

Patronize Home Industries

ANDERSON IS MY TOWN

FOR YOUR CONSIDERATION

Launching a Newspaper in any community is a big undertaking, but by this issue the people of Anderson, both city and county, should realize that the Anderson-Morning Intelligencer is rapidly becoming one of the foremost publications of the Piedmont section of the State. While the early issues of the paper did not measure up to what had been anticipated, the most of these difficulties have been overcome and the readers of this section of the country are now getting a paper that can honestly be characterized as "a newspaper in all that the word implies." It is the aim of the publishers to give the people of the Piedmont section an honest, fair and square publication, giving ALL the news ALL the time and giving it while it is still news.

With the full associated press dispatches, coming directly to the Intelligencer office and being received here by our own operator, gathered from the four corners of the world, the Intelligencer has facilities for gathering the news possessed by no other Anderson newspaper.

With the splendid circulation enjoyed by this paper, and with hundreds of additional subscriptions being received each week, The Intelligencer is typically the very medium to be desired by advertisers, if they desire to place their wares before the public.

The Intelligencer does not guarantee to sell the goods for the merchant. It merely guarantees to get the patrons into his house. If his goods are then lacking or his sales force is incompetent the fault does not rest with the Intelligencer. But we do guarantee to get the public into his place of business.

Advertisers have long ago grasped the fact that actual RESULTS and big results at that, come from the use of the morning daily. The business man over his breakfast; the household over its morning duties, make it part of each morning's routine to read the morning paper for 30 minutes—Then's when the "punch" from the morning advertising comes in.

Get on the band wagon if you hail from Missouri and want to be shown, we are the very people to take the job. If you try it and don't believe you have gotten results, we won't mind your quittance. That's your business.

"I Am Advertising."

came into being as the spoken language came; slowly, gradually and to meet an urgent need. I have been worked for evil, but mostly I have been worked for good. I can still be worked for evil, but each day it grows more difficult to misuse me.

I am at once a tool and a living force. If you use me wisely I am a good tool in your employ. If you misuse me my double edge will injure or destroy you. If you do not use me, I am a force that works against the aims and purposes that animate your business.

I speak a thousand tongues and I have a million voices.

I am the ambassador of civilization, the hand-maiden of science and the father of invention.

I have peopled the prairie and with my aid commerce has laid twin rails of gleaming steel in a gridiron across the continent and stretched a network of copper into the far corners of the globe.

I am the friend of humanity—for I have filled the commoner's life with a hundred comforts denied the king of yesterday.

I have brought clean food, healthful warmth, music, convenience and comfort into a hundred million homes.

I laugh at tariffs and revenue laws. I have scaled the walls of the farmer's isolation and linked him to the world of outer interests.

I build great factories for people them with happy men and women who love the labor I create.

I am a bridge that spans all distance and brings the whole world to your door, ready and eager to buy your wares.

I have made merchant princes out of corner shopkeepers and piled the wealth of a Monte Carlo into the laps of those who know my power.

I find the new markets of the world and gather the goods of the world into a handful of printed pages.

I fairer the penny-newspaper. I am either the friend of the foe to competition, so he that finds me first is both lucky and wise.

Where it cost cents to hire me yesterday it costs quarters today, and will cost dollars tomorrow. But whoever uses me had best have sense, for I repay ignorance with loss and wisdom with the wealth of Croesus.

I spell service, economy, abundance, opportunity; for I am the one and only universal alphabet.

I live in every spoken word and printed line—in every thought that moves man to action and every deed that displays character.

I am advertising.

It's Just Like This:

We are better prepared than ever to give you better printing and binding than you can possibly get elsewhere in this Section.

**YEARS OF EXPERIENCE
SKILLED WORKMEN,
MODERN MACHINES,**

including two linotypes, enables us to give you "Work of Quality" on shorter notice than you can possibly get elsewhere.

OUR RULING AND BINDING DEPARTMENT is second to none. We guarantee absolute satisfaction on every order you place with us, whether large or small.

Good PRINTING

—LIKE DO—
THE KIND WE DO

—IS—
A PAYING INVESTMENT

For You.

It costs no more, just looks better—is better! and has a better effect on the person it is intended for than an inferior grade of work.

When in Need of Better Printing — TRY US!

The Anderson Intelligencer

JOB PRINTING DEPARTMENT

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