



The Chester Lantern 1907

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The Lantern, Chester S.C.- September 10, 1907

J T. Bigham

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THE LANTERN

NEWSPAPER ADVERTISING THE KEY TO SUCCESS

Told by a Man Who Began Life at a Shoemaker's Bench, Became Governor of his State and Is Now Head of a Business Empire.

BY ALBERT PAYSON TERHUNE

(Copyright 1907 by Albert P. Terhune.) A face enough like Blumark's to make the resemblance startling...

But it is not chiefly as ex-Governor or indeed as a statesman at all that the world at large knows Mr. Douglas...

For the description of a hard climb, of a winning fight against circumstances and the "climbers" rules for victory...

And W. L. Douglas is a fighter, as even the most casual student of human nature could guess from one glance at the strong, prominent jaw, the level brow, the firm set of the lips.

This is a key to Douglas's success, of course. Several of them, in fact. The foremost is "Advertising."

"Newspaper advertising" is his life motto in business. "Print, be sure you have something worth advertising. Something just as good as you say it in struggle to keep it as good, and then advertise."

The same "cradle" served for New England and for the man who was one day to be Governor of the oldest State. For it was in ancient Plymouth, south of the Pilgrims' landing, that Douglas was born.

In 1820 news came of a Plymouth woman that her husband, the breadwinner of her large family, had been drowned at sea.

The seven-year-old boy was carrying his heavy weapons in his little bundle. He has been carrying them since. His ability to do so explains why he became Governor.

It is Uncle W. a stern task-master. Apart from the shoe-making, the child was called upon to perform many of the equally severe duties.

Only at rare intervals was he allowed to leave his workbench for the school-room and secured to share his meager portion of it without effort.

For four years the sliver went on. Then Douglas returned to his mother, but so valuable had he become in the shop that the shoe-maker would not come back to him at the momentous age of 16 months.

Once, seeking his better fortune, he went to work for a Plymouth cotton mill at the age of 23.



BOB. W. L. DOUGLAS.

Intended him for his original calling. Here was a direct command of "shoemaker, stick to thy last!"

No longer content to work almost at one job and another, Douglas now set about learning the book and shoe business from the top, in all its branches.

"Have I tried any advertising medium other than the newspapers?" he said recently, asking a question of the writer.

"That is the question," he said. "I have given every form of advertising the fairest sort of trial. I began with the newspapers in 1827." He said that he had never used any other form of advertising.

"What is the key to your success?" he asked. "Advertising," he replied. "It has been the key to my success in every business I have ever entered."

"There is no handout or gift," he said. "There is no charity. There is no money. There is no power. There is no influence. There is no money. There is no power. There is no influence."

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Awkward Falls.

Adam, ejected from the garden of Eden, sat on a log and peered through the pallings of the fence at the beautiful garden and merrily surveyed his banishment. No! He had not! "I will venture the assertion that the institution of matrimony is a failure, that there is some dispute as to whether it is everything was all right in there till I got married."

There are awkward things. There are those in South Carolina who will believe the dispensary was an institution created by direct inspiration of heaven, and that prohibition was suggested in hell, and there is no use arguing with them, but there is an indisputable fact in Greenville, where there has been no dispensary for more than a year, the Court of General Sessions has had met, and there is a single murder case on the docket, while in our nearest neighbor Laurens, the same Court of General Sessions has had met, and there is a single murder case on the docket, while in our nearest neighbor Laurens, the same Court of General Sessions has had met, and there is a single murder case on the docket.

Health in the Canal Zone. The high wages paid up to it, a mighty temptation to our young artists to join the foreign legion of the Panama Canal. Many are restrained however by the fact that the Canal Zone is a lawless territory, and that the life there is a life of lawlessness. It is the knowledge of this that has led to the high wages paid up to it, a mighty temptation to our young artists to join the foreign legion of the Panama Canal.

Reprieved for Thirty Days.

Mr. W. S. Peters, who went to Virginia last week, accompanied by Virginia M. Peters, for the purpose of visiting certain interests of his brother George A. Peters, condemned to be hanged on September 20 in the District of Columbia, the District Attorney, returned last Sunday morning. As the result of the efforts of Mr. and Mrs. Peters, assisted by friends and a large number of lawyers, the governor of Virginia was induced to grant a reprieve for thirty days, and the hope of the defense is that certain newly discovered evidence will show that the murderous shot was fired by some one other than the condemned man who may be sufficient to warrant the suspension of the execution.

The Touch That Heals

Is the Touch of Bucklen's Arnica Salve. It's the happiest combination of ingredients ever compounded. No matter how old the sore or ulcer, it will heal it. It is an absolute cure. Guaranteed by the Druggist. Sold by all Druggists. Standard Pharmacy, 520 E. 10th St., New York.

Dr. Wyile in Spartanburg.

Dr. W. G. Wylie, of New York, president of the Southern Power Co., who is engaged in developing a large number of water power, has been in Spartanburg, S. C., for the purpose of visiting certain interests of his brother George A. Peters, condemned to be hanged on September 20 in the District of Columbia, the District Attorney, returned last Sunday morning. As the result of the efforts of Mr. and Mrs. Peters, assisted by friends and a large number of lawyers, the governor of Virginia was induced to grant a reprieve for thirty days, and the hope of the defense is that certain newly discovered evidence will show that the murderous shot was fired by some one other than the condemned man who may be sufficient to warrant the suspension of the execution.

Your Affairs Should be Clear and Bright

If your liver is in normal condition, it will perform the same of health. It will perform the same of health. It will perform the same of health. It will perform the same of health.

Mr. Adolphus Bricé Dead.

Spartanburg, Sept. 4.—Adolphus Bricé, a well-known citizen of Spartanburg, died suddenly today at his home at that place. Heart disease is supposed to have been the cause of his death. Mr. Bricé went out into his garden this morning and gathered vegetables for dinner and while returning to his home he felt unwell, though he continued at his task until he had finished and then went into the house. His condition soon grew worse and he died at 5:30 p. m. The funeral will take place tomorrow.

If you want to be a millionaire The Lantern will help you, and now is the time to begin your effort

Just Arrived
NEW - CATCH
BREAKFAST FISH ROE
 Just the thing for Breakfast. Last season people could not get enough of them on account of the limited supply. Kingan's Hams and Breakfast Strips—nothing finer. A large lot of Preserves and Jams. Fine Teas & Coffees.

Smokers
Candies
Jos. A. Walker, Sr.

HELP IS OFFERED
TO WORK YOUR CURE
 We respectfully request all persons afflicted with rheumatism, neuralgia, sciatica, lumbago, or any other form of rheumatoid disease, to send us their names and addresses, who will be glad to furnish them with a copy of our new and improved "Laxative Fruit Syrup." It is guaranteed to give relief in all cases. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Sensation in Pittsburg.
 Pittsburg, Pa., Sept. 2.—A political sensation was caused here today when it became known that the grand jury had indicted four prominent political figures in the city for conspiracy with allied tax frauds in that city. The men indicted are: Elliott Bowers, member of the state senate; Wm. P. Stearns, and Arthur J. Conroy, members of the Allegheny county board of directors; and the Allegheny county board of directors; and the Allegheny county board of directors.

Do They Swear Falsely?
 Recently we heard a party talking about the sons of certain men who were receiving free scholarships at Clemons College because these fathers had sworn that they were not able to bear the expense. A widow woman wanted a scholarship for her son, but when she was confronted with the father's oath that she was not able to bear the expense, it was not to be. Wonder if these parties live in Greenwood county.

Attack of Diarrhoea Cured by One Dose of Chamberlain's Colic, Cholera and Diarrhoea Remedy.
 I was sick from an attack of diarrhoea that I could scarcely attend to my duties, and was unable to get any relief. I had been using Chamberlain's Colic, Cholera and Diarrhoea Remedy. It cured me entirely and I had been suffering for several days without relief. I hereby recommend this remedy to all who are afflicted with this disease. It is the best medicine I have ever used. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

When a man denies an interview it is usually because he did not say it, though occasionally it is because he thought he had said it. Spartanburg Journal.

The Next Attraction.
 The watermelon season is nearly gone, but there is a 40-acre crop coming this way, and it will be a happy gift.—Newberry Observer.

To What Property is Due.
 The great prosperity of the country is often referred to as due to the growth of the territory. It was in fact, pointed out very strongly by a publication in these columns from the tables of the statistical department of the government. The publication of the farmer spells the prosperity of the country. This has been brought about by the better education of the farmer, disseminated information and their having a more abiding faith in each other's integrity which leads to a better education of the farmer, moving on the same lines. They are taking us where we want them to take us and we cannot do better than to follow them. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Don't worry about your kidneys when you can obtain 30 days' treatment of Pileus for \$1.00. These pills give relief in all cases of rheumatism, lumbago, and neuralgia. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Minister Appreciates the Editor.
 Here is a minister who appreciates the editor. At a recent editorial convention he offered the following toast: "To the editor of the Star, for his paper and pay for it." Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

It comes up in a collapsible tub with a nozzle easy to apply to the sores, and inflammation, by any form of Piles, it soothes and relieves pain. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

School Days Near.
 School days are near at hand again. A few more weeks and the little tots of our school will be sent to the schools. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Do You Know that Pineapple Carbolized
 does like a positive in drawing out inflammation, and is a powerful antiseptic. For cuts, burns, eczema, etc. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

His Neighbor as Thief.
 We heard one of our citizens last week say: "I would be glad to have the stock law myself, but I didn't vote for it because I would have to live with my neighbor." Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

The New Pure Food and Drug Law.
 We are pleased to announce that the new pure food and drug law is now in effect. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Conservatism Promotes Progress.
 While other states have adopted very drastic methods against railroads, the conservative in handling railroads and all other corporations. It has been the policy of the state not to give the corporations which pay millions of dollars into the state and give employment to great numbers of people. The law was being waged all over the United States against corporations, but in Carolina was not. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Cures Blood, Skin Diseases, Cancer, Great Blood Purifier, Free.
 If your blood is impure, thin, diseased, or full of humors, you will find relief in this medicine. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Defect Was Known Before Catastrophe.
 Quebec, Sept. 3.—Some of the members of the Quebec Bridge company held here yesterday by the report of Mr. Hoare, the bridge company's engineer, that the bridge was defective before the great disaster by which 76 men lost their lives. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Worshiped Statue of Liberty.
 When the British steamer liberator of the Warwick line, plying between England, China, Japan and the United States, anchored just below Boston, the statue of the goddess of Liberty was worshipped by the crew. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

How to Avoid Appendicitis.
 Most victims of appendicitis are those who have habitually constipated. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Kicked by a Mule.
 (Special to The Star.)
 Rock Hill, Sept. 4.—Hal Fawell, the 11-year-old son of Mr. and Mrs. J. H. Fawell, who lives near the C. & N. station, was kicked by a mule on the right side and very seriously injured by a mule. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Every farmer should keep a scrub book. Cut out from papers every thing that they may want to refer to again and paste in the book. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Everybody in Chester is Eligible
 Old people stopped with suffering, Middle age, consequently listless, Children suffering from impurities, All in danger from their kidneys. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Anti-Spitting Ordinance.
 It is a pleasure to read in another part of these columns the anti-spitting ordinance which has recently been passed by the council. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Cured Hay Fever and Summer Cough.
 A. J. Nason, Stateville, Indiana, writes: "Last year I suffered from hay fever and summer cough. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Chamberlain's Colic, Cholera and Diarrhoea Remedy.
 A few doses of this remedy will invariably cure an ordinary attack of diarrhoea. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

FOR ALL KIDNEY BLADDER TROUBLE, RHEUMATISM AND LUMBAGO.
 A dose at bed time usually relieves the most severe case before morning. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

BACK-ACHE
 PINEULE MEDICINE CO., CHICAGO, U. S. A.
 Sold by the Chester Drug Company.

PAIN EXPELLER
 GASNOW
 ROYAL O. E. DAVIS, Ph.D.
 Consulting and Analytical Chemist.

YOUR ATTENTION PLEASE
 We have moved into our new quarters at No. 132 Gadsden St. and are in better shape to serve the public. We have added to our already big line of Grockery and House Furnishings a big line of Cut Glass, Imported Hand Painted China Novelties, full line of new Jap Goods; beautiful line of Royal Dux German Vases. All kinds of Birthdays and Wedding Presents. Thanking you for your past patronage, we solicit your further commands. Yours for Business,

Chester Plumbing and Heating Company
 Cures Bilioussness, Sick Headache, Sour Stomach, Torpid Liver and Chronic Constipation. Pleasant to take. Cleanse the system thoroughly and clear shallow complexion of pimples and blotches. It is guaranteed.

ORINO
 Laxative Fruit Syrup
 LETNER'S PHARMACY
 Cures Biliousness, Sick Headache, Sour Stomach, Torpid Liver and Chronic Constipation. Pleasant to take. Cleanse the system thoroughly and clear shallow complexion of pimples and blotches. It is guaranteed.

FINE KENTUCKY HORSES
 SELECTED BY
JOHN FRAZER
 A FINE LOT—SUITABLE FOR ALL PURPOSES
FRAZER'S STABLE

ELECTRO-CHEMICAL KING.
 The following diseases are cured by this medicine and are cured by this medicine, which takes from twenty days to two weeks for curing. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.

Weak Women
 Dr. Shoop's Night Cure
 "ALL DEALERS"
 Kill the Cough and Cure the Lung

Annual Meeting.
 The annual meeting of the stock holders of the Carolina & North-Western Railway Company will be held at the office of general counsel, J. H. Westbrook, on Tuesday, the 12th day of September, next at 12 m. Write to: Dr. J. H. Westbrook, 1000 N. 10th St., Philadelphia, Pa.