

THE ANDERSON INTELLIGENCER

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The Weather. Washington, May 7.—Forecast: South Carolina—Showers Friday; Saturday fair.

THOUGHT FOR THE DAY

Oh! Why has worth so short a date, White villain risen, grey with time, Must thou, the noble generous great Fall in bold manhood's prime? —Burns.

Col. Roosevelt gets better pleased with himself every day.

Anderson has the world beat on mocking birds.

The Mexican situation becomes stale as news every hour or so.

Spring is here. One platform on which there is no argument.

Movie news—Huerta's life is one success of heels. Hennessy Three Stars.

Atlanta wants a whipping post for wife beaters. And we might suggest fake detectors.

Even the knightly Shriners may expect to see "slights" when they're swimming at Tybee Island.

Villa may be out of ammunition, but as long as the manila holds out for rope the federals will fear him.

To William J. Burns we would offer these lines: "No man was ever written out of reputation save by himself."

Now they have introduced a bill to give the president a summer home on the "Trail of the Lonesome Pine."

Visitors to Colorado this year had better pack their six-shooters, even if they forget to pack their kodaks.

To the most eminent bishops, South, you didn't feel the need of any Madame Pachturats in the church yet awhile.

We hope we may be spared two evils of the last campaign year—the army worm and the "Houn' Dawg Song."

What Villa meant to say, however, is that it is a powerful poor time to swap swords in the middle of a raging river.

Since Memphis sort o' dried up it is understood that Little Rock saloon owners are wearing diamonds on their coat lapels.

At Macenas—South Carolina turned the tide of victory, but Virginia got the credit of having press agents on the field.

A good many of the members of the United States senate appear to think they were elected to dust any weaklings at the president.

Put your play to the ground and your success at naught. Mind that too soon comes. Just because the season's late.

Grubs of angle worms off remind us fishing days are most at hand. And in this we have behind us.

We call upon Billy Banks and Charlie Heaton for an explanation of the Greenville "Brazzard." All we know is that we told them if they didn't quit it they would be arrested and now they've gone and done it.

WHAT WOMEN CAN DO

Occasionally we hear some man criticizing the city's getting a "white way." Perhaps he was not consulted about it sufficiently. We double-dare him to attend a meeting of the Ladies' Civic Association and chirp about it. The ladies, and they alone, are responsible and to them alone belongs the great credit.

Men who are always grumbling about the cost of school houses and church buildings and referring to the good old days of log schools and earth floors and puncheon board seats—well, we observe that they like to occupy the choice pews in the biggest churches all the same. Not that steeples and pews count for religion, but God himself set the example when he had the temple of Solomon made just as perfect and as beautiful as possible.

And men who throw bouquets at "the old home place" show a decided inclination to locate in just the noblest and sweetest places they can afford on the swellest street in town with the swellest neighbors and—then they swell up themselves. If a man wishes to wear a nice clean collar and a fresh clean shave and to adorn his person and to surround himself with a lovely home and send his children to just the best schools available and to go to the biggest church on Sunday, why should not a municipality be allowed some rights and privileges in adorning itself?

Some time ago a citizen who really has done much for the community suggested that the plaza be done away with in order to make hitching lots. Now we'd abt seriously if he would have stood for it a minute, not if his good women folks could tell him a few things.

We think the city council has very much improved the appearance of the park in rear of the court house, by adding to the street 10 feet of the too wide sidewalk, but we dare anybody to try to take one foot off the plaza in front. Every woman in town would become a militant at once.

What Anderson needs is more beautiful things to encourage civic pride, more things to make us look up, and not toddle along with heads bent down. More things to make us go about the day's routine whistling instead of being annoyed with the grunts of the loafers, law and inconsequential as they are. If we are not mistaken this "white way" will be beautiful and distinctive.

And now that the good women have accomplished this we hope that they will next turn their attention to something else that will be of great and lasting good to the community and a great help to every housewife.

Why can't we have a big public market for Anderson? That is the best thing that could be done for this city. Have a market where the farmers could bring everything from a dozen eggs to a bale of cotton—yes 100 bales of cotton. That would help the farmer, the merchant and the housekeeper.

Baltimore is a city where people live at least expense and that is because Baltimore has a market place. Savannah is another good city in which to live and the distinctive feature of Savannah is her parks. That is a city of some 80,000 persons and if some Anderson man would go there and try to start the removal of the parks and the white ways he would meet with universal disgust.

Let us have more parks. Let us have more trees. Let us have the trees cared for. The trees are valuable not alone for their appearance, but for the dust which they can screen and the poisons in the atmosphere which they absorb. Let not one tree in Anderson be cut down.

ANDERSON A MORAL CITY

Sometimes ago a gentleman in conversation, remarked that he knew of no town in South Carolina, or anywhere else, that was better behaved than Anderson. Observation seems to support the statement. There are evils here, no doubt, and we cannot represent Anderson as either paradise or Utopia; but we can say that the people of Anderson are remarkably responsive to the appeals of the churches, representing what is right and righteous, and we gladly acknowledge the debt of the community to the earnest, faithful, consecrated men who fill our pulpits, and to the loyal supporters of their ministry.

Happily, Anderson is a town of religious co-operation. By that we mean the various denominations here work in absolute harmony. Thus all the energies of the churches may be directed to the prevention of evil. Anderson is a good town; let's keep it so.

"Imperandi cupiditas perniciosa est republicae" might have been written here as well as of the Roman republic.

Tom Marshall is trying to live down the idea that the vice presidency is a pink-tea office, but all the girls' school still expect him to officiate at management.

STICK TO THE PARTY

Two years ago Judge John E. Brezale urged the adoption of a resolution to change the oath taken in the democratic primary. It appeared to be but a simple matter, but should have been done. It is not too late to do it for the approaching elections.

To provide that all who take part in the primary shall take an oath to support the nominees of the democratic party. The oath now provides merely that the voter support the nominees of 'this primary'. Thus it is a person may be an out and out republican, vote for the national republican ticket and hold some kind of federal job thereby and thereunder, and yet be permitted to take part in the democratic primary.

And it is known that some who voted in the primaries last year did not support the nominees of the party for presidential offices. Some voted for the republicans and some trailed along behind the dulcet tones of the bellow of the bull moose. There are men in this state calling themselves democrats who never did vote for the democratic nominees for president unless it suited them.

The rules of the party in this state should be changed so as to require every man offering to vote in the primary election to take an oath or obligation or pledge to support the nominees of the party, national, state and county.

This was the rule for many years after the primary system was adopted in this state and we have never been able to find any just reason for its being changed. It was changed, however, a few years ago and in doing so the bars were thrown down and an invitation extended to every class of political persuasion to walk into the primaries and help democrats elect their officers in the state and county, but turned them loose when national democrats were at stake.

ENTICING LABOR

Some time ago we observed some paper or other scolding the Spartanburg Herald for accepting an advertisement from Greenville merchants who were boosting their annual horse show. We suppose the Spartanburg paper knows how to attend to its own business, a quality that cannot be put down on the credit side of the ledger of some of its contemporaries around in the world, and we suppose further that the Greenville merchants appreciate a good advertising medium and are willing to pay a rate in excess of what the Spartanburg paper charges its local patrons. And along that line, "that reminds us" that some one just recently called attention to an advertisement in the Cherry's Crossing Blast (or was it the Dochens Bladder) reading to this effect:

WANTED: GENERAL MILL HELP especially SLASHER TENDERS LOOM FIXERS Can use complete families HIGH WAGES—STEADY WORK COTTON MILLS GA.

There is a state law against enticement coming into this state and enticing labor and some of them have been fined heavily and run out of the state. One of the greatest curses of the cotton mill people is for them to be moved around from mill to mill instead of being permitted to make their little homes, save their wages and settle down and be happy.

The moral principles against enticing labor have been laid down plainly by the state laws, we have no further comment to make.

Now that congress will have two dreadnaughts for the navy every year, we suggest that one be called "Tillman" and the other John Sharp Williams.

But if those visiting opera stars want to hear something real fine they should have Cormack and Henric sing "Ole Black Joe" before they leave Spartanburg.

Woodrow Wilson once practiced law in Alabama. From the lack of business he had, it appears to us that he should not let a regional bank go to such a dull place.

Winthrop College SCHOLARSHIP and ENTRANCE EXAMINATION

The examination for the award of vacant scholarships in Winthrop College and for the admission of new students will be held at the County Court rooms on Friday, July 3, at 9 a. m. Applicants must not be less than sixteen years of age. When scholarships are vacant after July 3 they will be awarded to those making the highest average at this examination, provided they meet the conditions governing the same.

Scholarships are worth \$100 and free tuition. The next session will open September 15, 1914. For further information and entrance examinations, write to President W. C. Johnson, P. O. Box 111, S. C.

MISS WILSON WEDS McADOO

(Continued From Page One)

folds of tulle finish this opening; and there is a tunic of tulle made on the new, long lines and the sleeves which are long are made of tulle mousseline-taired. The lace is applied with exquisite grace. It is draped over the right shoulder and crosses the bodice in a sweeping line to the left side of the waist, where it is caught with a spray of orange blossoms. Below the waist line it falls as a border to the lovely costume. Will be the bride's wreath of orange blossoms, in cap effect from which the long tulle veil will be draped.

Practically the sole ornament to be worn by the bride was a necklace of diamonds, the gift of the bridegroom.

Miss Wilson carried a wonderful shower bouquet of lilies of the valley, white orchids and fern fronds. More than a century of white house history formed a fitting halo for the bride couple in the ceremony today. According to accepted authorities, Miss Eleanor Wilson will be the fourteenth bride to pledge her troth with the historic walls of the famous mansion. In the identical same room where she today took "her husband" of her choice "for better or for worse" beautiful Francis Pickens became the wife, twenty-eight years ago of the then president of the United States, Grover Cleveland, and only a few months ago the sister of the bride today, Miss Jessie Wilson, was united in marriage in the magnificent East room of the White house to F. B. Sayre.

The White House is believed to the memory of one other June bride, beloved Nellie Grant, who forty years ago was married in the East room to an English gentleman Algernon C. F. Sartoris. Today's wedding was unique in respect of the principals, as Miss Wilson will be the first daughter of a President of the United States to be joined in marriage to a member of the Cabinet.

One hundred thousand men will devote May 29 to the improvement of the low-tone trail between St. Paul, Minn. and the park. Every foot of the road will be dragged.

ADVERTISING TALKS

(By Phillip Saenger.)

BUSINESS BUILDING

The business of an advertising manager of a newspaper is primarily to obtain advertising for his newspaper, and in order to do that continually, he MUST make advertising profitable to the advertiser.

When I think "I can" contribute anything that will directly or indirectly aid the advertisers of this paper I will gladly do so.

An advertising is an essential part with the selling end of everything, which is to be sold at retail. I will attempt to "pass along" to those who are seeking the light some of the fundamental truths pertaining to the science of salesmanship.

I do not wish to give the impression that I think I know it all. I do not. I believe when an individual permits himself to reach a point where he thinks he knows it all, he has limited the boundary circle of his own progress. There are three diseases that are fatal to the success of man.

One is appendicitis, which affects him in the side. Another is spinal meningitis, which affects him in the spine. The third is cancer, which is all-its, which affects him in the head, and when known all-its reaches the stage of mental stagnation, the condition of the victim is hopeless.

Business building includes business getting or salesmanship. It also includes the science of service.

Right here I believe it would be in order to define business building. BUSINESS BUILDING IS THE POWER TO MAKE PERMANENT and PROFITABLE PATRONS.

In every field of useful effort one must have patrons.

The patient is the patron of the physician. The client is the patron of the lawyer. The school board is the patron of the teacher. The depositor is the patron of the bank. The employer is the patron of the employe. The customer is the patron of the merchant. The retail merchant is the patron of the advertising department of the newspaper. The subscriber is the patron of the circulation department of the newspaper.

Anyone can sell almost anything once, but the problem is to make that patron permanent and do it profitably. Commercial success in every line hinges right here.

This is just where storekeeping covers and business building begins. That's business building.

Business building is the power to make permanent and profitable patrons. What is absolutely necessary to business building? SALESMANSHIP AND SERVICE.

(To be Continued)

YOU may think \$15. is quite enough for you to spend for a spring suit; if you do, we do.

You may think that \$25. isn't too much to pay for what you like; if you do, we do. We have lots of customers of both kinds. The fact is we're more interested in what we give you than in what you give us; We're looking at you next season and next year more than we are now. There is more profit to us in your pleasure and satisfaction in what you get for the money, that you give us, than the amount of it.



We are making a very strong hit with those clothes buyers who prefer paying \$15. for a suit. Our showing at this price is made up of strictly "all star" quality; representing advance ideas in colorings and models.

We name these suits Evans Fifteen.

For the particularly smart dressers our Rochester made suits especially appeal. There is an amazing variety of models to select from. Many beautiful patterns and colorings; here exclusively, \$18, \$20, \$22.50, \$25.

Oxfords such as you want most. All the new shapes and leathers, tan, vici, gun metal and patent leather, \$3.50, \$4, \$5, \$6.

Our hat stock is the greatest of all. The popular new shades for spring and summer in great abundance, here exclusively. Felt hats \$2. \$3, \$3.50, \$4, \$5.

Straw hats \$1.50, \$2, \$2.50, \$3, \$4. Panamas \$5, to \$7.50.

Order by parcels post. We prepay all charges.

B. O. Grant Co. SPOT CASH CLOTHIERS

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to Compare COLUMBIA QUALITY with higher priced garments.

THE SUPERIORITY

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