The Herald and News

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E. H. AULL, EDITOR.

Tuesday, February 25, 1913.

AN UNFORTUNATE INCIDENT.

The action of Governor Blease in sending in the name of Dr. Houseal to be superintendent of the State Hospital for the Insane, according to his own statement, because the legislature did not elect Dr. Houseal a member of the board of trustees of the medical college, strikes us as something in the nature of a school boy act, and not the doing of a statesman. It was evidently done in a moment of anger, and in a spirit of resentment, two things which should never be permitted to govern the actions of any man, certainly in matters of State. We are sorry the governor gave way to anger in such a degree as to permit him to give a slap to one friend, in order to show his appreciation of another, and to spite a co-ordinate branch of the government. He says in his message that he knew that Dr. Houseal would not accept, then why give this undeserved fling at his friend, Dr. Babcock, to evidence his resentment at the action of the legislature. He should have found some other way to do it. Dr. Babcock had nothing to do with the action of the legislature in refusing to elect Dr. Houseal a member of the board of trustees of the medical college. We cannot see that it was a compliment to Dr. Houseal. If you are going to stand to the principle of sticking to your friends don't slaughter them to give expression to your feelings of resentment.

We think it would have been but a proper courtesy to have extended to the governor to have granted his wish to have Dr. Houseal a member of the medical board, but we cannot see how it helps matters to take the action taken by the governor.

As to Dr. Babcock, everybody knows his peculiar fitness for the position which he holds, and of his reputation in his line of work, and if he were to resign or be removed, South Carolina would be the loser and not Dr. Babcock, for if he wanted a position he would not long be without one, for there are many States and many institutions that would be glad of the opportunity to secure his services. We regret the entire incident and trust Dr. Babcock may be permitted and may be willing to remain in the service of South Carolina, for she needs him much more than he needs South Carolina.

"AD" TEAM-WORK.

Merchants and buyers of publicity who are seeking to reduce their expenditures to a basis of farthest efficiency will find of interest the following comment by The Louisville Courier-Journal upon an analysis recently made by The New York Herald.

The Herald makes an interesting comparison of the cost of "circulaizing" and newspaper advertising. One circular recently sent out contained "three separate sheets of printed paper and a stamped envelope." The cost of sending this to every one of The Herald's regular buyers and subscribers is estimated at $5,000 and to send it to The Sunday Herald's list would cost about three times as much. The advertiser could have bought a page in The Herald for a whole week, including the Sunday edition, for $5,606. Evidently he could have reached the general public more cheaply by advertising in the paper—and certainly more effectively. The comparison is worthy the attention of advertisers. Very few people read the circulars in their entirely.

Another factor might well be noticed by our contemporary—and that is what might be called the publicity team-work of the newspaper, as opposed to any other form of advertising.

For example, while you pay for the space in which to exploit only your own wares you get also the benefit, indirectly, of the money spent by every other advertiser who patronizes newspaper columns regularly and who has educated the public to look for his announcements. It may be that the consumer is interested in looking only for the advertisement of one establishment. But the fact that your announcement also meets his eye is just as likely to turn his thoughts in your direction whether the advertisement of which he was in search was that of your business rival or from a firm in an entirely dissimilar field of enterprise.

In other words, newspaper advertising stands out singular to itself in that it is what might be called community advertising—for nearly every representative newspaper issue reflects in its advertising columns the needs of society-at-large, a fact that the public came long ago, to recognize. It is the great publicity market place to which the buying public goes every day to see "what is doing" in the lines it needs. It draws a tremendous and habitual audience, an audience ready to spend, an audience that must spend, and this is not true of the circular or of any other form of publicity, however cunningly devised. The circular, of course, has its own particular province. But there are few of its uses that cannot be supplied with greater effectiveness by the newspaper.—Atlanta Constitution.

What the Constitution says about newspaper advertising is very true, and yet there are merchants who will tell you that it does not pay to advertise. We wanted to say, however, that about a year ago some enterprising gentlemen came in to Newberry and persuaded some merchants, most of whom never advertise in the newspapers, to pay, we are told, one hundred dollars each to have an advertisement printed on a sign board which marked the distance to Newberry, and these signboards were to be put up at each mile for a distance of ten miles on all of the main roads leading to Newberry. We notice that these signs are already falling down. An hundred dollars invested in the newspapers of the town would have been of benefit to the men who live here and spend their money with these merchants, and would have reached a great many more people, and we believe the results would have been greater to the merchants. But there are always people who are ready and willing to take up any scheme if it is presented by a stranger rather than patronize their own people.

Nothing seems to have been done on the road from Newberry to Prosperity. We desire to respeat, that it seems to us to be a crime to let a good road, such as this was, go to the bad for the want of a little attention. Somebody should do something. There is no use to spend money building roads unless some provision is going to be made for their up-keep. Just a little expenditure of money and labor would keep this road in fine condition all the time. We cannot understand why there should not be a sufficient amount of county pride in our people, if there is not a sufficient amount of self-interest, to keep this road, which would cost so little, in fine condition. One day's work with a scrape and a drag would put this road in fine condition. But to go out and build mounds across the road only makes bad matters worse.

Governor Blease has ordered the election for a congressman in the first district to be held on the 29th of April, and the State executive committee has called a primary to be held on the 27th of May, a little more than a month after the election has been held. It seems to us that the governor is right in this matter. The committee should have conferred with the governor as to the time he would order the election before they fixed the time for the primary. If they had the primary could have been gotten in before the date fixed by the governor for the general election, and given the necessary sixty days before the primary, as required by the special law as to Charleston. The governor is right. The district needs a congressman now if it ever needs one, and there seems to be no good reason for postponing the primary to the last of May. At any rate, there will be little use to hold it a month after the general election.

In speaking of the unrest and dissatisfaction throughout South Carolina, which the Yorkville Enquirer says exists, it goes on to say "Our own view of the whole situation is that above all else it is time for the people to turn their thoughts to common justice and insist on strict and impartial enforcement of the laws. If the laws of the land were properly observed, there would be no place for dissatisfaction or unrest."

All of which is very true and to which might be added that of laws we have entirely too many. If men were to do to their neighbors as they would their neighbors should do unto them there would be little use for laws, and the enforcement of such laws as we had would be easier of enforcement. The great trouble with these times is that we are trying to regulate everything by law, and as a result we have very few laws strictly enforced. There is too much law and too much regulating everything by law, or at least an attempt to do it. If people would turn their thoughts to common justice and not rely so much on laws there would be less infraction of law and less need of law.

We think Governor Blease was a little premature and a little harsh in his message to the legislature in regard to the bill providing for the one mill tax for the common schools in referring to the bill passed by the house on the subject as a "subterfuge," because it is not a subterfuge, and in fact is substantially what he recommends as an amendment to it, and which he says is acceptable to him. The trouble, we think, is that he did not have a proper understanding of the bill. The only difference of any consequence is that the bill passed by the house leaves the balance to be apportioned among the counties according to enrolment, to be known as a county board fund, to be used by the county boards in their discretion, to aid weak schools, and his amendment leaves this balance with the State board to be used in their discretion. One centralizes the power, the other distributes it.

Both bills provide the same amounts for the carrying out of the various general statutes giving aid to the common schools. How then could the one be a "subterfuge" unless the other be also.

No one who knows Dr. Houseal will question for a moment his eminent fitness for any position requiring medical knowledge or skill, but he could not, for many reasons, afford to accept the position of superintendent of the State Hospital for the Insane.

THE IDLER.

I see there was a citizens meeting held the other night to consider a report on revising the charter of the town—a very important matter—and that the meeting was composed of about six or eight persons. That is entirely too bad. If there had been an election coming on and some one, without any authority whatever, had put out a report that there was a prospect of curtailing the right to vote, there would not have been sufficient room in the opera house to hold the crowd. O, we do love to vote. That is considered one of the inherent and inalienable rights of the American citizen—the right to vote—whether he knows for whom or what or how he is voting, just so he votes and does not lose his vote. You know, there are just lots of people who do not like to lose their votes, that is do not like to vote for the losing man.

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I generally lose my vote, that is, I am generally with the minority, and the only consolation I have is that some great man said once upon a time that the minority was generally right, but I am afraid being right in this day does not count for much, it is the "getting thar" that counts with the public of this age. But somehow I am like Henry Clay, I can't quote poetry, and I would rather be right than to be president, or to "git thar," if I had to be wrong to get there.

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I read the other day the most beautiful definition of charity that I have ever seen, and I want to print it, and I want every one who reads it to let it sink deep into his or her soul. It is said to have been rritten by James Hay, Jr., in Smith's Magazine. There are just lots of people who have an entirely erroneous definition in their minds of charity, and it would be well to get rid of that just as soon as possible. Here it is. Read it and then read it again:

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Write this down on the indestructible memory of men:

Among all the handmaidens of charity, wealth is one of the least.

Men prate of charity!

That which divides the last loaf, O Brother of Hunger, is charity, and that which shares the one shawl, O Sister of Rags, is charity, much more than the heralded building of hospital and asylum.

We have in our hearts charity if we bestow the myrrh of sympathy and the spikenard of understanding;

Or teach one little child that the reddened sun on evening waters is the golden door to fairyland;

Or are kind to those beaten by the knout of poverty plaited by the avarice of man.

And we have charity if we turn aside without ostentation to aid the weak;

Or track no man to his undeserved hurt;

Or pursue no woman to her tears;

Or never forget that one appreciative word carried a thief from the cross to the eternal flowers of paradise, and that the voice of solace to a wounded heart is as precious as the everlasting fragrance of the alabaster cruse a woman broke two thousand years ago.

Charity is chivalry because it champions the burdened. It is art because it is the loveliest of lovely thoughts. It is courage because the martyrs who bore the flames for the sake of conscience, and the sufferers who give of their strength to help other sufferers, today stand in the forefront of all the warriors of the world.

Charity is never measured in money. Its monuments are in the hearts of those we have taught to smile.—James Hay, Jr., in Smith's Magazine.

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I read the following in the Charlotte Observer some time ago and put it aside in my scrap book, and in looking over my scraps today it occurred to me that I would print it, and I was wondering, too, if anything the like of this ever took place at any social meeting in Newberry. Wonder if it did.

At The Social Meet.

(Any Charlotte man will know who's who.)

"And he told Mrs. Switcher about her husband and the blond woman at Asheville last summer."

"W-h-a-t!"

"O, don't ask me, but they say Mrs. Switcher is wearing a new sunburst she wanted and didn't get Christmas."

"Now, don't you b-r-e-a-t-h-e it any of you, but there was Mrs. Highbrow. He told her that Mr. Highbrow's great-great grandfather was hanged as a pirate and she went home and with pen and ink figuratively lopped off that branch of the family tree—yes, indeed."

"But did you hear what the spirit told Mrs. Lofty? No, I'm not going to tell, so you need not ask me, it's too scandalous—"

"And Widow Tongueit's husband told her—s-h-s-h! I mustn't say it, but it was something too dreadful. Anyhow, it put her to bed for a couple of days."

"I just don't believe that about Mrs. Lollypop and the di'mun ring. What! You hadn't heard it? Well, I just won't believe the story that she stole it—"

"Yes, and Mrs Puffer is on the mope because she is going to die some time this year, but don't any of you mention it to her, she is so cut up about it—"

"That was a delicious thing. Miss Perthat was handed out about that proud old Mrs. Goeasy and—well, I must be going—mind, I haven't said a thing."

And as she went out of hearing, the meeting put its finger to its lip and wagged its head significantly, as if to say it could start something on her, too, if it had a mind to.

The Idler.

HOT BISCUIT,

hot cakes, made with ROYAL Baking Powder are delicious, healthful and easily made.

I HAVE FOR SALE

10 shares Mollohon Mfg. Co. preferred stock; guarantees 7 per cent, and is a safe investment. Also 10 shares Oakland Cotton Mill stock. I have some bargains in Real estate.

J. A. Burton, Real Estate and Insurance.

MULES

We have about 20 head of good, fine Tennessee Mules; also some nice plugs.

Come to see them before you buy.

PRICES RIGHT.

A. G. Wise & Co.

Prosperity, S. C.

$15.45

Inauguration---Wilson

Washington, D. C.

Via A. C. L. R. R.

FARES: The Round Trip Fare from Newberry will be $15.45, with correspondingly low Fares from other points.

DATES OF SALE. February 28, March 1, 2 and 3, for trains scheduled to reach Washington, D. C., before noon of March 4, 1913.

FINAL LIMIT: Tickets will be limited to reach original starting point returning before midnight of March 10, 1913, with privilege of extension to reach original starting point returning before midnight of April 10, 1913, by deposit of ticket with Joseph Richardson, Special Agent, Terminal Station, Washington, D. C., not later than midnight of March 8, 1913, and upon payment of fee of $1.00 at time of deposit.

For reservation, or any information, communicate with Agent, or

T. C. White, Gen. Pass. Agent, Wilmington, N. C.

W. J. Craig, Pass. Traf. Mgr.

Read This and See What I Can Save You

Would you like to have a loan of $3,000 to $15,000 at 6 per cent. five or ten years, on well located Main street business property? If so, come and talk with me.

J. A. BURTON,

The Real Estate and Insurance Man.