

The Bamberg Herald

ESTABLISHED APRIL, 1891.

Published every Thursday in The Herald building, on Main street, in the live and growing City of Bamberg, being issued from a printing office which is equipped with Mergenthaler linotype machine, Babcock cylinder press, folder, two jobbers a fine Miehle cylinder press, all run by electric power with other material and machinery in keeping, the whole equipment representing an investment of \$10,000 and upwards.

Subscriptions—By the year \$1.50; six months, 75 cents; three months, 50 cents. All subscriptions payable strictly in advance.

Advertisements—\$1.00 per inch for first insertion, subsequent insertions 50 cents per inch. Legal advertisements at the rates allowed by law. Local reading notices 5 cents a line each insertion. Wants and other advertisements under special head, 1 cent a word each insertion. Liberal contracts made for three, six and twelve months. Write for rates. Obituaries, tributes of respect, resolutions, cards of thanks, and all notices of a personal or political character are charged for as regular advertising. Contracts for advertising not subject to cancellation after first insertion.

Communications—We are always glad to publish news letters or those pertaining to matters of public interest. We require the name and address of the writer in every case. No article which is defamatory or offensively personal can find place in our columns at any price, and we are not responsible for the opinions expressed in any communication.

Thursday, May 11, 1916.

If the publishers of the Beaufort Gazette and the Hampton Guardian would print as good papers at home as they do in each other's town, both of them would be better off.

While she did very ugly about it, it will be noticed that Germany acquiesced in the demand of the United States. Some of the president's critics have said that the diplomacy of the present Washington administration is the laughing stock of the world. Maybe so; but it must be a pretty dry laugh.

Unless something develops that is unforeseen at this time, the break with Germany has been averted. For this successful diplomacy on the part of President Wilson the nation renders its thanks. There is no likelihood of any change of administrations this year. The diplomacy of Wilson is good enough for us.

According to the Newberry Observer, the reason why we haven't been getting any rain lately is that the horns of the moon have been turned up, thus preventing the water from "spilling." As the left-hand horn is now pointing downward at a pretty dangerous angle, from the standpoint of a vessel of water, it ought to be pouring out a little.

By properly screening your house and keeping the flies and mosquitoes out, you will be protecting yourself against disease germs. This is the worst time of the year for malaria. If you had a pen of fine hogs you would take every precaution you could to protect them against cholera. Why not protect yourself and your family against disease which may threaten you?

Get aboard, Mr. Candidate! Send in your announcement card today while you are thinking about it. Of course you want the people everywhere to know that you are in the running; so send in your card. The only condition is that a check must accompany the card. This is a pay-as-you-enter business. If you want your card in the best paper in South Carolina, you will have to send it to The Herald.

If the State executive committee allows McLaurin to take an hour at each of the campaign meetings to tell the people why his job is the most important one in the State, what is to hinder every other interest from putting in a mock-candidate for the same purpose? For instance, the railroads, the insurance companies, the cotton mill industry, or any other industry or interest. It would afford them splendid advertising, and the cost would be very little compared to the number of people who would be reached.

Governor Richard I. Manning will be renominated this summer, unless something turns up more apparent than is now visible. We base this prediction upon the fact that the governor has given the State the cleanest administration in many years. The past two years have been marked by earnest effort in behalf of the welfare of the State and its people. And it is a mighty rare thing that earnest effort is not appreciated. We believe that the people of the State want good government and economical administration. This they have received at the hands of Manning. We are frank to say that we believe he has lost votes in certain quarters by his aggressiveness—it was to be expected. On the other hand, we believe that the clean government he has given has made votes in other quarters.

Some of our exchanges seem to think it is fine to have a State song, since Reed Miller has set "Carolina," one of Timrod's poems, to music. "Carolina" was set to music many years ago by a lady who has since departed this life, and the legislature adopted the song as the official State song some five years ago. The music for the song composed by Miller is sweet and has a patriotic swing to it that will doubtless make it popular; nevertheless, let credit be given where due. A South Carolina lady originated the idea of setting "Carolina" to music, and, through her efforts, it was adopted as the State song.

One of the arguments used against the county-to-county canvass was that the canvass is often used for purposes other than office seeking. The correctness of this argument is borne out in the recent announcement for lieutenant governor of State Warehouse Commissioner John L. McLaurin. Mr. McLaurin delivers himself of the startling information that nobody but an undergrown or a dead man would have the office, and, as he does not accuse himself of being a dead one, acknowledges that he does not want the office, but he does ask for an hour at every campaign meeting to discuss the State warehouse system. While lieutenant governor is a mighty poor paying office to run for, we cannot agree with the warehouse commissioner as to the littleness of the office. Whenever a governor dies in office, or resigns, and they have been known to do it, the office of lieutenant governor would be mighty important. Anyway it is not at all nice to be so uncomplimentary to the present occupant of the office. But what we started out to say is that the real candidates have had enough time trying to all speak in the short time necessary for a campaign meeting, and with a mock-candidate taking up an hour of the time, it will be still harder. According to our way of looking at it, we don't think the State executive committee should hesitate a moment, after what Mr. McLaurin has candidly said, to decline to allow him the time he asks. Of course if he wants to run as any other candidate, that is his privilege, but the State Democratic party is not running the State warehouse business, and there is no reason why it should dabble in it in any way whatsoever.

A great many of the weeklies and semi-weeklies of the State are contemplating raising the subscription price of their papers, on account of the enormous increases in the cost of paper and printing materials. While, on account of the particular style of this paper, it probably costs us proportionately more to publish than it does the average newspaper, we do not contemplate any increase in the subscription price. But we do take this opportunity of asking our friends to meet their subscription accounts promptly. Do not wait until we mail half a dozen statements. That adds much to our expense. It costs us a good many hard dollars to mail statements to all of our subscribers, so when you see a notice on your paper near the label, "Your Subscription Has Expired," sit right down and write us out a check. That little sentence is stamped there to remind you that your subscription is due, and that a remittance is in order. And, while we are talking about it, we wish to say that we lost a good round sum of money by our (as we thought) goodness in sending the paper right on for a year or more after the war started. Now we have never been accused of being capitalists, so we don't mind acknowledging that we took this loss to heart a good deal, and it hurt in more ways than by touching the money drawer. Our friends asked us by the score to accommodate them, and we did, although it was the rule to stop papers when they expired. Now, we don't doubt anybody's honesty, but, however honest you are, if you don't pay up, it does not help us a bit. Now, as we said, we have no idea of increasing the price of the paper, but we do ask our friends to help us along by paying promptly when their subscriptions are due.

About the Kurds. The Kurds, whose transfer of allegiance from Turkey to Russia in consequence of the fall of Erzerum, is now alarming the official world at Constantinople, trace back not only to the Carduchi of classical days, but far beyond that to the Turanian Kurdu, who were a powerful nation in Assyrian times. When Nineveh fell they became merged in the Medes and up to today have been subject partly to Persia and partly to Turkey. Being alien to the former in religion and to the latter in language, it is not surprising that they have an in-different reputation among their neighbors. But this is not altogether deserved, for, though wild and lawless, they are neither fanatical nor cruel, and are by nature brave and hospitable. The Great Saladin was a Kurd.—London Chronicle.

FAKE ADVERTISING.

Supreme Court Defines What Constitutes Dishonest Advertising. In defining today more clearly than ever before what constitutes dishonest advertising through the mails, the supreme court held in effect that advertisers, even though they give purchasers value received for their money, are guilty of fraud if by exaggerated advertising propaganda they have led clients to expect more, relates a Washington dispatch of April 24. Officials declare the decision will pave the way to scores of prosecutions and make possible the enforcement of a much more stringent federal supervision of mail advertising.

The opinion was announced by Justice McKenna, reversing the district court in the southern district of Florida, which quashed an indictment against officials of the New South Farm and Home company. The indictment charged unlawful use of the mails in selling ten acre farms. The Florida court held that if a purchaser received the money's worth, exaggerated propaganda was not fraudulent. Justice McKenna took the position that it was an offense if the articles sold did not serve the purpose represented, no matter what the value might be.

In discussing what constituted a criminal offense under the statute governing the use of the mails, Justice McKenna said:

"Mere 'puffing,' might not be within its meaning (of this, however, no opinion need be expressed), that is, the mere exaggeration of the qualities which the article has; when a proposed seller goes beyond that and assigns to the article qualities which it does not possess, does not simply magnify the advantage which it has, and falsely invests it with advantages and falsely invests it with advantages transcends the limits of 'puffing' and engages in false representations and pretenses.

"When the pretenses or representations or promises which execute the deception and fraud are false they become the scheme or artifice which the statute denounces. Especially is this true in the purchase of small tracts for homes."

The case against the Florida company goes back to the Florida court for further proceedings.

A Few Placards.

Placard at a moving picture show: "Young children must have parents."

In a barber shop window: "During alterations patrons will be shaved in the back."

Sign in a Tremont street store: "Empty boxes—suitable for Christmas gifts."

In a tailor shop: "We die for others; why not let us die for you?"

In a clothing store: "These pants will look better on your legs than on our hands."

A silversmith has a place next door to a restaurant. The former having put up a placard, "Jewelry of all kinds plated," the restaurant keeper followed with this: "Oysters and little neck clams plated."—Boston Transcript.

Known by Their Fruits.

A small boy was discussing the differences in members of the vegetable world.

"How did people first know an apple tree from a pear tree?" he asked. "By the bark?"

"No," replied his mother, gravely, "by the bite."—Philadelphia Public Ledger.

Government meat inspection costs each resident of the country 4 cents a year.

We Don't, Do You?

Do you like the practice of using a "V" for "U"? And why it is so used by architects especially in inscriptions on buildings? It is simply harking back to the Old Roman style. Lots of us do not particularly like it. And so we will appreciate what this man has to say in a recent issue of Printer's Ink:

Now that we possess the U with soft and graceful curve, of unexcelled docility and willingness to serve, why do they carve United States and public schools and such and make the English language look as funny as the Dutch, with restaurant and Pullman car and university and other marks of educational perversity?

That V impresses some of us as cheap and gaudy blivf, which parvenues may pull in place of more substantial stuff, but people who are fashioned out of unpretentious dust view all such affection with an unswerving disgust. Such exhibitions always make me very glum and blue. Now, honest injun, don't they have the same effect on you?—Greenwood Index.

Laid the Golden Egg.

"Dad," said the young medical graduate, "in your two weeks' absence, I managed to cure Mrs. Goldenby of her indigestion."

"My boy," said the old doctor, "I'm proud of you, of course; but Mrs. Goldenby's indigestion is what put you through college."—Exchange.

MEETING OF TAXPAYERS.

A meeting of the taxpayers, voters of Bamberg School District No. 14, is hereby called to be held in the city hall in the town of Bamberg, S. C., on Monday, May 29th, 1916, at 4 o'clock, p. m., for the purpose of electing one member of the board of trustees, and for the transaction of any other business that may legally come before the meeting.

W. M. BRABHAM, Chairman Board of Trustees. Bamberg, S. C., May 9th, 1916.

"The Iron Claw"

Chapter IV
The Name and the Game

FEATURING
Pearl White, Creighton Hale and Sheldon Lewis

Thielen Theatre
Matinee 5:30; Night 8:00
MONDAY, MAY 15th

SYNOPSIS

On Windward Island Pallidori intrigues Mrs. Golden into an appearance of evil, which causes Golden to capture and torment the Italian by branding his face and crushing his hand. Pallidori opens the dyke gates and in the general rush to escape the flood kidnaps Golden's six-year-old daughter, Margory. Twelve years later in New York a Masked One calling himself "the Hammer of God" rescues an eighteen-year-old girl from the cadet Casavanti, to whom Jules Legar has delivered her, and takes her to the home of Enoch Golden, millionaire, whence she is captured by Legar. Legar and Stein are discovered by Manly, Golden's secretary, setting fire to Golden's buildings, but escape. Margory's mother fruitlessly implores Enoch Golden to find their daughter. The Masked One again takes Margory away from Legar. Legar loots the Third National bank, but again the Laughing Mask frustrates his plans.



Present Your Wife With a Check Book

You'll be surprised at the system you'll inaugurate in your home if you PAY ALL YOUR BILLS WITH CHECKS. You can tell HOW MUCH IT COSTS TO A PENNY TO RUN YOUR HOME. It will give your wife a sort of business education.

Start an Account Today In Your Wife's Name

CAPITAL AND SURPLUS \$100,000.00
4 Per Cent. Interest Paid on Savings Deposits.

Bamberg Banking Co.

PERHAPS HE CAN'T

Who is your Executor? Where is he? Where was he a few months ago? In Europe? Very likely, because you necessarily have selected an Executor who has money—a man of responsibility—and people of means frequently travel abroad. Suppose while he was abroad you had died. The Stock Market was in a panicky condition. Then it closed. Your Executor marooned in Switzerland, or Berlin, or Paris couldn't act. What do you think would have happened to your Estate? We are always here and can always act immediately for any Estate of which we are an Executor.

BAMBERG BANKING COMPANY
Bamberg, S. C.

Southern Baptist Convention

ASHEVILLE, N. C.
MAY 17th TO 24th, 1916

Very Low Round Trip Rates via

SOUTHERN RAILWAY

Allendale\$7.50	Bamberg\$6.90
Barnwell 7.05	Blackville 6.70
Branchville 7.15	Camden 6.15
Charleston 9.05	Denmark 6.70
Lancaster 5.15	Orangeburg 6.65
Pregnall 7.80	Sumter 8.40
Sumter 6.45	Summerville 8.40

Tickets will be sold May 13 to 17 inclusive with final limit May 31, 1916, but may be extended to June 15 by deposit at Asheville not later than May 31 and payment of fee of \$1.00.

Stop-overs will be permitted at any station between Spartanburg and Asheville on either going or return trip, within limit.

SPLENDID OPPORTUNITY FOR A TRIP TO THE MOUNTAINS.

H. W. McMILLAN, Agent
BAMBERG, S. C.

The Grand Opening Sale at the Leader

Now in Full Swing

FREE! FREE!!

To the first 25 men or young men entering the store on Saturday morning, May 13, and making a purchase of \$2.00 or over we will give a pair of pure silk hose, free, with our compliments.

Extra Special

For Saturday, May 13th, from 8:40 a. m. to 9 a. m., we will sell J. & P. Coats thread 3 spools for

10c

Extra Special

For Saturday, May 13th, from 2 p. m. to 3 p. m., for one hour, we will sell 10c yard-wide bleaching 10 yards for

69c

W. H. Still's Old Stand

FREE! FREE!!

To the first 25 ladies entering our store on Saturday morning, May 13th, and making a purchase of \$2.00 or over, we will give a pair of pure silk ladies' hose, free with our compliments.

Extra Special

For Saturday, May 13th, from 9 a. m. to 10 a. m., for one hour, we will sell 12 1-2c yard-wide muslin 10 yards for

73c

Extra Special

For Saturday, May 13th, from 3 p. m. to 4 p. m., for one hour, we will sell yard-wide linen 10 yards for

69c

W. H. Still's Old Stand

HAVE U BEE E YET

for if you haven't you must be quite a stranger in these parts and do not fully comprehend the meaning of this Grand Opening Sale. The prices we give you below

TELL THE REASON WHY

THE LEADER

MAIN STREET DENMARK, S. C.