

Nothing Succeeds Like Success

Speaking of the War and its effect on business in these United States; have you noticed any diminution in the advertising of the largest and most successful business concerns of this entire country?

NO! CERTAINLY NOT!! But, on the other hand—YOU WILL, upon investigation, ASCERTAIN THAT THEY HAVE INCREASED THEIR ADVERTISING IN BOTH NEWSPAPERS AND NATIONAL MAGAZINES, as soon as this business depression made itself felt.

Haven't you found human nature pretty much alike in your meanderings over the different parts of this good old world which you have traversed, whether you were selling pink paint or white elephants?

Well then—How can you expect to get your share of the business here without an increase in your advertising appropriation, when the Great Captains of Industry, whose trade territory covers the entire United States instead of Anderson County realize that IT IS ABSOLUTELY NECESSARY.

Advertising Promotes Prosperity

From the New York "Herald."

The success of a business house is measured by the volume and continuity of its advertising.—Frank B. Presbrey Company.

We invest in advertising just as we invest in the best materials for our goods.—Colgate & Co.

By advertising only, can railroads convince the public that it will be carried in comfort and safety.—George A. Cullen, Delaware, Lackawanna and Western Railroad.

Periodic advertising of the most brilliant kind leads to failure where ordinary advertising, persistently followed, brings successful results.—B. T. Babbitt, Incorporated.

We advertise as a sort of business insurance in winter and summer, in good times and bad, and thus have made Victor Talking Machines known all over the world over.—Victor Talking Machine Company.

To be successful you must be consistent. I would rather use four quarter pages in The Herald than one full page for regular purposes, but when I have a special story to tell I want a page.—E. T. Gould, Director and Advertising Manager Regal Shoe Company.

Are these successful business concerns or mere "pickers?"

Go thou, and do likewise!

JASSEEN, THE AD MAN.

SPORTS

NATIONAL PENNANT GOES TO BOSTON

Defeats Windy City In Ninth Inning By a Score of 3 To 2

Boston, Sept. 29.—A double by Whitford after Evers had been passed and a bunt by Maranville on which Whitted raced home, broke a tie in the ninth inning today and Boston not only defeated Chicago, 3 to 2, but won the National league pennant. It was the last game of the season here for the new champions.

Table with columns AB R H PO A E for CHICAGO and BOSTON. CHICAGO totals: 28 2 5 25 6 0. BOSTON totals: 27 3 3 27 19 2.

Summary—Two base hit, Whitted. Three base hits, Zimmerman, Bues. Sacrifice hits, Maranville. Sacrifice fly, Saler. Stolen base, Connolly. Left on bases, Chicago 2; Boston 12. First base on balls off Cheney 11; Hughes, 2. First base on errors; Chicago 2. Hit by pitcher, Maranville. Struck out by Cheney 8; by Hughes 8. Passed balls, Archer (2). Wild pitches, Hughes (2). Time 2:10. Umpires, O'Connor and Eyrton.

Score by innings—Chicago... 100 100 000—2 Boston... 000 020 001—3

Score—Chicago... 030 020 10—7 12 0 Brooklyn... 000 301 00—4 6 0

Buffalo Gets Two. Buffalo, Sept. 29.—The Buffalo Federals won both ends of a double header today from Kansas City, 11 to 6 and 4 to 0. In the second Moran struck out seven men.

Triple Wins In Fifth. Pittsburgh, Sept. 29.—A triple by Oakes in the fifth inning with the bases full, gave Pittsburgh a 3 to 0 victory over Indianapolis today.

Baltimore Wins Game. Baltimore, Sept. 29.—The last game of the season between Baltimore and St. Louis was won by the home team 3 to 1.

Pendleton News. Pendleton, Sept. 29.—Everyone regrets exceedingly that Pendleton will not be able to have her annual fair this year. Those held heretofore were great successes in every respect, and we hope to have one next year.

Misses Annie Garlington and Louie Simpson, of Anderson, are in town today visiting relatives and friends.

Mr. and Mrs. R. A. Buchanan, who have been in Autun for some time visiting the former's parents, returned this week.

Mr. Luther Boggs has returned to Charleston, where he will resume his work as student in medical college.

Mr. H. S. Treasler, of this town, made a business trip to Central yesterday.

Mr. John L. Newton is spending while with his aunt, Mrs. Ellen Newton, of this place.

Mr. DeWitt Boggs is progressing very rapidly on the building of his new house, and it will soon be ready for occupancy.

Miss Sallie Lay, who has been teaching at Ninety-Six, came home Saturday and will probably be at home for some time as the school was closed on account of diphtheria.

Misses Anneska Hunter and Lila Stribling, from Anderson hospital, were spending a short time in town Saturday.

Miss Lila Sloan, of this place, spent the week-end with her grandparents, Dr. and Mrs. P. H. E. Sloan, of Clemson College.

Mr. John Mullinax died at his home near Five Forks last Friday.

The Presbyterian manse which was burned last May is now being rebuilt. The new one will be a much better one than first, and will be built on bungalow style.

The visitors from Charleston who usually spend the summers here, will leave this week.

The general cry of war and hard times can be heard on every side.

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McCormick News. McCormick Messenger.

The presiding elder of this district will preach in the Methodist church here on the first Sunday in October, morning and at night, and will hold quarterly conference in the church Monday morning, October 5th.

Mr. John T. McLane is in McCormick this week visiting relatives and friends, after an absence of two years on the Mexican border, where he has been on duty as lieutenant in the 14th cavalry regiment, U. S. army.

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REAL "DOGS OF WAR."

They Used to Wear Coats of Mail and Carry Firebrands.

"Dogs of war" is a phrase which once meant a thing as real as the war horse. Dogs have played their part in battles and campaigns, and in the old wars between England and Scotland dogs were used by both combatants for pursuing and killing fugitives after a defeat.

It is related that Wallace and Bruce each had close escapes from capture by English bloodhounds. Bruce is said to have thrown the English dog off the scent by the now well known expedient of wading up a stream far enough to battle his pursuers, and Wallace evaded the hounds by having recourse to a trick more or less common in those bloody times of killing a follower and leaving the body in the dogs' path for them to come upon. The dogs finding a body believed that their task was done and discontinued the hunt.

In the history of the wars of the middle ages one finds reference to the use of big dogs against cavalry for the purpose of throwing the horses into confusion and not alone for causing panic, but casualties, for these fierce canine partisans were clothed in coats of mail studded with spikes and having scythes fitted to their harness.

Instances are recorded where war dogs with fire brands fastened to their coats of mail have been set on an enemy's camp with destructive results. Henry VIII. must have found dogs useful in military ways, because in English history it is written that he offered the use of 40,000 auxiliaries and 4,000 war dogs to King Charles V. of Spain to aid that monarch in his war with Francis I.

In the reign of Queen Elizabeth when the Earl of Essex entered Ireland for the purpose of suppressing insurrection there his army was accompanied by a hundred bloodhounds.—Detroit News.

A LITERARY GLUTTON. Magliabecchi Was Too Busy With His Books to Draw His Salary.

The most picturesque figure in the annals of Italian librarianship is undoubtedly Antonio Magliabecchi. While his official position as librarian to Cosmo III, grand duke of Tuscany, gave him considerable prominence, he is remembered more especially for his personal characteristics and his vast store of self acquired learning.

He has been described as a literary glutton and the most rational of bibliomaniacs. Inasmuch as he read everything he bought, his own library consisted of 40,000 books and 10,000 manuscripts. His house literally overflowed with books. The stairways were lined with them, and they even filled the front porch. In worldly matters Magliabecchi was extremely negligent. He even forgot to draw his salary for over a year. He says the North American Review. He wore his clothes until they fell from him and thought it a great waste of time to address at night, "life being so short and books so plentiful." He welcomed all inquiring scholars provided they did not disturb him while at work.

Perhaps the most extraordinary librarianship was that enjoyed by Diderot, who about 1765 decided to sell his library in order to provide a dowry for his daughter. The Empress Catherine of Russia heard through Grimm of the straits to which Diderot had been reduced and instructed her agent to buy in the library at the owner's valuation in this way Diderot received not only 10,000 livres, but he was graciously requested to consider himself the librarian of the new purchase at a salary of 1,000 livres a year. Moreover, and this begins to sound like a fairy tale—Diderot was paid the salary for fifty years in advance.

Beginning War. There was a great difference in the manner of commencing a war centuries ago to what there is now. Now the blow is frequently struck before the word, and there is no obligation to issue a formal declaration at all, the act of war constituting the declaration. But in medieval times no war ever began without a formal declaration by a herald, who in a most庄ere manner breathed defiance on the part of his royal master, exchanged numerous able bows with his enemies and departed in as dignified a manner as he came.—London Chronicle.

Where Was Wales? Spencer Leigh Hughes, M. P., tells of the following amusing experience: He was once passing the war office building in Whitehall when his companion, a Scotchman, pointing to the emblematic devices engraved over the door, indicated the Scotch thistle, the English lion and the Irish harp. "Where is the emblem of Wales?" asked his friend. "Oh," Mr. Hughes replied, "I expect there is a leak in the roof."—London Express.

Badly Scared. "Were you frightened during the storm?" "Dear me, yes. The windows were all open and I was so afraid of the lightning that I didn't even stop to wake up John. I jumped right up and closed them myself."—Detroit Free Press.

Prohibitive. "What's the matter, daughter?" "Father, I want a duke." "That can be arranged, my dear. I was afraid you might want a baseball pitcher."—Baltimore Sun.

Italy on the Move! Ancona, Italy, Sept. 28.—The enlistment of volunteers with the object of landing in Dalmatia, Austria-Hungary, is reported here.

You can get the news while its new in The Morning Daily Intelligencer. JOLEY CATERGIC TABLETS

Advertisement for John Linley's dog houses. Includes text: 'HOME OF YOUR OWN IS A HOME INDEED', 'REMEMBER North Anderson Lots cost \$25 to \$35.00 more tomorrow.', 'FOR HOMES, SEE JOHN LINLEY, FARMER & LINLEY'.

Advertisement for 'The Rush Is On'. Text: 'With the cool weather comes the demand for fresh meats. We are prepared to serve you with the very finest of Mutton, Veal, Pork, Beef, Poultry, etc. that money can buy. Our business in this line as well as in the Grocery line is increasing.'

Advertisement for W.A. Power. Text: 'W.A. POWER 212 S. Main SAM D. HARPER, Mgr., Phone 152'.

Advertisement for Yom Kipper. Text: 'Yom Kipper'.

Advertisement for The Lesser Co. Text: 'The Lesser Co. Our store will remain closed today on account of Holiday.'

Advertisement for Capital City News. Text: 'Capital City News'.