. Believing that fair play requires a newspaper to open its columns either to both sides or neither side in a public controversy, The Piedmont would have published the Local Option League's articles free of charge, just as it did articles from advocates of prohibition, had the League not asked for display advertising.

And as long as The Piedmont continues under its present management it will not show partiality in permitting use of its columns by those who differ on public questions.—Greenwood Piedmont.

This is precisely the position of The Daily Item. We have a conscience void of offense in publishing the display advertisements of the Local Option League, and the narrow and partisan criticism of a few of the extremists on the anti-liquor side and of the holler than thou newspapers has never given us a moment's uneasiness. There are two sides to every controversy and we have always given both sides an opportunity to present their arguments.

Banks and Farmers.

Editor Daily Item.

I note with pleasure (?) the offer being made by the banks of Sumter to make loans to the farmers this fall, in these distressing times (?) at six per cent. It really looks strange to us now, really funny. Back in the fall and early spring, remember, Mr. Banker? When we couldn't get five cents credit from the banks, and were in the worst condition imaginable, did you then offer a loan? No, 'hey shut the door, and cried out, "We haven't any money now." You had the same then, and we offered you eight per cent, and you are now offering us at six per cent. So we had to hit the grit and do the best we could. Luckily, we pulled through without their aid, and as they said to us in the spring, "We can't make loans now." We say to them now, by the help of God, we will continue to take care of ourselves. Why wait, Mr. Banker until you see prosperity coming our way before offering aid? The time to help us was when we were in the ditch, not after we had crawled out. Do you see the point? We do, and are not biting either. With the prevailing prices, I think we will be able to pull through this fall and not owe any one. Maybe, next spring we will need a little. Will the banks aid us then We will wait and see.

J. T. Johnson.

(Mr. Johnson is either uninformed as to the facts he attempts to discuss or is trying to take a fall out of the banks without regard to the facts. The situation is just this: The banks are now in a position to offer to lend money at six per cent on cotton properly warehoused, because the Federal Reserve Banking System has reduced the rate of interest charged the banks, which enables them to re-lend to customers at 6 per cent. Heretofore the banks have had to borrow from New York banks and pay whatever rate of interest they demanded. For instance, last fall and winter the local banks paid 7 per cent for the money they obtained in New York, and this money they loaned to customers at 8 per cent, which netted the local banks a loss instead of a profit, for the New York banks not only charged 7 per cent interest but required the local banks to leave not less than 26 per cent of the amount borrowed on deposit in the New York bank. The local banks not only loaned a great deal of money on cotton last fall and winter, but they did not crowd their customers to pay the loans contracted in the spring. They carried these loans, which their customers could not pay, and this spring loaned more money to them to carry on their farming operations. The banks of Sumter loaned a great deal of money this spring and the greater part of it was loaned to farmers. The local banks do the bulk of their business with farmers and have always extended them liberal credit. Some people seem to lose sight of the fact that banks are not charitable institutions and cannot lend money in unlimited amounts at low rates. They have to charge enough interest to pay the operating cost of the banks, plus the interest that they have to pay on money borrowed from Northern banks. The local banks are anxious to do business with the farmers and see them proper and, in consequence, their policy has always been to give them every accommodation and as liberal treatment as is consistent with good business principles.)

\$1,700,000 FOR RAILS.

A. C. L. and L. and N. Place Orders For 63,000 Tons.

Two of the largest steel-rail contracts placed in the South for months, according to advices received, have just been let by the Atlantic Coast Line and the Louisville and Nashville Railroads, both of which properties are controlled by Baltimoreans, to the Tennessee Coal and Iron Company. These contracts involve an expenditure of approximately \$1,700,000 and call for the delivery of approximately 63,000 tons of steel rails, 20,000 of which are for the Coast Line and 43,000 tons for the Louisville and Nashville.

The steel industry in the South as well in other sections of the United States is benefiting largely by the revival in business, which has increased the domestic demand for all kinds of steel products. The railroads are entering the market for various kinds of supplies needed for the normal upkeep of their properties, as well as for proposed extensions. The early part of the fiscal year, which ended June 30, the railroads used the pruning knife wherever possible and expenditures for betterments were kept down to rock bottom. Of course, the operating efficiency of the carriers was maintained, but expenditures were not made unless they were absolutely essential.

Because of this policy of economy, the carriers placed few orders for steel products. During the past few months, however, the railroads in the South and elsewhere have been purchasing more freely and are preparing to handle a big tonnage during the fall and winter. Many of the roads have placed orders for new equipment and steel rails for replacement work. Others are now figuring on both equipment and rails.—Baltimore Sun.

The Sumter Clothing Co., has on display in their window a bicycle that they are going to give away Christmas Eve day to some boy who wears knee pants. They have an interesting proposition for the knee pants boys, and it will be to their interest to call at the store of this firm, and let them explain how the bicycle can be obtained.—Advt.

Opening Display

Of new hats and millinery, Wednesday evening 6 to 9. You are invited. At Schwartz Bros.—Advt.

CAPT. STEELE FOR MAYOR.

Georgetown, Sept. 18.—The name of another candidate for mayor of this city was announced this morning. Capt. L. B. Steele has thrown his hat into the ring. This makes the second candidate, W. W. Munnerlyn having recently declared his candidacy. Capt. Steele is a young business man who has the respect and confidence of everybody. He is a well equipped man educationally and otherwise, and will doubtless make a strong run.

Take a trip down town, and look the bicycle over that the Sumter Clothing Co., will give away Christmas Eve day. It is on exhibition in their window, together with boys' suits, hats and shoes for fall use.—Advt.

Real Estate Transfers.

Master to Minnie Pickney, lot on Manning Avenue, \$250.
Celia R. Gregg to G. Edward Haynsworth, lot on Hampton Avenue, \$9,000.

R. O. Purdy, trustee, to the Bishop of Charleston, 80 acres of estate of Alice W. Poole, \$1 and other considerations.

The New Hats

Go on exhibit Wednesday evening, 6 to 9, at the Schwartz Stores. Your presence is requested.—Advt.

Boys, how would you like to have an up-to-date, first class bicycle presented to you for your Christmas. The Sumter Clothing Co., intends to give one away on this day to some boy who buys a knee pants suit from them, and the bicycle is now on display in their window. They will be glad to explain the whole matter to you if you will call on them.—Advt.

AD-A-LINK

For Friendship's Sake

Original—Simplified in construction. Get a link here, have your initials engraved. The Links can be strung on a ribbon until you get enough Links to make a bracelet, and we will join them together for you free. Gold Filled and Silver 25c. each Link.

W. A. THOMPSON,
Jeweler and Optician

Crimson Clover.

Greenwood farmers are planting large acreage in crimson clover this fall. The past week was a record-breaker for this county along the line of seed buying. Through Demonstration Agent Paris, orders amounting to 3,200 pounds were placed with the Mixon Seed Company of Charleston and others. This represents only part of the orders from this county. This amount was for crimson clover chiefly. Other orders for vetch, alfalfa, rape, red clover, mammoth clover, etc., will be mailed soon.—Greenwood Journal.

SUMTER COTTON MARKET.

Corrected Daily by Ernest Field, Cotton Buyer.

Good Middling 10 3-8.
Strict Middling 10 1-4.
Middling 10 1-8.
Strict Low Middling 9 5-8.
Low Middling 9 1-8.
Staple cotton 12 to 15.

New York Cotton Market.

	Opened.	Close.
January	11.05	11.28
October	10.46	10.80
December	10.86	11.15

Have You a Boy, Then give him a chance to own the bicycle on display in the windows of The Sumter Clothing Co. This wheel will be given away Christmas Eve day. Absolutely Free.—Advt.

The Show of New Hats.

Ladies, by the Schwartz stores is announced for next Wednesday evening 6 to 9. You are invited.—Advt.

Notice Teachers' Examination.

Notice is hereby given that on Friday, October 1st, the regular County Examination for Teachers will be held in the Court House at Sumter, beginning at 9 o'clock. Questions will be taken from the State adopted textbooks for the public schools.

J. H. HAYNSWORTH,
County Superintendent of Education.

NOTICE

Of Application for Final Discharge.

Estate of Samuel Ragin, deceased. On the 8th day of October, 1915, I will apply to the Judge of Probate for Sumter County for a Final Discharge as Executor of said Estate.

ISHAM MITCHELL,
Executor.

Sumter, S. C., Sept. 7, 1915.

WE ARE permanently located at Baker's Old Infirmary, prepared to examine eyes, fit and furnish glasses. Lenses duplicated and frames repaired. Highsmith Optical Co.

Geo. H. Hurst,


Undertaker and Embalmer.

Prompt Attention to Day or Night Calls.

AT J. D. Craig Old Stand, N. Main

Phones Day 539 Night 201

The Best
FARM PUMP ENGINE
In the World



FULLER-JOHNSON
Write for Special Catalogue
THE BAILEY-LEBBY CO.,
MACHINERY & SUPPLIES
Charleston, S. C.

J. Sumter Moore,
COTTON
LONG STAPLE EXCLUSIVELY.
1218 Washington St. Phone 585
COLUMBIA, S. C.

Send samples from both sides of bale and I will name you best price for cotton landed in Columbia.

Fertilizers for Fall Grain.

ACID PHOSPHATE
ACID AND POTASH
AMMONIATED FERTILIZERS
AGRICULTURAL LIME

World Conditions Demand that Your Grain Crops Should be Largely Increased Another Year.

Now is the time to make your preparation. Crops cannot be grown without plant food any more than farm animals can be expected to work without food.

We have the plant food for your crops and are prepared to make prices for any quantity wanted.

If you are not a customer of ours become one now.

HARBY & COMPANY,
SUMTER, S. C. Cotton and Fertilizers.

Young Business Men

Every young man who starts a bank account and maintains it, is doing something that will surely raise his standing in the community and show that he is "making good." At the same time the habits of system, accuracy and economy developed will prove very valuable factors of success, to say nothing of being well known to a good Bank. This Bank offers you safety, secrecy and courtesy. If you have never enjoyed the convenience of a Bank account, we invite you to open one with us.

THE PEOPLES BANK

Cotton Loans at 6%

The National Bank of Sumter

ANNOUNCE A RATE OF

PER CENT **6** PER CENT

On loans to its customers secured by Cotton satisfactorily stored.

The National Bank of Sumter,

ESTABLISHED 1889

"SAFEST FOR YOUR SAVINGS"

"A ROLL OF HONOR BANK."



CAPITAL
\$100,000.00
EARNED PROFITS
\$125,000.00
THAT'S WHY