

10 DAYS MORE

The Great Over Stock Sale

STILL GOING ON

This is a Great Opportunity, Don't Fail to Use It.

Furniture, Stoves, Ranges, Rugs, Matting, Etc.

WERE NEVER SO CHEAP

Our Matting Sales have been enormous. New shipment of Rugs and Art Squares just received. They will all go at Cut Prices.

Beautiful 5 piece Parlor Suits for \$25.00 and \$30.00, were \$35.00 and \$40.00. Most Marvelous Prices on Bed Room Suits. Just think \$100 Suits for \$65.00. \$50.00 Suits for \$33.50. Iron Beds \$1.98 and up. You can't help but buy if you only come and see what we are doing.

SCHULTZ PIANOS

This week will include our great Schulz Pianos, \$600 Pianos for \$400. \$500 for \$350, balance all the way down to \$250. This is a great opportunity that you should not overlook.

FREE!

Cut this coupon out and bring to the store and get one of our fine Art Calendars. Most beautiful ever given away in Newberry.

STRICTLY CASH.

All these prices are for CASH. This makes your cotton worth 25c per pound. Let us show you whether you buy or not.

The J. L. BOWLES CO.

Leaders in House Furnishings
1316 and 1318 Main Street

Newspaper Reminiscences Etc.

It has been a good long time since we enjoyed the rest, recreation and youth renewal of an attendance at a meeting of the State Press Association.

Our younger in the cause brethren of the fourth estate have not forgotten us, for time and again they have assigned us a place and part in the programme of papers and speeches, to which we have not answered by word of mouth or spread of hand writing.

There is an old and almost forgotten saying that "silence is golden," almost forgotten in this strenuous, bustling time. Perhaps it would be better for us to keep our rush light candle under a bushel or smaller measure, but having more leisure and larger space to fill than usual we yield our judgment to the opinion of Ex-President Elbert H. Aull as expressed in his Pythian visit to our old fashioned sanctum. And our plain, unvarnished tale of the fading days may, if they have no other effect, give some amusement to our junior brethren and add to their satisfaction that they play their parts in the luminous beginning of the twentieth century.

The first newspapers of which we have remembrance were the Laurensville Herald and the Union Times, and we rather think that Col. T. B. Crews, the veteran editor of the first above named, was then taking his first lessons in the art preservative, and from those two journals we probably caught the newspaper fever that continues to the present time. They were brought by the country postmaster's children to the little log school house in which we and a score of other more or less hopeful

were wrestling with the problems of Pike's Arithmetic and the polysyllables of Grigg and Elliott's Readers. We first learned to read them at the noon recess when it was too wet to play on the doors, and when school was out, well towards sun down the dispersing children carried the second hand papers to their parents. That was the rural free delivery of the old times.

The newspapers of our boyhood were all four page publications. That was the fashion in town and city. They were all home print and the hand press was everywhere. The country papers were then confined to court house towns, in fact there were few places away from the seats of justice sufficiently large to be called towns. The whistle of the iron horse had not yet waked up the Piedmont section of the State and the mails, at best one a day, were carried by stage coaches along the main lines of travel, while the once a week routes were supplied by horse back riders. The mail schedules were frequently interrupted by mud in the roads and water in the creeks and rivers.

The telegraph had not been thought of then, nor had any one even dreamed of such a wonderful invention as the telephone. Yet with all this lack of news getting facilities the papers were full of interest to their subscribers. Books were scarcer in those days than now, and the horizon of every man nearer his own home. Much of the world was still unmapped and no one knew or cared much about the affairs of Asia, Africa or the far off islands of the seas. The United States was then just well out of swaddling clothes, a lusty youngster it is true,

but there were not so many great issues to worry the brains of public servants or disturb the even lives of the agricultural population.

Many of the court house journals had young and ambitious lawyers mastheaded as editors, and they were liberal in their use of ink. Weighty communications were frequent from such nom de plumed, correspondents as Junius, States Rights, Fair Play, etc.

More attention was then given to all classes of readers than now and it was the general rule to have in each issue some articles to please the women and others to amuse and interest the younger people. The country paper was then a constant missionary and teacher, always a welcome comer to the homes of its subscribers. The news they carried may have been weeks old, but it was fresh food to its subscribers, and had the constant element of correctness impossible in the eager rivalry of modern dailies to give the most news ahead of rival contemporaries. In fact there was then no competition between the modern country paper and the sensational city daily screamer. Yellow journalism was unknown, the unabridged daily had not come and the country publisher was monarch of all he surveyed.

The printers then were fixtures, holding their ease during life or good behavior and being accurate compositors after serving their long apprenticeships.

The subscription price as published was uniform, \$2 per annum. "In cream-bwira etoin etaoi ets variably in advance." It is doubtful if that rule was strictly observed but the inference is in its favor, from the fact that there was rare published

complaint of the delinquent subscriber, and the editor's travels were limited to fishing holidays and picnic attendances. Every paper then ran on its merits or demerits. There were no clubbing rates with other publications, nor voting contests, no prizes offered to win subscribers in the ways of this latter day dispensation.

With the exception of a few medicine notices the advertisements of that time were mostly of near by territory. They were moderate in size and formal in language, nothing thrilling being said. Cuts were few and far between. The horse, flag and eagle were the largest used, while advertisements of runaway slaves were emphasized by pictures of a man or woman, with a stick and bundle attached on the shoulder and the position of one making haste.

All in all the old time publisher was a person of some consequence in the range of his circulation. He received about as many donations of fruits, vegetables, sausage and hog-head cheese as did the preacher. He rarely if ever got rich, but he had a mighty good average time and from his split bottomed easy chair wielded an influence that was all unselfish and for the public good. When he died there was no ill word said of him, nor was there any law suit over his estate and effects.

That these old time journals were inferior in some particulars to the newspapers of this later period is as true as that in others they were better. The influence of their courage, self reliance and independence has come down as a blessed heritage and inspiration, and runs as a leaven through every editorial column in South Carolina. And when the pendulum of business devotion swings

backward toward journalism as a profession the newspaper of the future will combine the virtues and eliminate the weakness of both systems.

The poet is born and so is the editor. To one having that natural bent of mind the journalism of the future will give a most inviting field. Great crops of wealth may not be made therein, but usefulness to humanity is worth more to the heart and the hope than the riches that take wings and fly away. In doing as one best can that work for which he has the love that lasts from first to the final work hours of one's span of existence there is a happiness that can neither be lost nor taken away.

But the interests and achievements of to-day are of larger interest than the traditions of yesterday and the great expectation of tomorrow. So before again taking a back seat we will recite briefly the lesson learned slowly through nearly a third of a century of editorial schooling.

And we pay our respects first to that much misunderstood and frequently scolded person, the delinquent subscriber. He or she is a very numerous individual in this State excepting in the counties of York, Spartanburg, Newberry and Bamberg, where he and she have been converted to a different way of thought and conduct.

The existence of the delinquent subscriber as a constant epidemic is largely chargeable, in this ultra commercial period, to the attempted combination of business and profession, that will no more mix than oil and water, for no man or woman can serve two masters. There has been a long, lasting and wide spread and unfortunately true, pro tem, theory

that the newspaper must rely upon advertising patronage for sufficient revenue to pay its expenses and keep the wolf from the door, while subscription payments may be counted on to furnish pocket change. The advertiser makes the quantity and not the quality of the circulation the measure of patronage and standard of price, and the publisher too often knows, giving the merchant or medicine maker the best display, position and price. The delinquent subscriber, though he may never have set foot in a print shop, recognizes in the "make up" the littleness of consideration for him or herself and the largeness of the esteem in which Col. Merchant Prince Advertiser is held.

So through this misunderstanding of their proper relations the subscriber and publisher, who should be to each other as Davids and Jonathans may have only a surface regard between them.

"Cut out" that feeling. Give the average subscriber equal consideration and value received and he will prove as honest as the newspaper worker. For love provokes love and the man is rare who consents to be always treated by somebody else without ever settling up in return. Let your subscriber know that his annual due and constant friendship a better asset than the occasional job furnished by an advertiser and he will make good.

A woman can look at a man in a way that makes him feel like a plugged nickel!—then she spoils the effect by saying things.

In a man's life the greatest necessity is more money.