

McMILLIAN ROUNDING FROSH GRID SQUAD INTO FINE SHAPE

By L. C. Jackson

And again Coach Lonnie McMillian sounded the call for freshman football. At the last roll call some thirty-five first year men answered "here." Little information can be drawn from Coach Lonnie, but after looking the squad over, it seems that the team this year will be more of the speed-demon type than one depending so much on weight. Plenty of reserve material is on hand, so substitutions may be ex-

pected frequently. However, speed in the backfield is not all, for at the last the frosh have some backs of the line plugging variety. Stamps and Hamer seemingly have the ability to hit most any one's line for a few extra yards.

So far only one change has been made in the schedule carried last year. The Furman freshmen have been dropped and the young Seceders from Erskine have been added. However, the present schedule is not complete, with

Coach McMillian working on one more game. But even without that the year's work will be plenty of trouble. The first game will be called on Johnson field, October 3rd, with the Wofford Terrier Pups as opposition. But from all reports the visitors from Spartanburg will not be anybody's "duck soup," so the Baby Hose are going to have to do lots of polishing up before that date. No anxiety need be felt as to the polishing, however, for any one who has seen Coach Lonnie Mac work his team, knows that they will be as nearly perfect as possible when the time for the first whistle arrives.

The chief worry at this time is the lack of weight in the line, but with a little more practice, it will be a regular "Light Brigade" when it comes to charging and may well be depended on when a hole is left for one of the fleet backs to scamper through.

Several men have been showing up well in practice so far and great things are expected of them during the coming year. Among these, Adams from Charleston, is doing good work at quarter. This slender blond did his cavorting for Charleston high school last year and was chosen by the scribes of the state for all-state honors. Perrin of Abbeville, is also doing nice work at the barker's post. For the present, Hamer, who received his prep school training at Dillon Hi, seems to be the pick of the fullbacks. He has the weight and the and the drive to ram the line and he is showing ability to back up his own forward wall. Stamps from Thornwell high, and Lockman, a Clinton high product, have the inside track for the halfback position, but they are getting a run for it from Pollitzer, Watson and several others. Good wingmen are plentiful, with Copeland of Spartanburg, and Pinson of Greenville high, leading the field, but getting a close race from E. Graham, Nettles, Woodside and Wiley. Another promising-looking flankman is Osman, an Indiana product, who is plenty trouble on a ginder path and should be also on the gridiron. The tackles include: Ewing, Holmes, Elliot, and Martin. Carr, G. Graham, Brown, and Clarke are fighting it out for the guards, while Rampsey and Wilson are alternating at guard and center. G. Barron is another pivot man with promising prospects.

Did You Ever Stop To Think?

By Edson R. Waite

I interviewed Wilbur B. Foshay, president of the W. B. Foshay company, owners and operators of businesses throughout the United States, Canada, Mexico and Central America, as to the value of newspaper advertising in connection with the building of their great business. Mr. Foshay said: "We appreciate the great things that the newspapers of our country have done for us, and I think without a doubt you get more for your money through the purchase of advertising space in the newspapers than you do for any other money you spend."

"There has been a lot of discussion as to the best means of advertising. To say that any one medium is the best advertising medium is an impossibility because of the diversity of things to be advertised, necessitating a diversity of mediums. From the viewpoint, however, of anyone who wants to bet to the biggest number of people with something everyone can use, there is no question in our minds that the newspaper is the best medium."

"Our expenditures for advertisements have increased each year, with the exception of 1928, in which year we spent less than in 1927. But we didn't curtail our newspaper advertising in 1928. We curtailed other things and increased our newspaper advertising somewhat over 1927. This year we have increased our advertising program about one-fifth, and will spend

about that much additional money over last year. A large proportion of the additional expenditure will go to newspaper advertising.

"We don't hesitate to make the unqualified statement that newspaper advertising has been one of the greatest assets we have had in building up our business."

What Do P. S. JEANES Do?

THE TALE LITE

Published By the Back Seat Driver

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Published for the benefit of the motorists of Clinton and vicinity by the

Clinton Motor Co.

E. D. CRAIG, Editor

A friend, whose wife claims that he is a go-getter, is an individual who eats at a cafeteria.

Ford has had the three biggest months in June, July and August that the Ford company ever had.

She: "I'm sorry to disappoint you. I became engaged to Tom last night."

He: "All right, how about next week."

August still gave Ford dealers in South Carolina over 50 per cent of all sales.

"And," continued the witness, "he sat there as sober as a judge."

"Here," said the court, angrily, "I'll have you know that I am not sober."

The New Ford car has the highest used car value of any car on the market today. It will be well

to think of this when you get ready to trade cars.

"Mother, I want to get married."

"No, my dear, you are not wise enough."

"When shall I be wise enough?"

"When you get over the idea that you want to get married."

We give you three free greasings with your new car.

"My dear," she gushed, "I nearly died when I was in the country last summer."

"Were you ill?" he asked, sympathetically.

"Was I ill?" It was awful. I gained five pounds."

We have the best equipment that can be bought to wash and grease your car.

All greasing is done by a first-class mechanic.

Clinton Motor Co.

Authorized FORD Sales Service Clinton, S. C.

H. D. HENRY F. M. BOLAND

H. D. HENRY & COMPANY

INSURANCE

STOCKS - BONDS - REAL ESTATE

LOANS NEGOTIATED


Your Laundry . . .

We will call for your bundle . . . bring it back to you more freshly sweet and clean than is possible to achieve with any home-washing equipment. And the cost is no greater, all things considered.

Call the Laundry for Laundry Service — Phone 29

BUCHANAN'S LAUNDRY

PHONE 29



Modern Women Are Quick To the Advantages of Shopping at A. & P. Food Stores!

Women have learned that quality and substantial savings go hand in hand.

SUNNYFIELD BUTTER Exquisite Flavor Whole Milk 1-4 lb. Prints LB. 51c

BOKAR COFFEE 1 LB. TIN 47c

SNOWDRIFT, 6-lb. bucket \$1.08

SUNNYFIELD BACON RINDLESS SLICED 1-2 LB. PKG. 21c 1 LB. PKG. 41c

SULTANNA SYRUP, 20-oz. jug 29c

Wesson Oil Pint Can 25c

TOMATOES RED RIPE 3 NO. 2 CANS 29c

Fancy Blue Rose RICE, 4 lbs. 25c

STILL THE BREAD VALUE OF THE HOUR GRANDMOTHER'S BREAD 16-oz. WHOLE WHEAT LOAF 9c 16-oz. WHITE LOAF 7c

Sweet, Tender CORN, No. 2 can 10c

PALMOLIVE SOAP 3 CAKES 20c

LUX Flakes Brighten and Whiten 2 PKGS. 19c

A. & P. PURE CIDER VINEGAR 1-2 Gal. Jug 29c 1 Gal. Jug 49c

For your convenience we will remain open each Friday until 8:30 P. M.

The Great Atlantic & Pacific Tea Co.

The schedule at present is as follows:

October 3—Wofford at Clinton.

October 11—Carolina at Columbia.

October 25—Erskine at Clinton.

November 16—Newberry at Clinton.

November 23—Citadel at Charleston.

MORE CANNERIES FOR THE STATE

Iodine Content of Vegetables Receiving Attention. County Resources Commissions About Complete.

Columbia, Sept. 23.—The iodine content of South Carolina foodstuffs is now receiving the attention of newspapers and magazines throughout the country of national circulation, and, in the words of the Manufacturers Record of Baltimore, "is attracting national attention." South Carolina fruits, vegetables and milk are being asked for by people of the northwest making reservations at one of the most prominent hotels at Atlantic City, the owner of that hotel writes, and there are many other instances.

Following the recent conference of South Carolina canners in Columbia, labels with the iodine design of the commission are being secured by practically all the shippers of canned goods in the state, and this course is being followed also by the creameries in using the design upon their individual cartons of butter. The Natural Resources commission will have an exhibit at the coming state fair, at which the commission desires to display products of the various canneries, creameries, and also raw vegetables and fruits, where obtainable, and notations of them where the actual products are not obtainable at this season, which have carried and are carrying the iodine label.

The organization of the various county natural resources commissions of the state will have been completed during this month. The county commissions which have been organized are active, and from time to time attention will be called to the various phases of their activity, as, for instance, the initiative taken by the Newberry county commission in securing an advance market by engaging, through a personal representative who went to New York, one of the oldest and largest wholesale houses in that city to take a very large amount of spinach. The slogan in Newberry county now is, "A Million Pounds of Spinach Grown in Newberry County This Fall"—for which there is already a market.

In order to meet the demand which is now in evidence, there will have to be more canneries in South Carolina, and this situation is working itself out and being worked out with all the rapidity consistent with business safety.

"Maco" Style O'grams

Jewelry has caught the spirit of the season in glittering color.

Longer gloves wear the bracelet on the outside.

Accessories come in pairs and the hand bag must match the hat or shoes

Our dress accessory displays, comprise the smartest and newest in gloves, handbags, hosiery shoes, kerchiefs, and other small details of importance in the autumn mode.

Coat styles are many of domestic and imported fabrics—embodying subtleties of style and novelty of pattern quite refreshing. Tailored and fur trimmed models, prices are modest, some as low as \$25, yet possessing all the characteristics of Meyers-Arnold Co.'s high quality

Soleil takes its place in the forefront of the Hat mode—fine velours and felts comprise other selections, among which are sports hats for school and college wear.

Visit this store before you choose your fall wardrobe. Style information is our free contribution and a guarantee of correctness goes with each purchase.



New Dress Fashions That Are So Different

Silk Crepe---Silk Tweed Plain and Fancy Woolen

\$15.00---\$16.50---\$25.00

Styled to encourage feminine grace and charm. Autumn's favored colors and black—She who chooses here—chooses best.

DEPARTMENT STORE

Meyers-Arnold Co. Inc.

IMPORTERS FOREIGN & DOMESTIC MERCHANDISE

Greenville, S. C.

WHAT DO P. S. JEANES DO?