

THE READING OF ADVERTISEMENTS

In the Intelligencer Will Yield You a Handsome Return.

If you were offered fifty cents in real money to read all the ads in the Intelligencer every day, you would accept the offer immediately, for fear that the offer would be withdrawn.

There is not a single day passes, but that the Intelligencer contains ads. which would afford you the opportunity of saving a dollar or so, on goods that you could use to advantage.

No doubt the life insurance agent tried several times to get an audience with you, to tell you the benefits of insurance before you would allow him the CHANCE to do you and your family a tremendous favor.

You would read all the ads in each issue of the Intelligencer, if you were CONVINCED that it would pay you, wouldn't you?

I wish to do you as great a favor as the life insurance agent, who sold you your insurance, so please read the following reasons, and then think over the matter:

Why do manufacturers of the very best known articles of commerce continue to advertise their goods?

Why is it that the most successful retailers and department stores spend a great amount of money every day advertising their goods in the newspapers?

There is but one answer and that is: "IT IS THE CHEAPEST KNOWN METHOD OF SELLING GOODS."

Advertising will increase the volume of business of any article of commerce that has REAL MERIT; if its an article without merit, the less advertising the better for the retailer.

The highest problem of the retailer is the sale of his goods; he can handle the other branches with much less trouble, because with his knowledge of the lines of merchandise that he proposes to sell, he can buy his goods with safety, then comes the arrangement of his stock and the location of his store, and his store fixtures.

That brings him up to the opening of his place of business; he is now ready to begin business.

Please remark that—HE IS NOW READY TO BEGIN BUSINESS.

He has bought the very best goods for the money that he could buy, in order to be able to sell them at a profit. And most any person with average intelligence can buy goods as cheaply as another.

Now the merchant is ready to sell goods—that's the NUT that he must crack before he succeeds. He must sell ENOUGH goods at a profit to take care of his RENT, LIGHT, ICE, FUEL, DELIVERY, TAXES, INSURANCE and the COST OF SELLING, viz: WINDOW TRIMMING, CLERK HIRE and ADVERTISING.

You see that the bigger the volume of business that he gets the less it costs him to sell goods. You see that, don't you?

His OVERHEAD expense is about the same per year, whether he sells \$20,000 or \$50,000, so if he can increase his sales \$30,000 by a judicious expenditure for newspaper advertising, he will make more money, won't he? And on an increased volume of business, he can afford to sell to YOU, Mr. Consumer, on a much smaller per cent of profit. See that?

All this being true, it is money in your pocket to buy ONLY advertised goods; in fact, when you buy an unadvertised article, you are boosting the price on yourself.

It will pay you well, to read the ads. in the Intelligencer daily.

SASSEEN, THE AD MAN.

MORE FUNDS NEEDED FOR THE SUFFERERS

CONTRIBUTIONS MADE SO FAR HAVE BEEN EXPENDED

THE DISPOSITION

Food, Fuel and Clothing Furnished Several Families—Relief Only Temporary.

Contributions which have been left with The Intelligencer for the relief of several families of the city and county who are in distress have been practically expended.

committee consisting of Miss Anna Berger, city missionary for the First Baptist church, and Mrs. J. E. Sargent, who spent of her own money a sum probably larger than that turned into The Intelligencer in bringing relief to families in distress in the city and county.

Electric Stock Worth Three of Machine Stock Is Announcement Made. (By Associated Press.) PITTSBURG, Pa., Dec. 28.—Executives of the estate of the late George Westinghouse announced today they had contracted to sell their stock in the Westinghouse Electric and Manufacturing Company on the basis of three shares of machine stock for one share of electric stock.

CONSTABLE KILLED A NEGRO WHO RESISTED

THE LATTER DREW SHOT GUN ON OFFICER AND THREATENED HIM

INQUEST HELD

Killing Occurred Saturday in Howell Section—Negro Had Been Fugitive.

Details of the killing of a negro named Lawson Galliard by Truman Wilbur, constable of Magistrate A. M. Guyton of the Hopewell section, last Saturday morning, which occurred in a negro house near the Anderson-Oconee county line, when the officer attempted to arrest the negro on an old warrant, were not known in the city until 5 o'clock Sunday morning.

accommodate the guests and these will be held until 12 o'clock, so that no one need take their automobile out in the mud.

Mrs. D. S. Gray and Miss Marion Gray have been spending the past few days in Asheville, N. C.

Miss Kate Isbell has returned to her home at Seneca, after a visit to friends here.

Mr. and Mrs. W. S. Ramsay have returned from a visit to Williamston.

Mr. and Mrs. Stephen Provost returned to their home in Columbia yesterday afternoon after a few days' visit here.

Mrs. Bessie Taylor returned to Elbert County, Ga., yesterday after a week's stay with relatives here.

Mr. and Mrs. Irving Brownlee are at home again, after a visit to relatives in Charlotte, N. C.

Mr. Arthur Brown of St. Louis, Mo., spent the week-end with friends here.

Mr. and Mrs. Rennus Henderson spent the holidays in Pickens with Mrs. Henderson's parents, Mr. and Mrs. M. D. Farmer.

Gore, Ga., P. A. Morgan had occasion recently to use a liver medicine and says of Foley's Cathartic Tablets: "They thoroughly cleansed my system and I felt like a new man—light and free."

LEGAL NOTICES

ASSESSMENT NOTICE

Auditors Office, Anderson South Carolina. This office will be open to receive returns of personal property for taxation for the fiscal year from the first day of January, 1915, to the 20th of February following inclusive.

TWO ELOPEMENTS BUT ONE ENDS MOST SAD

ONE BRIDEGROOM GOES TO PRISON—THE OTHER TO THE FARM

BRIDES TOO YOUNG

How Judge Broadwell Pacified the Turbulent Feelings of Father-in-Law.

Harsh clanging of prison doors upon a bridegroom within less than an hour after he had led a blushing damsel of tender years to Hymen's altar, is the cruel ending of a little romance which had its inception two years ago in the youth taking up his residence in the lasses' home.

Arrest your grief at this point, gentle reader, for another tale of similar hue, but which came to a happy ending. A bridegroom of but two days, upon whose head an irate father-in-law had threatened to visit the law, is today located upon a large farm, with a good, young mule to engage his attention, instead of in the cotton mill, with a whirling loom to fill his ears and demand his constant attention.

Married in Greenville.

Yesterday morning a stern old man and a meek, tender-eyed old lady came into Magistrate Broadwell's office. The old man informed the judge that he wanted a warrant for a young white fellow who had stolen his only child, a girl of some 15 year, and married her.

Judge Advises. When the old man had finished his tale Judge Broadwell had a few words to say. He stated that he had known the bridegroom, a Mr. Stone,

for a number of years, and knew him to be an industrious and God fearing man and in every respect worthy of the hand of any daughter in the community. He advised the parents to leave the couple alone, as any interference with their happiness might spell ruin for both.

Judge Broadwell reasoned that that was all true, but warned the old fellow that when it came to matters of the heart a little white lie about such a thing as a girl's age might not be considered an unchristian act.

Alls Well That Ends Well. The words of the magistrate completely routed the old man. But the magistrate was not through. Yet another volley fired in these words, "Now, I tell you what you do. You and the old lady go over yonder and take dinner with your daughter and son-in-law; treat them nice, and suggest to the young man that he go back to the farm with you and help comfort you and the old lady in your declining years, and let him go before you and make the rough places smooth."

Scarcely had this old couple departed when another irate father approached the magistrate and asked for a warrant for one Anderson Spearman, a young white man working in the Brogan mill, who had just left with his 15 year old daughter, Fannie Thomerson. The father was of the impression that the couple were going to marry and go off on the 6 o'clock train for Seneca.

This Ends Badly.

It seems that Spearman came to the house of the girl some two years ago to board. The two years of living under the same roof served to draw them one toward the other, resulting in their elopement yesterday. NEW YORK, Dec. 28.—Raw silk advanced today from 7 1/2 cents to 10 cents per pound. Notice was received from England that fine men's wear for fall would be offered at 4d per yard lower than last season. Cotton goods were quiet and steady.

COUNTY DELEGATION TO MEET THURSDAY

TO CONSIDER SUPPLY BILL AND HEAR PETITIONS FROM PUBLIC

IN COURTHOUSE

Conference Will Be Held at 12 O'clock—No Action Will Be Taken on Matters.

For the purpose of considering the license bill for 1915 and hearing petitions and expressions of opinion with reference to local legislation, a meeting of the county delegation to the general assembly will be held in the county court house next Thursday at 12 o'clock.

Senator J. L. Sherard stated yesterday that the delegation desires to get together before the convening of the legislature and consider the tax supply bill for the new year and at the same time hear expressions of opinion from the general public as to proposed legislation. It had been decided, he stated, that such a meeting would be held December 31, which is Thursday, at 12 o'clock in the county court house.

The delegation will, of course, take no action on any matters at this meeting. They will hear from the various county officers with reference to the amount of money they think they will need to carry on the work of their departments through the incoming year. These expressions of opinion from the county officers will be of advantage to the delegation when it takes up the matter of making the appropriations for this county. The members of the delegation also desire to know what kind of legislation the people of Anderson County would like to have, and in order to get a line on this matter invite the general public to come forward Thursday and give expression to some of their ideas.

The members of the Anderson County delegation are: J. L. Sherard, senator; J. T. West, George M. Reed, S. A. Burns, J. H. Hutchinson, Rufus Pant, Jr., and S. M. Wolfe, representatives.

A Beautiful Double Wedding.

December 20, at the home of Mr. and Mrs. John Wilson, by Rev. Z. I. Henderson of Seneca, Miss Lois Wilson and Mr. Oscar Shrief, also Miss Ethel Shrief and Mr. Frank Nix were married. The brides were dressed in gala-away dresses of blue, carrying bouquets of maiden hair fern. The wedding march was played by Miss Gladys Wilson. The young people were recipients of many valuable presents. After the congratulations of the many friends present, the happy young people left, mid showers of rice, for Anderson and other places of interest. The house and altar were beautifully decorated in white and green, this being the handiwork of Mrs. Wilson.

FOLEY CATHARTIC TABLETS

PRINTING

OF A KIND AND QUALITY THAT SECURES RESULTS

Prompt Delivery Satisfactory Service Reasonable Prices

CATALOGS BOOKLETS STATIONERY FOLDERS RULING BINDING BLANK BOOKS

CALL US TELEPHONES: 693-L and 321

We will cheerfully submit designs and estimates

The Anderson Intelligencer Advertising and Printing Anderson, S. C.